

Abstract

Indonesia may make a contribution to the Indonesian economy as the world's spice provider. In addition to more fierce rivalry, the digital world and the Internet greatly affect economic activity. The balance between a growing inventive movement demands an effective and efficient business idea.

Merempah is presented as a technology-based Information System platform that will help spice trading business activities, ranging from buying and selling transactions to distributing spices into the hands of consumers. Merempah provides services including marketing, logistics, distribution, accounting, and so forth in accordance with the needs of the business activities concerned. Merempah wants to foster pride in the richness of spices for producing regions in the effort to preserve and develop spices as the mother of spices in Indonesia through digital technology.

The Merempah website-based application has a business model called B2C (Business to Consumer), where spice businesses can sell their products directly to consumers' hands. Spice businesses that will become partners of Merempah are retail spice traders located in Sukoharjo Regency, where people will conduct buying and selling and marketing activities on the Merempah platform.

Keywords: Platform, Spices, Website, Business to consumer