

ABSTRACT

The low level of digitalization in the agricultural sector makes it difficult for farmers to market their products, so if left too long the quality of the products will decrease and the selling price will not be optimal, so farmers need the role of agricultural aggregators. Agricultural aggregators are third parties who serve as distributors to collect agricultural products from several agricultural sources to be distributed to agricultural partners. Therefore, this research was conducted to design an optimal and easy-to-use application design for agricultural aggregators as distributors to increase digitalization in the agricultural sector, especially the distribution of agricultural products and to facilitate information exchange between farmers and farmer partners to help market products by expanding market reach quickly and easily. The method used in this research is qualitative with data collection methods using observation, interviews, and literature and questionnaires as pre-interview data. So that the results of this study are able to produce an application with a UI/UX design that suits the needs and desires of the aggregator to facilitate the process of distributing crops digitally.

Keywords : Aggregator, Agriculture, Application, Distribution, UI/UX Design