

ABSTRACT

The agricultural sector is very important in the growth of the national economy. However, there are problems that Indonesia currently needs to improve, namely, having new challenges with increasingly narrowing agricultural land. Cultivating vegetables with hydroponic technology can be an effort to overcome the food inequality problem in Bandung. Apart from being self-consumed, it can also create business opportunities. One way to use the internet is to market their products in the marketplace. Therefore this research uses design thinking to generate ideas and solutions to form a marketplace that can help hydroponic farmers in Bandung market their products. In addition, the design implementation uses the Software Development Lifecycle Prototype model, which involves prospective users. Based on the results of implementing the marketplace design using the prototype method, potential users perform usability testing of the design in the form of an interface based on the output of design thinking. The assessment was carried out using the Single Ease Question (SEQ), and then improvements were made based on user feedback. After implementing the design using Laravel, testing was carried out using Black Box Testing and User Acceptance Testing. After being validated using User Acceptance Testing, The application that is made already meets the needs and potential users.

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