

ABSTRACT

The number of users of e-commerce in Indonesia, making many e-commerce sites in Indonesia emerge, for example Tokobagus OLN, berniaga.com, tokopedia.com, bukalapak.com, and so on. In a marketing strategy created by Jerome McCarthy who has long been recognized and applied until today, that important factor in marketing the products mentioned in the 4 P's, including Product, Price, Place, Promotion to meet the promotion aspect of e-commerce users who want to market their goods will be using a variety of websites.as for place aspects smartphone users in Indonesia will be more effective in marketing if users who want to sell their goods can use their smartphone to promote their products to be sold, this can be called with m-commerce. To facilitate this, required an application for mobile devices that enable the users to market their products to a variety of e-commerce sites at once.

This research discusses how to make an application to spread advertising by using iterative and incremental method. Designing applications with this method is done with a few iterations in the determination of the scope and in developing features. This iterations is necessary to adapt to e-commerce sites.

This research is a Android mobile version of the study titled web portal designing marketing products and services to several Indonesian e-commerce sites with iterative and incremental method. This application is to complete the segment of website version,that mean is all of marketing activity in application such as marketing, monitoring, commparing price can be done eveyrtme and everywhere as long as the smartphone has internet connection.

Keywords mobile-commerce, e-commerce, 4P, iterative, incremental, Android