

# ***APPLICATION OF SCRUM METHOD IN MAKING FARMERS MARKET APPLICATIONS TO INCREASE MARKET REACH***

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## ***ABSTRAK***

*Langkat Village, located in Siak Kecil District, is known as an agricultural area where the majority of the population depends on the farming sector. With fertile and vast land, farmers can harvest up to five times within two years. However, the abundance of crops has led to marketing problems due to the lack of effective strategies. A survey shows that 70% of the harvest is sold, but many products remain unsold or are sold at unreasonable prices. To address this issue, the Village-Owned Enterprise (BUMDes) of Langkat requires a system that can support broader and more structured agricultural marketing. The proposed solution is the development of a web and mobile-based Pasar Tani (Farmer's Market) application that provides wider access to reach consumers. The application was developed using the Scrum method and completed in six sprint stages to produce a ready-to-use system. Functional testing using the Blackbox Testing method and User Acceptance Testing (UAT) showed that all features worked according to the development objectives. Transaction data also showed that the application successfully reached buyers outside the Langkat Village area, with a total of 30 transactions during the testing period. These results demonstrate that the Pasar Tani application is capable of expanding market reach and effectively supporting the distribution of agricultural products.*

***Keywords*** : BUMDes, Farmers market, Scrum Method, Laravel