PERANCANGAN USER INTERFACE "APLIKASI DOLI"
(Studi Kasus : Dinas Komunikasi dan Informasi Kabupaten Banyumas)

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ABSTRACT

Technological developments have brought humans to coexist with information and technology, information technology that is evolving today has allowed humans to get information more up-to-date and optimally. One of the objectives of using information technology is to achieve efficiency in various aspects of information management, which is reflected in the speed and timeliness of processing, as well as the accuracy of information. The acceleration of the use of information technology can be seen from the many applications used as a medium of buying and selling to help entrepreneurs, to market the goods they sell. Online transactions currently provide many benefits for sellers and buyers, because online transactions are more efficient, buyers can buy without being required to meet face-to-face with the seller. This medium of buying and selling becomes a solution where the powerlessness of fish farmers to sell their produce at high prices, this is due to cartel practices where middlemen create and determine low buy prices from fish farmers and on the other hand middlemen design high selling prices to consumers.

Seeing from the above conditions, the acceleration of the development of information technology, especially online buying and selling transactions, gives rise to various requests, especially for the process of buying and selling fishery products. Dinas Komunikasi dan Informatika (Dinkominfo) Kabupaten Banyumas participated in the development of the technology. Dinkominfo is currently focusing on making an invocation aimed at making it easier for the people of banyumas regency to purchase fish seeds named Adol Iwak (Doli) Applications. This research focuses on designing the user interface (UI) of Doli Applications.

Keywords: Application, User Interface, Fish Seed Sales