

ABSTRACT

Indonesian Nature is blessed with enormous diversity, either in its type and kind. One of the farming products is fruit. Fruit commodity has various types in its kind, also has high economic value compared to food plant. Moreover, fruits also have local characteristic, responsive toward advance technology, product with huge added value, and market keeps on growing. Therefore, fruits plant is suitable developed as business. On the other hand, target of featured fruits such as: mangosteen, mangos, banana, orange, durian, watermelon, and melon can be developed to increase regional economy especially and Indonesia generally. However, it is not just featured fruits that become focus of the people and government because there are still many fruits that can be prospect for business in the society, in this case, *Carica* fruit.

Therefore, by making *Carica* fruit marketing and management Information system, it can attract people's attention to see how rare fruit (*Carica*) in certain area, but it can be enjoyed and purchased easily. Software used to develop the application is PHP (Pear Hypertext Preprocessor) as programming language, MySQL as database server, Macromedia Dreamweaver 8 as supporting application. Marketing and Management of *Carica* fruit Information system gives information to the people on how to handle and market *Carica* fruit into the process of ready-to-eat food. Public society will easily buy the fruit or just want to see how to handle *Carica* from raw fruit becomes ready to eat food.

Keywords: Fruits, Information System, Processing and Marketing.