Penerapan Metode Supply Chain Management Dalam Sistem Informasi Geografis Pemetaan Dan Pemasaran Jeruk Berbasis Web Di Kecamatan Semboro Kabupaten Jember (*Application of Supply Chain Management Methods in Geographic Information Systems Mapping and Marketing of Web-Based Oranges in Semboro District Jember).* Nugroho Setyo Wibowo, S.T., M.T as a counselor

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ABSTRACT

Jember is well known as the largest citrus producing district in East Java. Based on data (BPS) Jember Regency produced as many as 455,431 quintals of citrus fruits as of 2019. This number shows that there is an abundance of citrus fruits in Jember Regency.With the economic case of the Covid-19 pandemic, the movement of the wheels has decreased. Indirectly there is no transaction and sales process. Meanwhile, the need for the cost of living will continue to run and even increase which ultimately human life will be consumptive. Thus, citrus farmers experienced a decrease in income. This is because buyers are afraid to leave the house due to social distancing policies and are advised to make purchases online. This resulted in some of the oranges rotting and eventually the farmers suffered losses. In supplying goods for citrus fruits that are in good terms with farmers. Farmers are the main suppliers of fruit for many needs which are sold to the market or sold to suppliers. The relationship with the supplier must run well so that supply activities can run smoothly. So with a supplier of citrus fruit will be well distributed. To implement supply chain management, suppliers must really prepare everything to

support the flow of an item/product. If the preparation is done well, the distribution of citrus fruits will go well and if the implementation is not done well, then the implementation will cause the supplier to suffer losses, and waste a lot of time.
Keyword: *Jember, Orange fruit, Supply Chain Management*