E-Commerce for Agriculture

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Abstract. The purpose of this research is to help farmers to utilize E-commerce so the income will be increased. The method used in the research is descriptive method by reading from various existing journals. The results show the role of Market-false E-commerce in agricultural transactions is helpful, ranging from marketing products through media such as websites, social media, and advertisements. The role of the E-commerce Marketplace in transactions greatly provides benefits such as facilitating transactions, knowing the availability of goods, and ease of accessing the site.

1. Introduction
E-commerce marketplace is one of the current technological developments. The needs of the community for the development of existing information technology are high. Therefore, agriculture must be able to utilize information technology as one of the media to increase the income. E-Commerce includes all aspects of business processes and markets that are activated using internet technology and websites [1].

Agricultural e-commerce websites have four categories to adjust economic service targets, namely reducing transaction costs, intermediation, combining e-commerce services, and providing e-commerce support services [2]. E-commerce marketplace is a provider of infrastructure for companies to expand internal business processes [3]. Meanwhile in e-commerce marketplace, sales, advertisements, and product orders are done using internet [4]. E-commerce marketplace has been widely used in various aspects such as robots and business [5]. A marketplace is an interactive business place for an electronic community that provides a market where B2B e-Commerce activities or other e-Business activities a company can take part in. From some of these definitions, it can be said that e-commerce marketplace is a place to market products electronically to transact easily between sellers and buyers [6].

The purpose of this research is to help farmers to utilize E-commerce so the income will be increased. By offering agricultural products through e-commerce, it is expected that buyers of agricultural products are not only local buyers but buyers can come from other regions [7]. The method used in the research is descriptive method by reading from various existing journals.

2. Method
The method used in this research is descriptive method by reading several journals and collecting research data related to this research.

3. Results and Discussion
The role of e-commerce marketplaces can be used in various fields, one of it is in marketing [8]. The use of e-commerce is helpful because it can market products by adjusting customer desires.
Meanwhile, according to one of business expert, what we need for doing a business is human knowledge, equipment, work methods, processing systems, electronic equipment, communication equipment, hardware, and software [9].

In Indonesia, many marketplace providers use e-commerce for agriculture. Therefore, we take the example of argomaret.com as an agricultural e-commerce marketplace that is often used by consumers. Agromaret itself is provided for customers and farmers. For its customers, it gives a practical, safe, and easy to get customer needs. While for its farmers, Agromaret provides opportunities for farmers to market their products directly to consumers (see Figure 1).

![Figure 1. Logo of Agromaret Company](image1.png)

### 3.1 The analysis in Product Performance

A product is offered for the purpose of being bought by the buyer or consumer to meet their needs. According to Ghoshal, a product or service is a product that can be offered or sold in accordance with the rules and agreements that apply in business [10] (see Figure 2).

![Figure 2. Main Menu Agromaret](image2.png)

### 3.2 Work System at Agromaret

Agromaret is a company engaged in the e-commerce business and marketplace, some work systems in Agromaret, namely:

- Registration of online customers or sellers.
  
To be able to use the existing facilities the seller or customer must register first to have an account (see figure 3).
Figure 3. Register Menu

- **Seller / Customer Profile.**
  If the profile isn't complete, the visitor can't make a purchase or sale and the data will be saved in the database.

- **Product List.**
  Buyers can see a variety of products offered on the Agromaret website and application. The form of information provided in the form of products, prices, and seller areas.

- **Offer and order.**
  The offer and purchase can be made on the Agromaret website or application.
• Category Menu.
The category menu itself is to make it easier for customers and sellers to find a product as it is shown in Figure 4.

![Figure 4. Category Menu](image)

• Order Menu.
This menu is used by the customer to order the desired product and make a purchase transaction with the seller. As it is shown in Figure 5.

![Figure 5. Order Menu](image)

After placing an order, the customer will enter the negotiation stage and the seller will negotiate after agreeing. The customer will make a payment and confirm the payment, after confirming the payment, the product will be sent. After receiving the product, the customer confirms the product is received and provides transaction reviews and ratings for the seller.

• Return of goods / Refund.
This feature is used by the customer to return goods that have been received because the product is not suitable or there is a partial defect. The customer only needs to open a purchase transaction and press the return item button, after that the customer fills the return form, then the item is sent back to the seller.
• Payment method.
  This menu is used by the customer to pay the bill that was agreed during the negotiation. The customer checks the email to see the bill.

• Wallet feature.
  This menu is used for sellers. In this menu, the seller can withdraw the balance that has entered the seller’s wallet by transferring to the seller’s account. Display wallet menu is shown in Figure 6.

![Wallet Feature Image](Figure 6)

**Figure 6. Wallet feature**

• Place a Sales Ad.
  The selling ad menu is used by sellers to sell and market their products. As it is shown in Figure 7.

![Sales Ad Image](Figure 7)

**Figure 7. Place a Sales Ad**

• Place a Request Ad.
  The menu of advertisements on demand is used by customers to tell the seller what is needed. As it is shown in Figure 8.
4. Conclusion
It can be concluded that the use of e-commerce and marketplaces for agriculture is useful as a medium for marketing products and expanding distribution areas. Therefore, Agromaret benefits the sellers and customers as it attracts more customers to buy the product.

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