

## **ABSTRACT**

Farmeet is an application where the farmers can reach their potential buyer only use their smarthphone. With this application farmers can sell their crops directly to their customer without intermediary. Farmeet also provide rice distribution point and service for the farmers, the main function from this service is to make farmers more easier when they want to deliver their order to the customer, so for the farmers which don't have any vehicles they can still send the order and also this service will eliminate the distribution cost for the rice. On the other hand Farmeet also provide tips and tricks for the farmers how to manage and maximize their field based on the expert on that field.

As a new business, the “ design system and feasibility analysis of development farmeet application at West Java” conduct a research to know the feasibility study for this business based on market aspect, technical aspect, product aspect, level of sensitivity and risk. Based on the analysis, NPV (Net Present Value) of this business is Rp 2,545,118,785.37, whereas the IRR value is 43.50% which mean greater than the MARR value with the payback period is 1,92 years. The result of sensitivity of analysis, this business is sensitive with the number of demand, indirect labor cost and cost of service change.

Keywords- Farmeet, application, farmers, feasibility study, NPV, IRR, PBP, sensitivity analysis.