CV.X Website-based Application to Improve Fish Marketing: Case Study on X LP

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Abstract. Website application is used to improve fish marketing at X LP located in Muara Angke, North Jakarta. An innovation in fish marketing is needed in order to increase fish sales. Muara Angke is located on the north coast of Jakarta. Fish caught by fishermen are sold and distributed to the community through the Muara Angke area. Through this website application, X LP wishes to provide convenience to people who want to get fresh fish at prices that are more competitive than the general market or supermarket.

1. Introduction

Indonesia is an archipelagic country with a sea area of 5.8 million km². Indonesia's fish catches forms around 30% of the world's fish demand. In addition, Indonesia has many fishing areas for various economically important fish species including tuna. Indonesia's marine and fisheries wealth has a maximum sustainable yield (MSY) of around 6.5 million tons / year in 2012. In 2014, the number of fish caught were around 12.4 million, and is expected to reach 18.8 million tons in 2019. Indonesia has high marine biodiversity, providing ecosystem services that are beneficial to human society (Suwondo, Yuliando, and Muchfirdin 2016). This research explains how to order fish through the website without the need to visit the store. This application will further expand market reach and also improve company performance. Based on these problems, an application was developed that can assist the company in overseeing and controlling sales, that is a website-based fish selling application (Hakim Rahman 2018). Planning initiatives that build marine space in ways that negate or contradict specific materiality, the latter holding great significance to how various actors relate to marine products (Ntona and Schröder 2020).
2. Method and Material

Data collection methods are needed to gather information that will be used and what explanation will be obtained and determined by the methodology and analytical approach applied by researchers (Paradis et al. 2016). Semi-structured interview is a qualitative data collection method and the quality of interview guide fundamentally influences results (Kallio et al. 2016) which presents unique challenges and requires the use of participatory software development methodologies: Participatory design actively engages all interested parties in the iterative design process (Poulovassilis et al. 2019).

3. Literature Review

Governance reform is one of the most important problems for government along with the need to respond to globalization, the evolution of society, the hope for sustainable citizens' businesses. There is a need for a process to identify common elements that are inherent such as the requirement to appear more in less time. However, in various countries, the steps and nature of reforms differ in accordance with the conditions and cultural traditions of the countries in which they take place. This practice shows that reforms are aimed at completing various management tasks, namely to increase the level of transparency and accountability, increase work efficiency, increase revenue and reduce costs (Derindag, Canakci, and Tsarev 2019). E-commerce has created a new digital market where prices are more transparent, with global markets and highly efficient trade. Although imperfect, E-commerce has a direct impact on the company's relationships with suppliers, customers, competitors and partners, as well as how companies market products, use advertisements, and use brands (Laudon and Traver 2016). Customer relationship management (CRM) is a combination of people, processes and technology that seeks to understand the company's customers. This is an integrated approach to managing relationships by focusing on customer retention and relationship development. CRM is an active, participatory and interactive relationship between businesses and customers. The aim is to achieve a comprehensive view of customers and be able to consistently anticipate and react to their needs with targeted and effective activities for each customer. Managing a successful CRM implementation requires integration and a balanced approach to technology, processes, and people (Poulovassilis et al. 2019). The internet can be described as a global network that can be accessed through computers, mobile phones, digital TV and so on. The number of internet users continues to grow and communication via the internet has become a daily routine. The use of the Internet by companies for the presentation and development of their brands has become a common, even inevitable phenomenon. In current technological development, the internet is very useful in selling to the public.

4. Result And Discussion

This application program was made using PHP and HTML programming with a database stored in MySQL. The final result of this research is a website-based application that simplifies the management process. Relationships between tables that occur in making this application program can be seen in Figure 1.
Figure 1 Relationship between Tables
4.1. Purchase, Delivery and Transaction Processes on the Application

On this page the user can choose the product to be purchased, and a search feature is provided to search for more specific products.

Can be seen in Figure 2.

![Figure 2 (Products)](image)

On this page, after the consumer have chosen the products, the user must enter the shipping address and specify the coordinates of the address to be more precise.

Can be seen in Figure 3.

![Figure 3 (Delivery Form)](image)

On this page, users can look at the bill, delivery rates, total due amount, and can track, whether payment has been received, and whether the order has been shipped.

Can be seen in Figure 4.
5 Conclusion and Future Works

In this research, the website-based application program is expected to provide convenience to the public in purchasing fish online without the need to leave the house, and this program is expected to be developed even better to further benefit the community.

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