

ABSTRACT

WEB MOBILE-BASED SELLING AND BUYING AGRICULTURAL PRODUCT INFORMATION SYSTEM IN THE FARM MARKET

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Farm market is an event that is held every week by the department of agriculture involving farmer groups in Bandar Lampung.

The method used in making this buying and selling information system was the *waterfall* methodology. The data collection was done by interviews, observations and literature studies, while the implementation of this method was explained through system analysis, DFD and database table structure. To design and create this website the researcher used *Macromedia Dreamweaver*, the programming language PHP, *MySql* database, and *Xampp* web server.

The implementation of information systems for buying and selling agricultural products at the farm market allows farmers to sell agricultural products on a website online. As for the advantages of this buying and selling information system, farmers can promote and market products at a price and the information presented that can be seen by everyone who uses the internet as a medium, so this can expand their market share. In terms of ordering, customers can plan anywhere and anytime without having to come directly to the farm market so that everything becomes more effective and efficient.

Keyword: information system, Pasar Tani, *Online Promotion*

