

ABSTRACT

This study aims to analyze the implementation of information technology in supporting the export process at Gocean Export, a startup engaged in the export of fishery products. The focus of this study is the development of a Content Management System (CMS) and online ordering features designed to improve operational efficiency and user experience. The study uses qualitative methods with data collection techniques through in-depth interviews, observations, and document analysis.

The results of the study show that the implementation of CMS allows internal teams to manage website content independently without requiring technical expertise. This accelerates product information updates and maintains data relevance, which are the main keys to improving operational efficiency. In addition, the online ordering feature makes it easier for customers to place orders directly through the website, provides better accessibility, and increases customer satisfaction through a faster and more organized transaction process.

The application of this technology helps Gocean Export overcome operational constraints that previously hampered the company's performance, while providing a competitive advantage in the international market. This study recommends further information technology development strategies to expand the company's reach and competitiveness in the fishery export sector.

Keywords: Information Technology, Content Management System, Online Ordering Features, Operational Efficiency, User Experience, Gocean Export.