

## CHAPTER VI

### CONCLUSION AND SUGGESTION

#### 6.1 Conclusion

Based on research that has been carried out in the development of the Seternak application as a marketplace media for livestock production facilities and livestock production products, especially in the poultry industry sector, the following conclusion can be drawn: the supply chain in the poultry industry sector in Payakumbuh City is still limited only through the conventional buying and selling transaction process. This transaction utilizes middlemen as a marketing and distribution medium between farmers and consumers which results in a significant price increase because the products sold pass through the hands of several distributors. In this study, a digital product called Seternak has been successfully developed. Research, especially in the development process, is carried out using the lean startup method which includes the following stages: (1) Build; (2) Measure; (3) Learn.

This digital product was successfully developed as well as implemented for potential users with a marketplace feature to cut the existing market chain from approximately 4-5 chains to only 3 chains and eliminate relatively high price increases from producers to consumers. Marketplace products are equipped with supporting assets: (1) online payment integration; (2) business dashboard; (3) sales report; and (4) invoice generators. Seternak is also equipped with a feature of updating the price of poultry industry commodities every day accompanied by articles relevant to the condition of the poultry industry market.

## 6.2 Suggestion

Seternak is a two-way application that requires reliable and efficient connecting media to support transactions between sellers and buyers. In this study, the payment process, as one of the user flows in the occurrence of transactions, has utilized the digital process but still must be confirmed manually by the seller and / or buyer. Similar development and research will be more effective if this process uses a 3<sup>rd</sup> party payment gateway so that confirmation can be done automatically and secured.

