ABSTRACT

Mina Padi is a new breakthrough in rice farming that is integrated with fish farming in Sleman Regency. In simple terms, mina padi means farming, both rice and palawijaya in rice fields while raising fish. Its layout, one side is used for farming while the other part is nursery or enlargement of fish seeds.

E-Commerce or called electronic commerce is the distribution, purchase, sale, marketing of goods and services through the internet or computer networks. This concept is a new concept that is described as the process of buying and selling goods or services on Word Wide Web media such as Tokopedia, Lazada, Traveloka, and toko bagus..

The advantage gained by using transactions through e-commerce is to increase revenue by using online sales which are cheaper and at the same time low-cost operational costs. In this study, researchers used e-commerce as a marketing medium for fish at Mina Padi Sleman Regency to make it easier for customers to order and find out information on various types of cultivated fish. The-commerce system used in this research is to use the PHP programming language with the code igniter framework and database using MYSQL. The result of the development of e-commerce is able to facilitate customers in getting information, route the product purchase, and payment confirmation. This application has product ordering features, order confirmation, product payment, and product info display. The test results show that the application built is in accordance with the system design and e-commerce user needs also helps pickup Mina Padi in handling product purchase transactions.

Keywords: *E-commerce, web framework, codeigniter*, PHP, MYSQL