

DEVELOPING E-COMMERCE ON PLANTATION HARVEST CROPS WITH BUSINESS TO CONSUMER (B2C) MODEL INTEGRATED TO PAYMENT GATEWAY (Case Study: UD. Sabila Farm Yogyakarta)

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ABSTRACT

UD. Sabila Farm Yogyakarta is a business entity engaged in the horticultural agribusiness sector or the cultivation of fruit plantations located at Mount Merapi, Ketodadi village, Pakem sub-district, Sleman regency, Yogyakarta Special Region. During the buying and selling activities of the buyer carried out by UD. Sabila Farm Yogyakarta still uses conventional methods, such as offering products from buyers to buyers and messaging media such as WhatsApp. It is a challenge for UD. Sabila Farm Yogyakarta to increase the marketing of its products for better stages. In addition, other problems also arise in the payment process and the recording of transaction results that have not been neatly organized so that it is not uncommon for the admin as the person in charge of validating transaction data that makes several mistakes such as invalid data or duplicate data. In this study, innovation is needed to solve this problem, and researchers created an e-commerce application using the Laravel framework, which is integrated with the payment gateway service provided by Midtrans, which accommodates all forms of digital payment transactions. With this research, the impact is quite significant for UD. Sabila Farm Yogyakarta is like adding new customers and increasing the credibility of the buyer's business entity. In addition, accurate and accurate transaction reports can be used to evaluate future service improvements.

Keywords: E-commerce, Midtrans, RajaOngkir