

ABSTRACT

Catfish farming plays an important role in food security and the economy in Indonesia. However, the negative stigma towards catfish hygiene and the lack of proper marketing strategies are major challenges, especially for startups like Healthyle that focus on digital marketing of healthy catfish products. This study refers to strategic management theories such as SWOT, TOWS, Porter's Five Forces, Value Chain, and EFAS and IFAS to formulate relevant business strategies. This approach helps understand internal and external factors that influence marketing performance. The method used is a qualitative approach with case studies on three startups in the Jabodetabek area. Data were collected through in-depth interviews and documentation analysis, with a focus on effective digital marketing strategies. The results show that effective strategies include consistent digital promotion, product diversification, and brand strengthening and consumer education. The analysis shows that Healthyle is in a strategic position to grow through market penetration and product development. The study suggests that Healthyle should increase its human resource capacity, expand distribution collaboration, and continue to educate the market to change the public's negative perception of catfish. This strategy is important to support sustainable growth.

Keywords: *Business Strategy, Catfish, Sustainable Cultivation, Product Quality, Marketing*