

ABSTRACT

Vegetables is a essentials requirement all the people, of the existing food supply in various regions of Indonesia are the result of plant production under the province of West Java. The number of the combined group of farmers (Gapoktan) who was in the region to make the territory into West Bandung's main supplier of vegetables for the province around Java, farmers usually supplying vegetables to post-harvest company but there are some the farmer directly distributes his vegetables to store or supermarket, Tani Indonesia Center (TTIC) is a government program under the auspices of the Ministry of agriculture, Government facilities to farmers in an effort to cut off the supply chain, and sales directly to consumers, in addition there is a bazaar on TTIC do for farmers, for farmers currently only distribute it and sell it in the Palm of your sales that do not have the care of the quality of the vegetables is good considering the easy damaged, horticulture products and some people do not know of one sole good quality products for horticulture, for it's Exterior design needs a transport facility horticulture have identity and educational value that can be used to sell directly without reducing the distribution function.

Keyword: Horticulture, Exterior, Bazar, Gapoktan, Consumers