

## **ABSTRACT**

### ***BUILDING WEBSITE MARKETPLACE USE ITERATIVE AND INCREMENTAL METODE IN BORONGAJAYUK STARTUP***

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the horticulture and food crops sector has continued to be developed by the government in agricultural development, and the main commodity is vegetable and rice commodities. But the development of horticulture plants is not balanced with the development of supply chain lines in the horticulture and food crops sector. The length of the agricultural supply chain path results in a price difference between the selling price of the farmer and the consumer purchase price. There needs to be a system that can help farmers to sell and manage the sale of agricultural products. The borongajayuk application developed has two platforms, namely a mobile application-based platform and a website-based platform that has functions as a sales platform, online transactions, goods, open stores, purchases, and chat that can facilitate *users* in buying and selling their businesses. Borongajayuk application is focused on two main *users*, namely sellers and buyers. The development method used in this study is the iterative and incremental model. In addition, the researcher conducted an application test by testing the black box application. The results of these tests are expected to be able to know the value of the quality of the Borongajayuk website application.

**Keyword: marketplace, website, iterative incremental.**