

ABSTRACT

Interest in reading the community is still very small. Based on the ranking of The World's Most Literate Nations (WMLN), Indonesia is ranked 60th out of 61 countries under South Africa and Thailand. There are currently around 25,728 libraries scattered throughout Indonesia. Although the number of libraries is fairly large, it does not guarantee the books that people want to read are available there. In addition, the number of books that can be borrowed from libraries is also limited. That's why bookstores can sometimes be an alternative to finding reading materials as per the wishes and interests of the community. Some people can still buy books in bookstores, some are constrained by price issues. Not infrequently books in bookstores have high prices that can not be reached by some people. That's why used books become a solution for people who can not afford to buy a new book. For that reason, it takes a container that can be used as a trading place used the book in the form of e-marketplace that can be accessed from anywhere and anytime. This research uses several methodologies such as 3P model and science and behavior science design model as the conceptual model. And iterative incremental method as a method in system development. In addition, there is also a systematic research. For supporting technology, this research using CMS (Content Management System) WordPress as the main technology in application development and supported by other technology. It is expected that with this research, can facilitate the public in buying and selling used books online which is relatively more affordable for all those who indirectly can contribute to increasing reading interest in the community.

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