

ABSTRACT

WEB-BASED ORNAMENTAL FISH MARKETPLACE LAMPUNG INFORMATION SYSTEM DESIGN

By:

Heru Purwanto

e-mail : daikiaomine355@gmail.com

Technological developments make every business actor always conduct research and development so that they can continue to exist and not be left behind by business competitors. In addition, business actors need to create breakthroughs and innovations to develop their businesses. Along with the number of entrepreneurs competing to meet the needs and desires of customers, of course, things especially related to technology need to be considered. So that it can provide more satisfaction to customers.

Ornamental fish is a type of fish that has a habitat both in fresh water and sea water, this type of fish is not for consumption but for maintenance or as a collection. These ornamental fish are kept for personal enjoyment, because of their shape, color, size, compatibility, and habits. Nearly 75% of the supply of freshwater ornamental fish comes from Indonesia and has been exported to various parts of the world.

Based on this, the researchers will build a marketplace for the sale of ornamental fish in Lampung. With this system, it is possible for business owners selling ornamental fish, especially in Lampung, to be able to convey in detail about the products being sold, in this case ornamental fish or various other equipment. So that customers can easily adjust the product needs they want with what is offered by business owners selling ornamental fish.

Keywords: Information system, Marketplace, Web.