ABSTRACT

The college is one of the organizations that produce products or works. The number of universities in Indonesia very much. Thus, the potential of the product or the work produced by all universities in Indonesia to be very large to be sold via the internet. Telkom University itself is one of the colleges that do not have e-commerce applications integrated. Therefore, the problem of this research is how e-commerce applications that fit the needs of higher education, especially Telkom University.

The research methodology used in this study is a phase that includes Incremental Iterative business modeling, requirements analysis, analysis, design, implementation and testing. In this study resulted in a sub module that can perform a product initiation, conduct a review of products, selling products, as well as in making payments can only make a payment confirmation only. Role involved in this application include administrators, moderators, contributor, guest, sales and payment. This study uses unit testing and user acceptance testing.

Based on the results of user acceptance testing, user-developed applications can receive and assess the features developed application needed and can be applied. Suggestions from the results of this research to the next by adding the payment transaction process integrated with the system, and can add the inclusion of shipping in the system is integrated with a freight company.

Keywords : e-marketplace, iterative incremental