ABSTRACT

The agricultures produced by local citizens, usually located in rural areas, can be processed into snack. They create small businesses that are called 'cottage industry', since generally they are owned and managed solely by families. Along with its development, agriculture-based food cottage industry encountered some problem especially in terms of marketing. Based on the research done, existing problems faced by the industry is lack of capital and fierce competition between agriculture-based cottage food industry entrepreneurs that has made attempts to global markets quite difficult. This research focused on the marketing problem and how information technology can help to minimize these problems.

In this research, agriculture-based food cottage industries in Bangi, Sepang, Banting, Sungai Besar and Sabak Bernam were visited to complete the data collection process. The methodology used was qualitative method, which was by distributing questionnaires to the respondents. There are two types of questionnaires, the first questionnaire gathered data about the ownership of this business, problems faced, marketing strategy and information about internet usage and the existing online marketing websites which was distributed to the thirty owner of the agriculture-based food cottage business. The second questionnaire was used to gather feedback on system testing and distributed to the ten sellers and ten buyers in order to get their feedback from the prototype of the developed system.

The output of this research is the development of a web-based system that is used to help seller to do marketing more widely through online and to save their time and product promotion cost. In addition, this system also helps buyers to find detail information of the company and products of their interested.
ACKNOWLEDGEMENTS

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