

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: jnurfauza@unimas.my

ABSTRACT

Smartphones have become an essential device that not only acts as a communication media, but it is also able to assist its user to do multiple tasks. A fisherman is an example of a community member that uses a smartphone. If a smartphone is fully utilised, it can be a huge help for the fishermen to sell their catch and fishery products. However, there is no proper medium, such as a mobile application, for this group of people to sell their catch. Hence, the e-Nelayan Marketplace App is introduced. This app enables the fishermen mainly in Kota Samarahan to sell their catch and other fishery products more effectively. The functionalities of this app include the ability to advertise the catch and let customers and fishmongers know the type of fish being sold. In addition, an interactive graphical user interface was designed to display the output of each functional module. In order to evaluate the user acceptance towards the app, several tests were conducted, such as the performance, portability, compatibility, and usability testing. With the development of this project, it is hoped that the application will benefit not only fishermen but also customers and fishmongers.

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

Copyright: This is an open access article distributed under the terms of the CC-BY-NC-SA (Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License) which permits unrestricted use, distribution, and reproduction in any medium, for non-commercial purposes, provided the original work of the author(s) is properly cited.

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 is now in the mainstream; however, there is no available mobile application that can be used by the fishermen, specifically in Kota Samarahan, that can aid such fish trading activities. Thus, the presence of a mobile marketplace application can be an excellent platform for the fishermen to sell their fish to buyers in Kota Samarahan. Targeted groups of users for this mobile application are the fishermen in Kota Samarahan, customers and fishmongers. With regard to the targeted groups, several essential features would be present in this mobile application.

The outcome of this project is a mobile application that can help fishermen to improve their business. This mobile application acts as a marketplace for the user community of fishermen, sellers and costumers. The first group, which is the fishermen, will be able to post their catch using the application together with information about the said catch. They can make advertisements to target buyers. The fishermen can also set the price of the fish differently for different types of users. The sellers can provide two types of options to purchase the fish: self-pick-up or cash upon delivery. Finally, customers can post their demand for specific types of fish, which can then be commented on by sellers or the fishermen themselves.

A. Problem Statement

Mobile apps in fisheries are becoming common in developed countries. However, it is still unexplored in Malaysia, which becomes a limiting factor in the evolution of the fisheries industry, especially in Kota Samarahan. The fisheries industry in Kota Samarahan only practises the conventional method of supplying fish to the customer from fishermen. Apart from that, there is also a lack of a platform, such as mobile applications, to allow fishermen to sell their catch in an easy and quick way.