

## ABSTRACT

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*In Solok Regency, there are many agricultural products. Both from rice fields, fields and so on. The marketing system that has developed so far is an intermediary system. This marketing system causes agricultural products to be expensive in the eyes of consumers and small or disproportionate profit margins from the farmers. In an effort to increase the efficiency and effectiveness of the buying and selling system, an application is needed to make it easier for farmers and buyers to sell or buy agricultural products.*

*Based on these problems, a web-based Farm Products Sales Application was developed. The system built can make it easier for farmers to display and market agricultural products. And buyers can comfortably choose the agricultural products they will order.*

*The final result obtained is a web-based Farm Products Sales Application. The main features include: login, input, order, check out and others. This project applies the waterfall method which consists of requirements, analysis, design, implementation, testing, and maintenance stages.*

*Keywords: Agriculture, Marketing, Application, Seller, Buyer*