

ABSTRACT

Agriculture is an integral part of community life and a livelihood for people in Indonesia. However, Indonesia is currently facing a new challenge regarding the decreasing agricultural land. To address food issues in Bandung City, vegetable cultivation using hydroponic technology has become an interesting alternative. Besides personal consumption, hydroponic cultivation can also be a business opportunity for farmers. However, many hydroponic farmers who are starting their businesses face difficulties in marketing their products due to a lack of knowledge about marketing. To tackle this issue, the internet serves as an effective solution. The internet can be used to market products through various platforms, including marketplaces. In Bandung City, there is significant potential to develop a specialized marketplace platform for hydroponic farmers. In this research, the author will focus on creating such a platform, designed to help hydroponic farmers market their products online. The author's goal is to provide convenience for customers in purchasing vegetables and enhance the competitiveness of hydroponic products in the market. To achieve this objective, the author employs the prototyping method, which is one of many Software Development Lifecycles, where potential users can interact with the platform's design and provide feedback through a Single Ease Question before actual implementation. This way, the author can ensure that the platform meets users' needs. The final testing during the development phase utilizes User Acceptance Testing, where potential users try the application directly and provide feedback on whether the application is deemed suitable for release. The data gathered from User Acceptance Testing indicates that the LapakHidroponik application is ready for use according to the expectations and needs of targeted users.

Keywords: *Marketplace, Design Thinking, Prototype Model, Laravel, User Acceptance Testing.*