

ABSTRACT

Indonesia is a maritime country that has an area of about 3.25 million km² of sea and 2.55 million km² of exclusive economic zone so that Indonesia is a country with abundant marine wealth. Based on research from LIPI that Indonesia has the potential for marine wealth to reach Rp. 1,700 trillion, this is equivalent to 93% of the Indonesian state budget in 2018. This is inversely proportional to the economic condition of the people who work as fishermen because the pandemic has had an economic impact on fishermen. Data shows that the average decline in commodity prices in several regions decreased by up to 10%. In this final project, the team proposed a solution is mamarikan, which is a platform for buying and selling various types of seafood, either raw or processed online based on a website. Based on a survey in August 2021, that fishermen sell their product to distributor, then dirtibutor sell for trader and trader sell for consumen. This causes the price of basic commodities to be expensive but the purchase price is cheap. Therefore, mamarikan is here to improve the welfare of fishermen by reducing long distribution channels.

Keywords: Fishermen, Indonesia, Marine Products, Website, Collectors, Marine