

## ABSTRACT

*Traditional food is a typical food from an area that has its own taste and has been processed for generations. One of the traditional food producers is Toko Ekasari which is located in Sokaraja District, Banyumas Regency, Central Java. The main product of Toko Ekasari is fried getuk which is a traditional Banyumas food. In its marketing, Toko Ekasari still uses a conventional system by visiting tourist attractions to sell its products and inviting consumers to come directly to the store. Another problem is the absence of ordering media for consumers who are outside the city. Therefore, to reach wider consumers, digital marketing will be implemented which is designed using the SOSTAC method. The SOSTAC method was chosen because there are 6 points that help in designing digital marketing strategies. The next solution is related to consumer ordering media outside the city, namely by making e-commerce applications. The application that will be made is mobile-based and has features ranging from selecting products, making payments until the goods reach consumers. The application design process will apply the extreme programming method. The extreme programming method was chosen because this method is suitable for designing applications with a short time. Based on these two solutions, it is hoped that Ekasari Stores can reach a wider range of consumers and make it easier for consumers outside the city to buy Ekasari Shop products.*

**Keyword :** *Culinary, Traditional Food, Ekasari, AGILE, Extreme Programming.*