ABSTRACT

Seaweed (macroalgae) is a coastal resource commodity that has high economic potential and is easy to cultivate with low production costs. The rapid development of internet technology has an effect on the trade sector, especially the buying and selling of seaweed. The purpose of this research is to create an application that can provide easy interaction between customers and seaweed farmers, as well as make it easier for customers to find quality seaweed at affordable prices without having to come to the location so as to save time to buy seaweed. This study uses data collection methods. The method used in making this marketing application is by distributing questionnaires and literature studies. The system design in this application uses the Business Process Model an Notation (BPMN), Unified Modeling Language (UML) and Entity Relationship Diagram (ERD) and uses the Prototype method with the development of the Software Development Life Cycle (SDLC) Waterfall model. Implementation using PHP programming language and MySQL database. Testing the application using the Black Box Testing method on the functionality of this application.

Keywords: Seaweed, Customer, Marketing, Cultivators, Applications.