

ABSTRACT

Indonesia is a country that has the potential in e-commerce with large number of online shoppers. But apparently most of these shoppers prefer to shop in social media or forums compared to conventional online stores. In addition, most of these shoppers admitted having trouble finding the goods or services around. Seeing these characteristics, it is necessary to build an e-commerce which has elements of social media and forums. It should also have Geographic Information System (GIS) to allow users to search for goods or services around.

Development of GIS-based social commerce application based on four main layers of social commerce, individual, community, conversation and commerce using iterative and incremental method. Developing with this method is done by using several iterations in its development phase. The purpose of this iteration is to provide improvements to existing features or to add new features.

The end result of this research is a GIS-based social commerce application that can run on many Android devices and has an attractive appearance, is easy to use and can help bring together sellers and shoppers.

Keywords: *social, commerce, GIS, android, iterative, incremental*