Fishpro (Online Fisheries Product): Application Design of Sell and Buy Fisheries Product to Increase Fishery Businesses Income of Nusantara

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ABSTRACT

The fisheries sector is a strategic sector to increase the country's foreign exchange in national development. However, due to the emergence of the Corona Virus Disease 19 (Covid-19) outbreak, the capture fisheries sector was affected by the pandemic. Fishery business actors, namely fishermen, small-scale fish traders (retail traders), and MSME (Micro, Small Medium Enterprises) owners have been affected by the Covid-19 pandemic. The income of fishery business actors has decreased due to decreasing market demand so that fish prices have also decreased. It is more difficult for fishery business actors to market their fishery products. Fisheries actors must be able to take advantage of opportunities during a pandemic by changing the marketing system to digital or online based so that capture fisheries products can be absorbed optimally. Therefore, there is a solution to overcome this problem, namely the application of buying and selling fish, both fresh and processed fish that can be reached by the wider community on an online basis. This application is an online fish buying and selling application that connects sellers with consumers directly with a delivery system with drivers. The application design uses the Waterfall Software Development Lifecycle (SDLC) method which consists of six stages, namely analysis, design, implementation, testing, deployment, and maintenance. The materials (software) used in application design according there are android studio, firebase, and google map API (Application Programming Interface). The FISHPRO application is real-time, which is capable of updating automatically in the system. The features in FISHPRO are purchase, co-book, discussion, news, nutritional information, accounts, activities. This application is claimed to be a complete package application because in one application include features that are useful for users so that they get more information. Application that is simple, practical, easy and comfortable to operate by the user.

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