

## **ABSTRACT**

*The fisheries industry in the form of aquaculture has great potential as a major economic sector in Indonesia. However, ineffective supply chain management, especially in the sales process, will hamper the growth and development of the current industry. One approach that can be used to increase the effectiveness of the sales process in the supply chain is through the implementation of a digital technology-based supply chain. Because digital technology will help obtain information in making effective policies and creating value. Therefore, this research aims to analyze and design the sales process in the freshwater lobster cultivation supply chain in Indonesia using the Odoo system based on big data analytics on social media including (Instagram, Twitter and e-commerce). First, in this research, a literature study will be carried out to determine the development of existing model designs in aquaculture supply chain management, which at this stage aims to find research gaps. In the next stage, the transformation of the conceptual model is formulated based on the analysis carried out by collecting all existing data on social media using four methods, first descriptive analytics, second content analytics, third sentiment analytics, and finally social network analytics. Data will be collected through two methods, namely crawling and scraping which will later be carried out using the Rapidminer system. Then the data will be visualized to obtain knowledge that will be used to design the sales process in the Freshwater Lobster cultivation supply chain in Indonesia. This research produces a form of sales process design in the freshwater lobster cultivation supply chain in Indonesia which can be implemented in the Odoo system. So that it can increase the effectiveness and efficiency of the sales process in the freshwater lobster cultivation supply chain in Indonesia.*

**Keywords:** *Analysis and Design, Freshwater Lobster Cultivation, Odoo System, Social Media Analysis*