

ABSTRACT

Currently, technological developments are developing rapidly and have entered all sectors, including the world financial and business sector. With the entry of technology into the financial and business sectors, it is slowly changing the financial industry to the digital era. The combination of financial technology (fintech) and digital markets is increasingly penetrating all industries including the agricultural industry. Agriculture plays an important role in food security and sustainability for the community. However, lack of funds and limited distribution channels to reach customers is often a problem caused by farmers, especially farmers in rural areas. This study will analyze the fintech and digital marketplace models to support the agricultural industry in Margamekar Village, Pangalengan Regency.

Keywords: Fintech, Digital Marketplace, Agriculture.