

ABSTRACT

Website-Based Application of Seaweed Marketing “Pasar Budaya Rumput Laut” is an application that can be used to conduct seaweed buying and selling transactions between cultivators and customers. This application takes a case study at the Bantaeng Regency Fisheries and Marine Ministry. This application was created to overcome the problems experienced by cultivators such as not being able to promote seaweed, not being able to monitor payments between middlemen and customers, and difficulties in providing seaweed education to customers. Bulding this application using the Waterfall method and using the PHP Programming Language with the Laravel Framework. Meanwhile, the database used is the MySQL database. In this module, cultivators can market their seaweed products and adjust the price set to the market price. In addition, cultivators can make information articles about seaweed to educate customers and monitor seaweed payments. This application is expected to assist cultivators in marketing their seaweed products and monitor the sales results obtained.

Keywords: Application of Seaweed Marketing, Cultivator, Website.