

e-Nelayan the Fishery Marketplace App

MOHAMMAD NAZRUL MORNIE, NURFAUZA JALI, KARTINAH ZEN, SURIATI KHARTINI
JALI

Faculty of Computer Science and Information Technology, Universiti Malaysia Sarawak, 94300 Kota
Samarahan, Sarawak, Malaysia.

*Corresponding authors: 58735@siswa.unimas.my, jnurfaeza@unimas.my, kartinah@unimas.my,
jskhartini@unimas.my

ABSTRACT

Smartphones have become one of the essential devices for people nowadays. It does not only act as the communication media, but it also able to assists its user to do multiple kinds of task. The fisherman is an example of a community member that used the smartphone. If the use of a smartphone is fully utilised, it can be a huge help for the fishermen to sell their catch and fisheries products. However, there is no proper medium, such as a mobile application for this group of people to sell their catch. Hence, Marketplace App for e-Nelayan is introduced. This app enables the fishermen mainly in Kota Samarahan to sell their catch and other fisheries products much effectively. The functionalities of this app include the fishermen can advertise their catch and make postings to let the others (i.e. customers, fishmonger) know what type of fish they are selling. In addition, an interactive graphical user interface (GUI) is designed to display the output of each of the functional modules. In order to evaluate the user acceptance towards the app, several tests are conducted, such as the performance, portability, compatibility, and usability testings. With the development of this project, it is hoped that the application does benefit not only the fishermen but also the seafood customers and fishmongers in a more convenient manner.

Keywords: Fishermen, Kota Samarahan, Marketplace mobile application, Mobile Application, Marketplace

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INTRODUCTION

The Marketplace App for the e-Nelayan project is conducted to help the fishermen, mainly in Kota Samarahan with their fish trading activities. The usage of smartphones has been mainstreamed for people nowadays. However, there is no available mobile application that can be used by the fishermen, specifically in Kota Samarahan that fully utilise their fish trading activities. Thus, the presence of a mobile marketplace application can be an excellent platform for the fishermen to trade their fish with other groups of people in Kota Samarahan. Targeted groups of users for this mobile application are among the fishermen in Kota Samarahan, customers, and the fishmonger. With regard to the targeted groups, several essential features would be present in this mobile application. Based on the completed project, it is concluded that the fish industry should be established in such a way that an effective marketing and selling method for its better use is available.

The outcome of this project is a mobile application that can help the fishermen to improve their business. This mobile application acts as a market place for a community of consumers, sellers and fishermen who use it. The first group, which is the fishermen, will be able to post their fish using the application along with their fish information. They can make advertisements to target buyers who are the customers and the sellers or fishmongers. The fishermen can set the price of the fish differently for different types of users. Next, the sellers can post their fish in the application so the customer can buy from them. The sellers can provide two types of options to purchase the fish, whether it be self-pick-up or cash upon delivery. Finally, customers can post demand for specific types of fish which can be commented by sellers or fishermen themselves.

A. Problem Statements

Mobile apps in fisheries are becoming common in developed countries. However, it is still unexplored in Malaysia, which becomes the limitation factor to the movement of evolution for the fisheries industry, especially in Kota Samarahan. The fisheries industry in Kota Samarahan has only practising the conventional method of supplying