

TERNAKLOKA : A WEB-BASED MARKETPLACE FOR QURBAN AND AQIQAH

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Abstract: This research was conducted with the aim of overcoming the problems faced by conventional breeders, especially breeders in Kota Pari Village, namely obstacles in carrying out promotions outside the area, both outside the village and outside the province. In the conventional buying and selling process, the role of middlemen is also influential, resulting in low livestock prices for breeders and very expensive for buyers. The condition of the livestock has also decreased due to stress and their food is not maintained when they are marketed in traditional livestock markets. The transportation process also becomes expensive if the cattle do not sell well in the livestock market. The web-based application for qurban animals and aqiqah marketplace overcomes all the problems of conventional sales. Applications built using the PHP programming language and MySQL database. The website-based application for qurban and aqiqah animal marketplaces connects goat and cattle breeders in Kota Pari village with buyers who can be reached from various regions and all corners of the world. The application also provides various types of qurban and aqiqah, both purchasing qurban and aqiqah animals as usual or the choice of qurban and aqiqah packages that have been cooked by the seller. So that the application built makes it easier for sellers and buyers of qurban animals and aqiqah

Keywords: application; aqiqah; marketplaces; sacrifice

Abstrak: Penelitian ini dilakukan dengan tujuan untuk mengatasi permasalahan yang dihadapi para peternak konvensional khususnya peternak di Desa Kota Pari, yaitu kendala dalam melakukan promosi diluar daerah baik luar Desa maupun luar provinsi. Pada proses jual beli konvensional peran serta tengkulak juga berpengaruh, sehingga mengakibatkan harga ternak menjadi murah untuk peternak dan menjadi sangat mahal untuk pembeli. Kondisi ternak juga menjadi menurun dikarekan stres dan makannya tidak terjaga pada saat dipasarkan di pasar ternak tradisional. Proses pengangkutan juga menjadi mahal jika ternak tidak laku dipasar ternak. Aplikasi *Marketpalce* hewan qurban dan aqiqah berbasis *website* mengatasi semua permasalahan penjualan konvensional. Aplikasi yang dibangun menggunakan bahasa pemrograman PHP dan database MySQL. Aplikasi *marketplace* hewan qurban dan aqiqah berbasis *website* menjadikan penghubung peternak kambing dan sapi di desa Kota Pari dengan pembeli yang dapat dijangkau dari berbagai daerah dan seluruh penjuru dunia. Pada Aplikasi juga di sediakan berbagai jenis qurban dan aqiqah, baik pembelian hewan qurban dan aqiqah seperti biasa ataupun pilihan paket qurban dan aqiqah yang sudah dimasak oleh penjual. Sehingga aplikasi yang dibangun memudahkan penjual dan pembeli hewan qurban dan aqiqah.

Kata kunci: aplikasi; aqiqah; marketplace; qurban

INTRODUCTION

Serdang Berdagai has one village supplying qurban and aqiqah livestock, namely Kota Pari Village because the majority of Kota Pari Village's population are breeders, from cattle, goats, poultry, and others. However, the breeders carried out the promotion and sale of livestock only in the Kota Pari Village area, so the middlemen took advantage of this condition. Middlemen sell sacrificial animals and aqiqah at very high prices to buyers and charge very low prices to breeders in Kota Pari Village. Many previous studies have been carried out, such as [1] through BUMdes as the application admin so that all breeders can easily take advantage of the benefits of the application, [2][3][4] large-scale breeders have used a website-based livestock sales application to reach markets outside the region, [5] even MSME breeders also use the application as a media for promotion and sales. The need in post-pandemic covid digital era also requires that all sales businesses that usually run face-to-face trading businesses must switch to using a website-based sales application [6].

Sales of animal feed have also used Android-based applications [7]. Website-based or Android-based livestock sales can act as a link between buyers and sellers of qurban and aqiqah livestock, thereby breaking the middleman chain [8],[9],[10],[11]. The website-based marketplace application can reach buyers outside the Kota Pari village area and even outside North Sumatra Province [12], [13], [14]. The application also helps breeders in promoting qurban and aqiqah animals to all corners of the world because it is website-based so livestock can breathe only from breeder cages without the need to be taken to

animal markets, to minimize operational costs for transporting animals and animals experiencing stress [15]. In increasing the income of farmers, they must be able to apply technology in the process of raising livestock [16],[17],[18] and selling livestock [19].

In answering the problem of the need for qurban and aqiqah outside the region, province, or country, the application is also equipped with a qurban and aqiqah package feature that can be cooked and canned so that it can be distributed outside the area [20],[21]. Website-based sales can increase sales and have an impact on the income of farmers in Kota Pari Village[22][23].

METHOD

This research was carried out in sequential or sequential stages where each stage can be continued if one step of the stages has been completed as shown in Image 1:

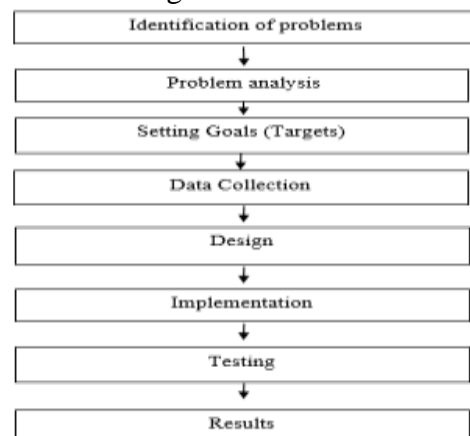


Image 1. Research Stages

In developing a website-based qurban animal and aqiqah marketplace application using the agile scrum method because of its flexibility. The Agile Scrum method has a high level of flexibility, so it can adapt to changing customer needs quickly and effectively.

This is very important in developing qurban and aqiqah livestock marketplace applications because customer needs and preferences can change at any time as shown in Image 1. The system design tool uses the Unified Modeling Language (UML), the qurban livestock marketplace application and aqiqah is implemented by the needs of breeders in Kota Pari Serdang Berdagai Village to increase the number of sales of qurban and aqiqah livestock in Kota Pari Village.

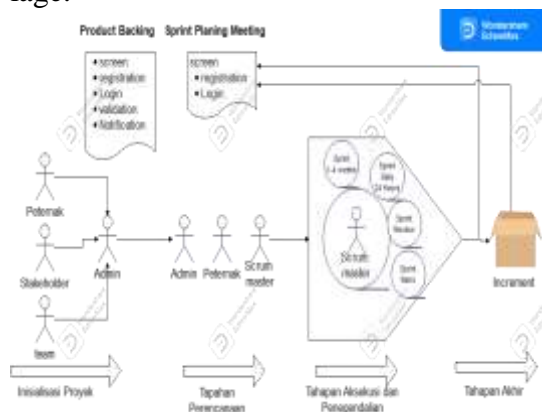


Image 2. Stages of the Scrum Life Cycle

The following are the life cycle stages of the website-based marketplace application for sacrificial animals and aqiqah

1. Initialization is carried out as an initial step in determining the problem formulation of the problems faced by breeders in the village of Kota Pari Serdang Berdagai.
2. Daily Scrum is carried out on project implementation by the provisions at the initial sprint planning.
3. Controlling, supervising, and monitoring the implementation of website-based qurban and aqiqah marketplace applications so that research is more timely than planned at the time of initialization, in this phase the Daily Scrum, Sprint Review, and Sprint Retrospective are carried out to plan sprint

improvements in the next phase.

4. Increment is carried out by involving breeder groups, Kota Pari village officials, and the community who will become consumers and the target market for qurban and aqiqah animal breeders who will use a website-based qurban and aqiqah sales application.

RESULTS AND DISCUSSION

The website-based marketplace application for qurban livestock and aqiqah in Kota Pari Village can be accessed at <https://www.ternakloka.com>

Main Page Display

In the application, there is a website main page that has menus as shown in Image 3.



Image 3. Initial Page Display Cattle and Goat Catalog Display

This page displays a selection of cows and goats that can be seen, with descriptions of pictures of cows, prices of cows and goats, estimated animal meat weights, and qurban and Aqiqah animal scores which can be seen by website visitors even though they have not logged in to the website-based livestock sales application system as shown in Image 4.

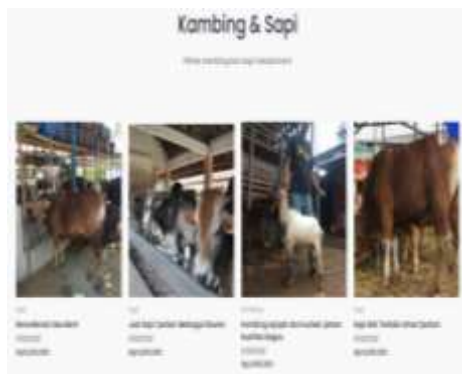


Image 4. Cattle and Goat Catalog

Purchase Page

When logged in as a buyer, there are several menus such as the goat menu which can see all the goats sold by the livestock seller, and the Cow menu which can see all the cattle options uploaded by cattle and goat breeders as shown in Image 5.



Image 5. View of the Buyer's Page

Goat Yard

The goat page is display When logged in as a buyer, there are several menus such as the goat menu which can see all the goats sold by the seller of goat livestock.

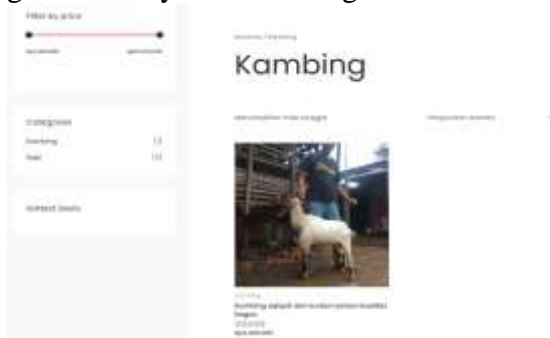


Image 6. View of the Goat's Page

Cow Yard

The Cow page is displayed. When logged in as a buyer, there are several menus such as the goat menu which can see all the goats sold by the livestock seller, and the Cow menu which can see all the cattle choices uploaded by the cattle breeder.

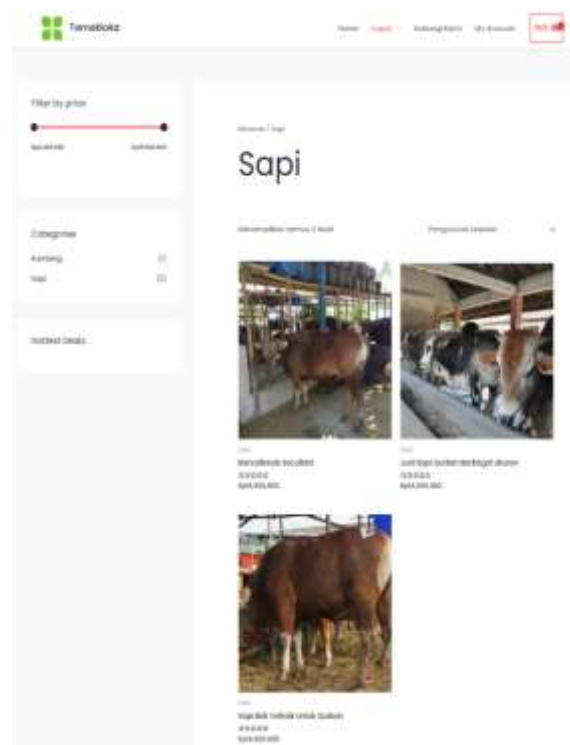


Image 7. View of the Cow Yard

CONCLUSION

The website-based Ternakloka qurban and aqikah marketplace application has been successfully built and implemented for farmer groups in Pari City Village. broad reach outside the Kota Pari Village area. The ternakloka qurban and aqikah marketplace application also makes it easier for potential buyers to find qurban and aqikah animals for cattle and goats. In developing further re-

search, it is hoped that the Ternakloka qurban and akikah marketplace application can be developed on an Android-based integrated with Google Maps so that it can make transactions easier and potential buyers can come directly to the location of the cattle and goat pens.

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