

ABSTRACT

Indonesia is a maritime country with abundant fisheries resource potential. However, fish farmers often face challenges in terms of profit margins on sales and marketing of their catch. An alternative is needed for fish selling activities that is anti-price wars and few customers. This is due to a lack of market information so that cultivators think it is more efficient if their harvest is sold to middlemen or collecting traders because they do not need to look for customers in the market and transport costs for sending fish. In fact, because of this, the price of fish sold will become more expensive every time a third party changes hands. Based on this problem, the author wants to provide a solution for fish farmers by designing an application for fish buying and selling transactions. This research uses a simplified Design Thinking approach in the form of the RSM (Recognize, Scrutinize, Materialize) Design Approach design stages and application development using the Agile method. This new model is in line with addressing issues such as low profit margins and independent sales challenges. This model also emphasizes the need for collaboration in sales management, such as fish cooperatives.

Keyword: Design, Application, Sales, Fish, RSM Design Approach.