

ONLINE-BASED FISH SALE SYSTEM (E-COMMERCE) ON VARIOUS JAYAPURA FISH IN JAYAPURA DISTRICT

¹Sitti Khairul Bariyyah*, ²Septyana Prasetyaningrum, ²Ismail Noy, ³Fitri Sil Valen and
⁴Ernawati

¹Department of Aquaculture, Faculty of Fisheries and Marine Sciences, University of Yapis Papua

²Department of Accounting, Faculty of Economics and Business, University of Yapis Papua

³Department of Aquaculture, Faculty of Agriculture Fisheries and Biology, University of Bangka
Belitung

⁴Department of Elementary School Teacher Education, Faculty of Teacher Training and Education,
University of Yapis Papua

e-mail: ¹rheea.tayang@gmail.com, ²prasetyaningrumseptyana@gmail.com, ²noiismail@gmail.com,
³fitrisilvalen92@gmail.com, ⁴ernawatirandakan@gmail.com

Abstract

Aneka Ikan Jayapura or another name UPR Yosua is a People's Breeding Unit engaged in the sale of fishery products. This study aims to determine the variety of online fish sales (E-Commerce) at Aneka Ikan Jayapura. The research method uses descriptive qualitative. As for data collection techniques using observation methods, direct interviews with the owner of Aneka Ikan Jayapura, and literature studies. The results of the study have shown that the sales system at Aneka Ikan Jayapura consists of sales system inputs and sales outputs. The implementation of the e-commerce system uses the Moka GoStore application with the main page display, shopping cart, and payment methods.

Keywords: *Electronic Transactions, Various Seeds, Moka GoStore, Social Media.*

1 Introduction

One sector that is widely developed by the community is fisheries. This sector has an important role in the national economy and participates in national development whose function is as a supplier of raw materials (agro-industry booster), provider of employment, increasing the income of fishermen or fish cultivators as well as regional development, increasing foreign exchange through providing exports of fishery products, increasing sustainability fisheries resources and the environment [1].

Jayapura Regency is one of the regencies in Papua Province, Indonesia. Jayapura Regency is an area that has abundant potential for natural resources and environmental services. This district area has fishery potential, especially inland fisheries. However, the fishery potential is still not optimally managed [2]

To support fisheries development activities, Aneka Ikan Jayapura, located in Jayapura Regency, takes business opportunities in the fisheries sector by selling various fish seeds, fresh and frozen consumption fish, ornamental fish, and aquaculture equipment. The sales system from Aneka Ikan Jayapura started using a conventional system, namely, the buyer made a direct visit to Aneka Ikan Jayapura to see the products being sold. However, the system is still ineffective because the marketing is still very minimal. For this reason, an alternative is needed that can facilitate a wider sales system so that it is better known by the public.

The internet plays a very important role in all aspects, especially in today's technological developments. The internet is very useful in supporting all activities such as a medium of communication and media for sharing data, especially in aspects of the economic field so that it becomes more effective and efficient. The presence of the internet provides opportunities for consumers to make

shopping transactions more extensive through various kinds of access to information on products and services easily anywhere and anytime.

E-Commerce (*Electronic Commerce*) is a technological facility that is quite developed in the process of buying and selling goods and services commercially using the internet network between individuals which includes the exchange of value [3]. Through existing technological developments, Aneka Ikan Jayapura has carried out a sales process using E-Commerce. Business transactions use E-commerce facilities with internet facilities, the Moka *GoStore* Digital Platform, and social media (*Facebook, Whatsapp, and Instagram*).

Based on the problems above, an E-Commerce system is needed for good product data management through an Online Fish Sales System (*E-Commerce*) at Various Fish Jayapura in Jayapura Regency.

2 Research Methods

2.1 Time and Place

This research was conducted from October to November 2022 in Jayapura Regency at the Aneka Ikan Jayapura / UPR Yosua outlet.

2.2 Methods

The research method uses a qualitative descriptive method. The descriptive method is a method that discusses the problem by explaining, interpreting, and writing about circumstances or events and then analyzing it to draw general conclusions from the issues discussed or a form of research whose purpose is to describe and describe the facts or circumstances found in Various Jayapura shops.

2.3 Data Types and Sources

2.3.1 Data Types

The data that has been obtained from direct observation with the owner of Aneka Ikan Jayapura through an interview process is then analyzed and conclusions are drawn from the results of these observations. Meanwhile, the system development method used in the E-Commerce system at Aneka Ikan Jayapura is the *Waterfall* method.

2.3.2 Data Sources

Sources of data used in this research are primary data and secondary data. Primary data is data that comes from sources without any intermediaries/directly. The method uses observation and interviews. Secondary data, namely, data sourced from intermediaries, namely in the form of evidence, historical records, and reports arranged in archives such as stock/inventory reports, purchases, and sales [4].

2.4 Method of Collecting Data

The data collection method is an important factor in the success of a study. The methods used include observation, direct interviews with the owner of Aneka Ikan Jayapura, and literature studies.

- a. Observation Method; carried out to see and observe changes in social events that grow and develop which are then made changes to the research.
- b. Interview Method; carried out directly, using prepared questions whose purpose is to obtain information from the owner of Aneka Ikan Jayapura regarding the sales system.
- c. Literature Studies; done by collecting data sourced from literature and the internet.

3 Results and Analysis

3.1 The sales system of Aneka Ikan Jayapura

The sales system of Aneka Ikan Jayapura includes sales system inputs and sales outputs. Sales inputs include purchase orders from customers, payments, lists of orders to be prepared, lists of orders to be shipped, and shipping invoices. Sales output includes purchase orders from consumers who have not been fulfilled, a list of goods delivered according to the delivery date, sales reports, reports of cash

receipts from various payment methods, and reports of products sold. The following is the E-Commerce sales data model at Aneka Ikan Jayapura (**Figure 1**).

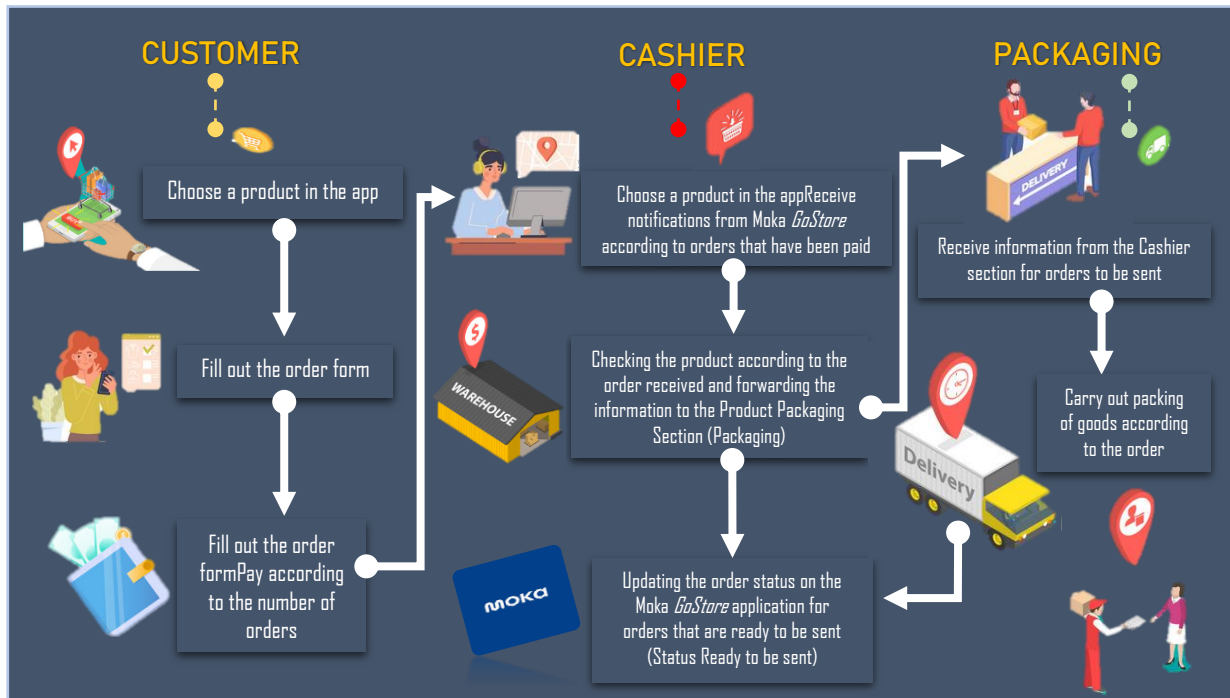


Figure 1. E-Commerce Sales Data Model at Various Fish Jayapura

3.2 Implementation of an E-Commerce Sales System

3.2.1 Display Main Page

The main page in the Moka Order Application which is integrated with *GoStore* contains store information and products available for sale. On the main page, there are promos available to get discounts according to the terms and conditions that apply (**Figure 2**).

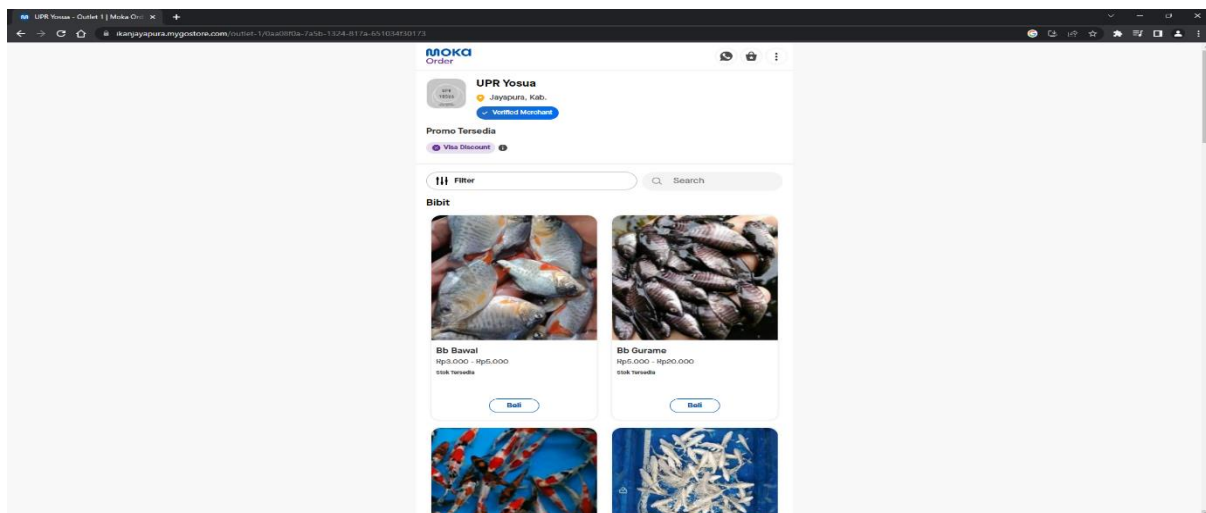


Figure 2. View of the Main Page of Moka *GoStore* from Aneka Ikan Jayapura/UPR Yosua

The menu list which is symbolized by a dot on the main page display contains outlet locations, order lists, terms, and conditions, sharing links, and outlet contact lists. In addition, the main page also contains a list of filters that can be used to make it easier to find the desired product. Meanwhile, store management includes selling products per category, shopping carts, and other E-Commerce sales media in the form of *Whatsapp*.

Product sales information available at Aneka Ikan Jayapura includes product price types and product variants. On each product there is a purchase button which, when clicked, will go to the variant display to be selected along with optional additional costs and recording (**Figure 3**), then after selecting an available product variant, the product will be added to the basket.

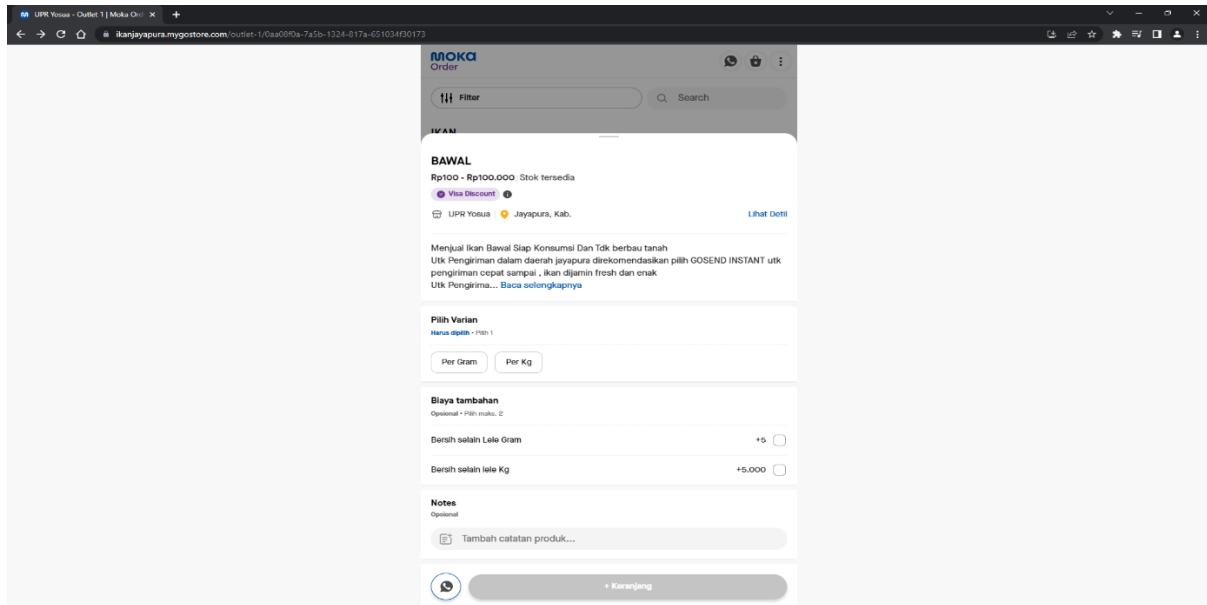


Figure 3. Display of Variant Options and Optional Additional Costs and Purchase Recording

3.2.2 Shopping Cart

In the shopping cart view, there are plus buttons to add products, add product notes, quantity, and checkout total purchases. When checking out a purchase, the buyer will be directed to order options using Facebook social media or direct checkout as shown in **Figure 4**.

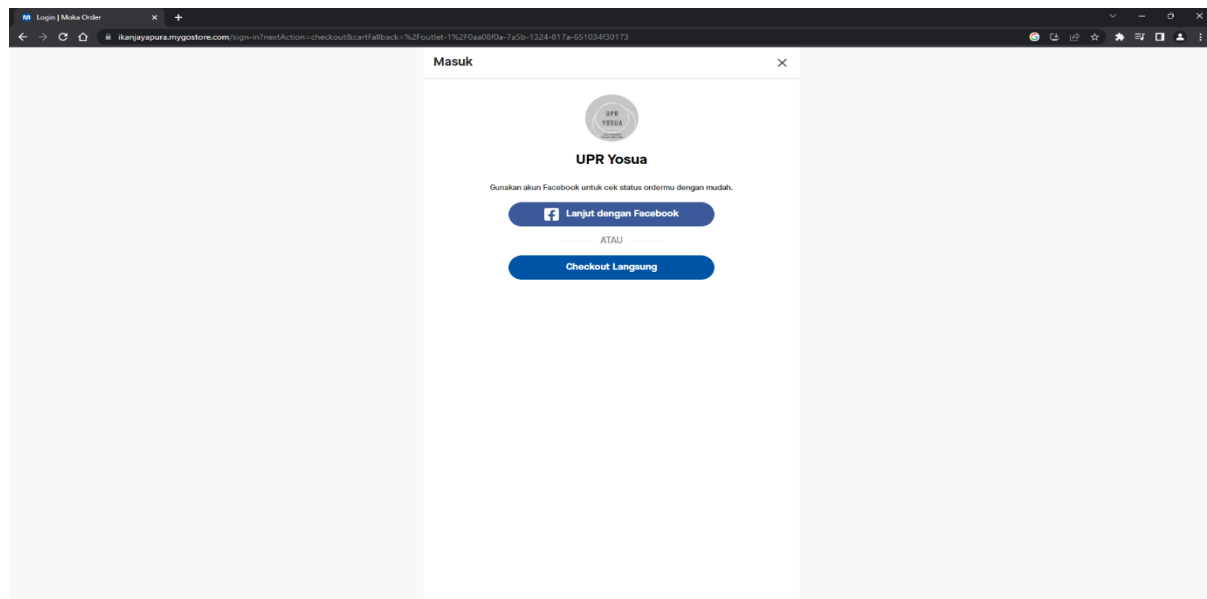


Figure 4. Purchase Order Options

Purchase orders when using Facebook buyers can directly order with the application. But if you use direct checkout, you will return to using Moka GoStore. **Figure 5** shows that the buyer will be asked to fill in the prospective buyer's data and shipping information according to the purchase order.

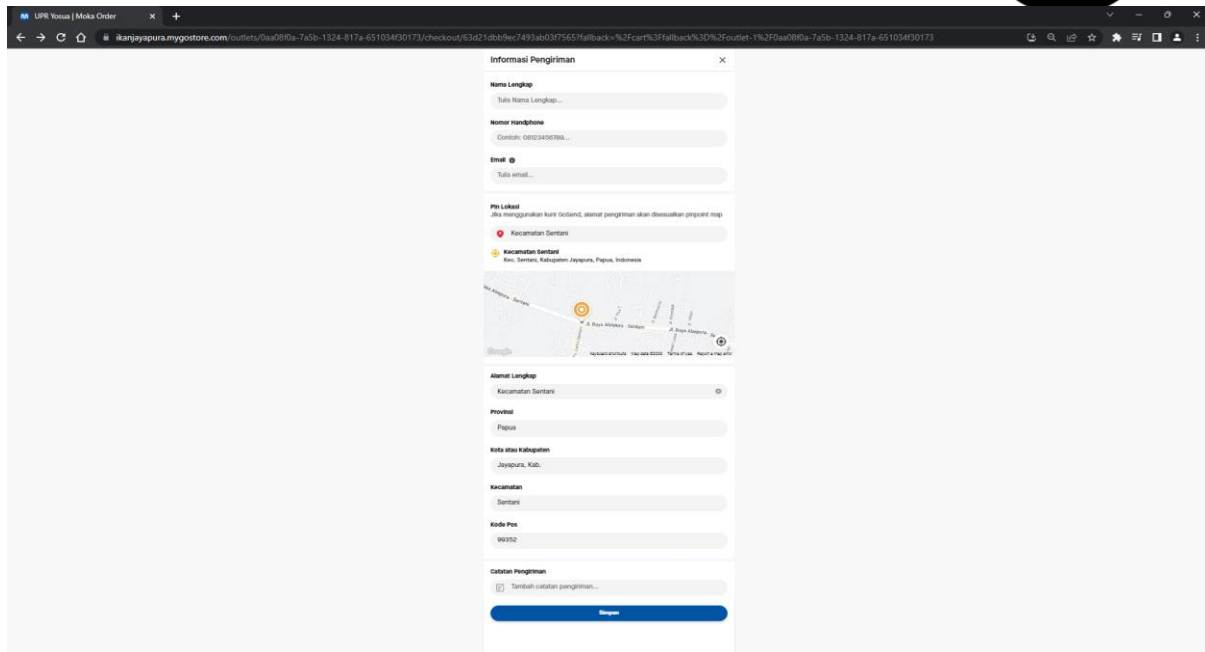


Figure 5. Purchasing data

3.2.3 Payment Methods

After the checkout order is complete, then the Moka order will display the payment method as shown in Figure 6 which includes the total purchase amount according to the order receipt, for payment options in the form of credit/debit cards, bank transfers, GoPay / E-Wallets and the payment deadline given 1x24 hours.

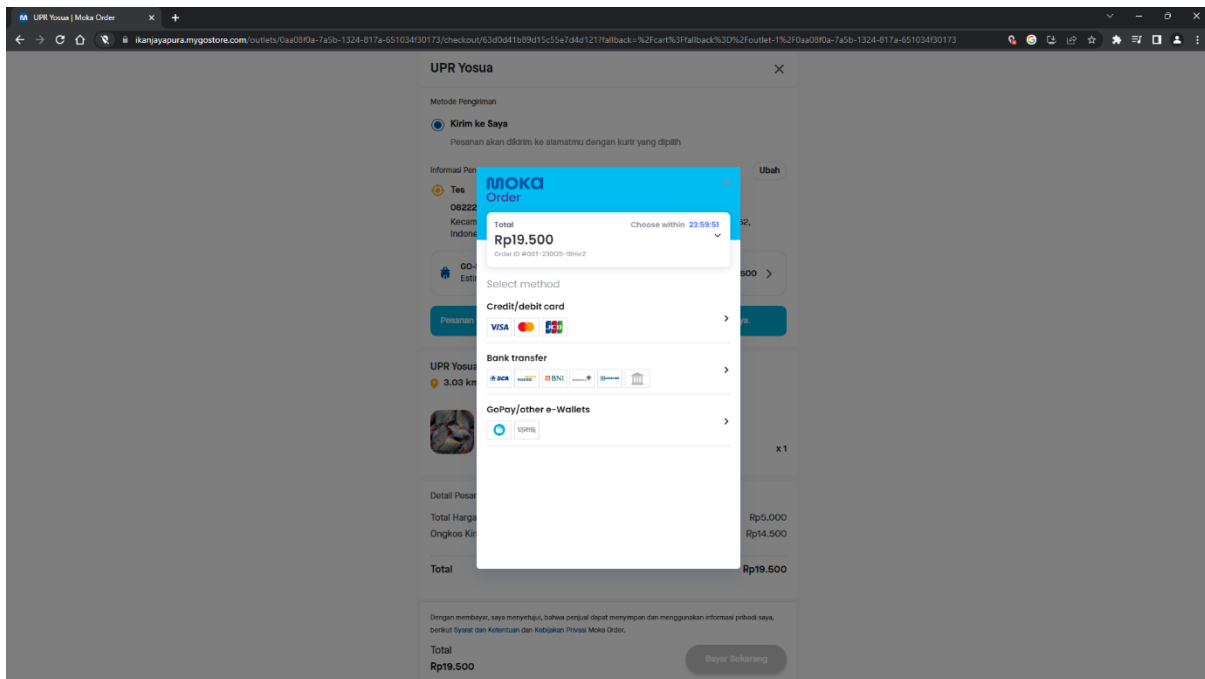


Figure 6. Payment Methods

4 Conclusion

Using E-Commerce can make it easier for customers to make purchase transactions anywhere and anytime without having to visit outlets also through E-Commerce can introduce various types of products being sold.

5 References

- [1] K. E. S. Dewi and A. A. Fatah, “Merespon Potensi Ekonomi Pasar Produk Perikanan Eropa dan Tuntutan Perlindungan Lingkungan,” 2nd ed., A. K. K. Brussel, Ed. Brussels: Embassy of the Republic of Indonesia, 2021.
- [2] DPKP Papua, “Kabupaten Jayapura,” 2022. <https://www.papua.go.id/view-detail-page-244/undefined> (accessed Nov. 18, 2022).
- [3] K. C. Laudon and C. G. Traver, *E-commerce : business, technology, society*, 14th ed. Pearson, 2017.
- [4] Sugiyono, *Statistika Untuk Penelitian*. CV. Alfabeta, 2019.