

ABSTRACT

Koi fish is one of the freshwater ornamental fish commodities which is the belle of fish because their prices are relatively stable and tend to increase. To sell and market koi fish, farmers using social media platforms such as Facebook and Instagram, while transactions are made by COD (Cash On Delivery) or by bank transfer via ATM and mobile banking. The marketplace that has been present in Indonesia so far does not represent transaction needs because the components of the transaction are deemed not meeting the expected specifications. Prospective customers, of course, want an easy transaction procedure. To overcome this, a marketplace system was created with transaction features using the Midtrans payment gateway. with this feature the transaction process can be done quickly and in a short time, products that have been verified payment can be sent directly to the buyer. The result of this research is the marketplace system uses Midtrans payment gateway as an electronic payment service provider and as a system to automatically verify payments.

Keywords: Marketplace, Payment Gateway, Midtrans.