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Strategies For Optimizing Catfish Potential Through A Creative Economy Approach In Pasar 60 Village, Batang Arah Tapan Nagari, Basa Ampek Balai Tapan Sub-District, Pesisir Selatan Regency

Okta Pendra[1]*, Rika Widiantia[2] , Habibatur Ridhah[3], Yenty Astarie Dewi[4]

Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri (UIN)
Sjech M. Djamil Djambek Bukittinggi*[1, 2, 3, 4]
[*1]*email:* oktapendra88@gmail.com
[2]*email:* rikawidia41@gmail.com
[3]*email:* ridhah@live.com
[4]*email:* yentyastariedewi@gmail.com

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Abstract: This study aims to formulate a strategy to optimize catfish potential through a creative economic approach in Pasar 60 Village, Nagari Batang Arah Tapan, Basa Ampek Balai Tapan District, Pesisir Selatan Regency. Although the potential for catfish in this area is quite large, its management is still traditional, minimal innovation, limited access to capital, technology, and digital marketing. This study uses a qualitative descriptive method with data collection techniques in the form of observation, in-depth interviews, and documentation of village catfish farmers. Data analysis was carried out using the SWOT (Strengths, Weaknesses, Opportunities, Threats) approach and the IFAS and EFAS matrices

Abstrak: Penelitian ini bertujuan merumuskan strategi optimalisasi potensi ikan lele melalui pendekatan ekonomi kreatif di Desa Pasar 60, Nagari Batang Arah Tapan, Kecamatan Basa Ampek Balai Tapan, Kabupaten Pesisir Selatan. Meskipun potensi ikan lele di daerah ini cukup besar, pengelolaannya masih bersifat tradisional, minim inovasi, terbatasnya akses terhadap modal, teknologi, dan pemasaran digital. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara mendalam, dan dokumentasi terhadap peternak lele kampung. Analisis data dilakukan melalui pendekatan SWOT *(Strengths, Weaknesses,*

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to determine the position and direction of the strategy. The results of the study indicate that the right strategy is the SO strategy, namely optimizing strengths and opportunities through the development of processed products such as shredded meat, crackers, and smoked catfish and utilizing social media as a marketing tool. The ST strategy encourages the creation of a distinctive brand for Tapan catfish products; the WO strategy is directed at training in processing and digital marketing; while the WT strategy emphasizes the formation of sharia cooperatives and policy advocacy. The conclusion of this study confirms that the creative economic approach can increase the added value of catfish products, support the strengthening of farmer institutions, and encourage sustainable local economic growth.

Keywords: Optimization Strategy; Catfish; Creative Economy; SWOT; Pesisir Selatan.

Opportunities, Threats) serta matriks IFAS dan EFAS untuk menentukan posisi dan arah strategi. Hasil penelitian menunjukkan bahwa strategi yang tepat adalah strategi SO, yaitu mengoptimalkan kekuatan dan peluang melalui pengembangan produk olahan seperti abon, kerupuk, dan lele asap serta pemanfaatan media sosial sebagai sarana pemasaran. Strategi ST mendorong penciptaan merek khas produk lele Tapan; strategi WO diarahkan pada pelatihan pengolahan dan pemasaran digital; sedangkan strategi WT menekankan pembentukan koperasi syariah dan advokasi kebijakan. Kesimpulan penelitian ini menegaskan bahwa pendekatan ekonomi kreatif dapat meningkatkan nilai tambah produk ikan lele, mendukung penguatan kelembagaan peternak, serta mendorong pertumbuhan ekonomi lokal secara berkelanjutan.

Kata Kunci: Strategi Optimalisasi; Ikan Lele; Ekonomi Kreatif; SWOT; Pesisir Selatan.

A. Introduction

Local economic potential is an important foundation in supporting sustainable development and improving community welfare. Every region has its own uniqueness and advantages which, when managed properly, can provide a positive impact on economic growth. The creative economy has become one of the strategic approaches in managing this potential because it combines creativity, innovation, and technology to create added value, open business opportunities, and expand employment opportunities (Howkins, 2001).

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The creative economy is a new economic concept based on the interaction between creativity, ideas, and the intellectual property produced, which can then be monetized to create economic value. This concept not only focuses on creativity but also includes aspects of culture, digital media, and the preservation of cultural heritage. As a new economic wave, the creative economy shows significant potential in the global economy, with UNCTAD data in 2018 recording that the global market for creative goods increased from 209 billion dollars in 2002 to 509 billion dollars in 2015 (Putra Perdana, 2022).

The concept of the creative economy emphasizes the utilization of ideas, knowledge, and technology in producing products and services with high economic value. I Gusti Bagus Arjana describes the creative economy as a modern economic concept that integrates creativity and information in the production process, while Mari Elka Pangestu refers to it as a form of sustainable development based on renewable resources (Arjana, 2018; Pangestu, 2015). The Ministry of Tourism and Creative Economy of the Republic of Indonesia states that the creative economy is a system that relies on individual creativity as a renewable resource that must be developed in a planned manner (Kemenparekraf, 2021).

The concept of the creative economy describes how creativity can be used to achieve sustainable economic development. It emphasizes the utilization of resources that are not only renewable but also unlimited; these include creativity, ideas, thoughts, skills, and talents. In the creative era, the economic value of a product or service is no longer determined by raw materials or production systems as in the industrial era, but rather by the use of innovation and creativity through technological advancements. Industries must compete in the global market by using creativity, innovation, and imagination rather than relying on price or product quality.

Pasar 60 Village in Nagari Batang Arah Tapan is an area that has a superior local potential in the form of catfish cultivation. However, its management is still carried out

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traditionally, has not yet been integrated with a creative economy approach, and faces many challenges such as water salinity, high rainfall, limited capital, and low utilization of technology. The long distance from major cities such as Padang and Painan worsens access to markets and public services, while harvests tend to be sold raw to middlemen at low prices (Interview, 2025).

Based on interviews with farmers such as Mr. Firdaus, Elmadi, and Mrs. Rismawati, it was found that limited knowledge in processing catfish-based products and a lack of understanding of digital marketing are the main obstacles in developing their businesses. Farmers also struggle to obtain financing because there is no Islamic cooperative or microfinance institution that supports local enterprises. In fact, some of them possess creativity in pond and feed management, but they have not received adequate strategic support (Interview, 2025).

B. Research Method

This study uses a qualitative approach with a descriptive method through a case study, which aims to formulate strategies for optimizing the potential of local catfish based on a creative economy approach in Pasar 60 Village, Nagari Batang Arah Tapan, Basa Ampek Balai Tapan Sub-District, Pesisir Selatan Regency. This approach was chosen because it allows the researcher to understand social phenomena in depth based on the experiences of the subjects and the actual conditions in the field.

The research location was determined purposively, namely Pasar 60 Village, which is known as one of the centers of local catfish cultivation in the coastal area. The research subjects consisted of active local catfish farmers, community leaders, and representatives of local economic institutions. The number of main informants in this study is 7 people, selected using purposive sampling techniques based on their direct involvement in the cultivation and distribution activities of local catfish.

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The main instrument in this study is the researcher himself as the key instrument, supported by interview guidelines and observation sheets. The data collection techniques include participatory observation, in-depth interviews, and documentation such as photographs and other supporting documents relevant to creative economy practices in the village. To ensure data validity, this study employs source and method triangulation techniques.

Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing. The data obtained from the field were analyzed using the SWOT approach to formulate appropriate optimization strategies. The process of identifying strengths, weaknesses, opportunities, and threats was carried out based on the results of interviews and observations, which were then formulated into a strategic matrix as the basis for action recommendations.

C. Results and Discussion

This study involved 18 catfish farmers in Pasar 60 Village as the main informants, selected based on their experience and activities in catfish cultivation.

Table 1. Data of Catfish Farmers in Pasar 60 Village

No	Farmer's Name	Age	Years of Business	Number of Ponds	Estimated Harvest
1.	Firdaus	45 yrs	6 yrs	3 ponds	2.700 - 3.000 fish
2.	Suherman	69 yrs	5 yrs	3 ponds	2.700 - 3.000 fish
3.	Elmadi	43 yrs	4 yrs	2 ponds	1.800 - 2.000 fish
4.	Samsul Bahri	81 yrs	5 yrs	4 ponds	3.000 - 3.500 fish
5.	Yendison	49 yrs	8 yrs	7 ponds	6.500 - 6.800 fish
6.	Rismawati	50 yrs	5 yrs	5 ponds	4.700 - 5.000 fish
7.	Syafruddin. D	71 yrs	7 yrs	4 ponds	3.600 - 4.000 fish
8	Doni Putra	29 yrs	3 yrs	2 ponds	1.600 - 1.800 fish
9.	Nurbainir	63 yrs	4 yrs	3 ponds	2.500 - 2.700 fish
10.	Andi	45 yrs	6 yrs	4 ponds	3.300 - 3.500 fish
11.	Robi	25 yrs	3 yrs	3 ponds	2.500 - 2.800 fish

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12.	Ali Nuar	55 yrs	2,5 yrs	2 ponds	1.800 - 2.000 fish
13.	Darmadi	56 yrs	6 yrs	3 ponds	2.700 - 3.000 fish
14.	Sahriadi	49 yrs	4 yrs	2 ponds	1.800 - 2.000 fish
15.	Zainuri	40 yrs	7 yrs	5 ponds	4.500 - 5.000 fish
16.	Yanto. R	48 yrs	6 yrs	3 ponds	2.700 - 3.000 fish
17.	Fauzi Ani	50 yrs	4 yrs	4 ponds	3.200 - 3.500 fish
18.	Pariadi	47 yrs	3,5 yrs	2 ponds	1.800 - 2.000 fish

Source: Data from researcher's observations and interviews, 2025

Based on the table of catfish farmers above, the characteristics of the informants can be seen as described according to their age, years in business, number of ponds, and estimated harvests.

SWOT Analysis

This study uses a descriptive qualitative approach, with its data analysis technique employing SWOT analysis to identify the strengths, weaknesses, opportunities, and threats faced by catfish farming entrepreneurs in Pasar 60 Village. The following are the results of the analysis based on in-depth interviews with catfish farmers in Pasar 60 Village.

a. Strengths

1) Creativity in managing feed and ponds
2) Fast capital turnover (short production cycle)
3) Strong economic motivation and years of experience
4) Readiness to adopt simple technology

b. Weaknesesses

1) Limited business capital
2) Minimal innovation in processed products

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3) Limited digital literacy and online marketing

4) Lack of training and access to information

c. Opportunities

1) Opportunities for processed catfish products in local and outside markets

2) Increasing popularity of catfish consumption

3) Pasar 60 Village is located near the four-way intersection of the three-province route (West Sumatra – Jambi – Bengkulu)

4) Low competition for processed catfish products in local markets

d. Threats

1) Dependence on middlemen and local markets

2) Weather and environmental fluctuations

3) Lack of access to formal financing

4) Fear of innovation risks

Matriks Internal Factors Analysis Summary (IFAS) and Matriks External Factors Analysis Summary (EFAS)

Table 2. Matriks Internal Factors Analysis Summary (IFAS)

Internal Factors	Weight	Rating	Score
Strengths			
Creativity in feed and pond management	0.20	4	0.80
Fast capital turnover	0.15	3	0.45
Strong economic motivation and years of experience	0.20	2	0.40
Years of experience in cultivation	0.15	2	0.30
Total	**0.70**		**1,95**
Weaknesses			

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Limited business capital	0.10	4	0.40
Minimal innovation in processed products	0.07	4	0.28
Limited digital literacy and marketing	0.07	2	0.14
Lack of training and access to information	0.06	2	0.12
Total	**0.30**		**0.98**
Overall Total	**1.00**		**2.98**

Source: Processed data, 2025

Rating Scale Description:

1 = Very Weak

2 = Weak

3 = Moderately Strong

4 = Very Strong

Based on Table 2 above, the total score obtained from the IFAS analysis is 2.98, which indicates that the internal strengths of the catfish farmers are more dominant than their weaknesses. Strength factors such as creativity in pond management, fast harvesting cycles, strong economic motivation, and extensive experience serve as the main drivers of business sustainability.

Meanwhile, weaknesses such as limited innovation, marketing constraints, and lack of training, although still present, can be addressed through external strategies. The high score reflects internal readiness for business development based on the creative economy.

The next step is to review the external factors that may influence the development of catfish farming businesses. This analysis is important because, although farmers possess strong internal readiness, business sustainability is also heavily determined by external conditions such as market opportunities, policy support, competition threats, and environmental changes. Therefore, these external factors are summarized in the External Factors Analysis Summary (EFAS) Matrix presented in Table 3.

Table 3. Matriks External Factors Analysis Summary (EFAS)

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External Factors	Weight	Rating	Score
Opportunities			
Processed catfish products have potential in local and outside markets	0.19	2	0.38
Increasing popularity of catfish consumption	0.19	4	0.76
Low competition for processed catfish products in local markets	0.16	4	0.64
Located near the four-way intersection of the three-province route	0.16	1	0.16
Total	**0.70**		**1.98**
Threats			
Dependence on middlemen and local markets	0.11	3	0.33
Weather and environmental fluctuations	0.09	3	0.27
Lack of access to formal financing	0.06	2	0.12
Fear of innovation risks	0.04	2	0.08
Total	**0.30**		**0.80**
Overall Total	**1.00**		**2.74**

Source: Processed Data, 2025

Rating Scale Description:

1 = Very Unfavorable

2 = Unfavorable

3 = Moderately Favorable

4 = Very Favorable

Table 3 shows that the EFAS score reaches 2.74, which means that the external opportunities available are far greater than the threats faced by the farmers.

Opportunities such as the wide-open market for processed catfish products, increasing consumption trends, and low competition indicate strong potential for development.

Although threats such as dependence on middlemen, weather conditions, and limited capital still exist, these threats are not yet significant enough to hinder development efforts.

SWOT Quadrant Analysis

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Based on the results of the previous IFAS and EFAS Matrix analysis, the scores obtained are as follows:

a. Total IFAS Score (Internal Factors Analysis Summary) : 2.98
b. Total EFAS Score (External Factors Analysis Summary) : 2.74

Determination of strategic position in the SWOT quadrant is carried out by referring to the total IFAS and EFAS scores. In this study:

a. IFAS Score > 1.95 → Indicates that Strengths are more dominant than Weaknesses.
b. EFAS Score > 1.94 → Indicates that Opportunities are greater than Threats.

Thus, the business development position of catfish farming in Pasar 60 Village falls into Quadrant I, which is the "Aggressive" position (Strength–Opportunity / SO Strategy).

Table 4. Four-Quadrant SWOT Diagram

Quadrant	Condition	Strategy
I	Strong strengths, strong opportunities	Aggressive Strategy (SO)
II	Strong strengths, strong threats	Diversification Strategy (ST)
III	Strong weaknesses, strong opportunities	Turn-Around Strategy (WO)
IV	Strong weaknesses, strong threats	Defensive Strategy (WT)

Source : rangkuti (2013)

This condition indicates that the catfish farming activities in Desa Pasar 60 possess strong internal strengths, such as creativity in feed and pond management, fast capital turnover, high economic motivation, and extensive experience in aquaculture. On the other hand, external opportunities are also highly promising, particularly due to the growing market for processed products, increasing consumption trends, readiness to adopt simple technologies, and the low level of competition for similar products in the local market.

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Given these conditions, the most appropriate approach is the Aggressive Strategy (SO)—a strategy designed to maximize internal strengths in order to optimally capture external opportunities.

Recommended SO Strategies:

a. Developing value-added processed catfish products such as shredded catfish (abon), nuggets, crackers, and smoked catfish to enhance product value.

b. Utilizing local creativity for packaging and branding to reach consumers outside the village.

c. Conducting training and technical assistance, especially in product innovation and digital marketing.

d. Establishing collaborations with the village government and relevant institutions, such as the Fisheries Department or local MSME organizations, to support creative economy programs and market access.

e. Taking advantage of social media trends and e-commerce platforms to market products more widely at low cost.

SWOT Matrix and Development Strateg

Based on the analysis of internal factors (strengths and weaknesses) and external factors (opportunities and threats), the following SWOT Matrix can be formulated:

Table 5. SWOT Matrix

	Peluang (*Opportunities*)	**Ancaman (*Threats*)**
	1. Processed catfish products have strong potential in both local and out-of-village markets. 2. The trend of catfish	1. Dependence on middlemen and the local market. 2. Weather and environmental fluctuations.

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	consumption is increasingly popular. 3. Low competition for processed catfish products in the local market. 4. Pasar 60 Village is located near a strategic crossroads connecting three provinces (West Sumatra – Jambi – Bengkulu).	3. Limited access to formal financing. 4. Fear of innovation risks.
Kekuatan (*Strengths*) 1. Creativity in feed management and pond maintenance. 2. Fast capital turnover. 3. Strong economic motivation and long-term experience. 4. Readiness to adopt simple technologies.	**Strategi S-O** 1. Developing value-added processed catfish products (such as shredded catfish, crackers, and catfish nuggets). 2. Organizing training programs on processing techniques, digital marketing, and attractive packaging. 3. Expanding digital promotion through Facebook, WhatsApp, and community-based village social media platforms. 4. Selling products to shops along the three-province crossroad route by utilizing the strategic location of Pasar 60 Village near the provincial intersection. 5. Maximizing the use of	**Strategi S-T** 1. Establishing a farmers' cooperative to reduce dependence on middlemen. 2. Arranging a staggered harvesting schedule to avoid oversupply. 3. Optimizing farmers' accumulated experience in dealing with extreme weather conditions. 4. Encouraging experienced farmers to begin independent marketing efforts. 5. Promoting the development of a village-based sharia cooperative to reduce pressure from middlemen.

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	alternative feed and innovative pond management to reduce production costs and attract a wider market.	
Kelemahan (*Weaknesesses*) 1. Limited business capital 2. Minimal product innovation 3. Limited digital literacy and online marketing skills 4. Lack of training and access to relevant information	**Strategi W-O** 1. Organize training programs on product innovation and packaging design. 2. Improve digital literacy and strengthen online promotion skills. 3. Connect fish farmers with financing programs and MSME assistance. 4. Facilitate product promotion through MSME bazaars, village media, or local events. 5. Encourage simple bookkeeping and record-keeping systems to ease access to funding. 6. Meningkatan literasi digital dan promosi online.	**Strategi W-T** 1. Form joint business groups to reduce costs and minimize risks. 2. Provide education on risk mitigation and climate adaptation. 3. Encourage the establishment of local cooperatives or Islamic microfinance institutions (BMT). 4. Facilitate basic entrepreneurship training to build farmers' confidence in managing their businesses independently. 5. Create a collective marketing network to reduce dependence on a single distribution channel.

Source : Processed data, 2025

Development Strategies

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The development strategies were formulated based on interviews with 18 catfish farmers in Desa Pasar 60 and analyzed using the SWOT Matrix. These strategies are classified into four main categories:

a. S–O Strategy (Strength–Opportunity)

Utilizing internal strengths to capture external opportunities:

1) Developing value-added catfish products such as shredded catfish, crackers, nuggets, and chili paste to meet the needs of both local and external markets, thereby increasing product value.
2) Distributing products to shops along the three-province highway route by taking advantage of the strategic location of Desa Pasar 60 near the four-way intersection, which provides wider market access.
3) Maximizing the use of alternative feed and innovative pond management techniques to reduce production costs while improving harvest quality.
4) Utilizing local creativity in packaging and branding, enabling catfish-based products to have a distinctive identity and greater appeal in the market.
5) Developing digital promotion, particularly through Facebook, WhatsApp, and community-based social media platforms, to expand market reach at low cost.

b. S–T Strategy (Strength–Threat)

Using internal strengths to overcome external threats:

1) Scheduling harvests in a rotational system to prevent oversupply during periods of extreme weather.
2) Forming farmer groups or associations to strengthen bargaining power and reduce dependence on middlemen.

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3) Utilizing years of farming experience to enhance adaptation strategies in facing unpredictable weather conditions.

4) Integrating simple technologies to maintain production stability during unfavorable seasons.

5) Encouraging the development of a sharia-based village cooperative, which can help reduce the influence of middlemen and provide fairer market access.

c. W–O Strategy (Weakness–Opportunity)

Overcoming internal weaknesses by taking advantage of external opportunities:

1) Organizing training programs on product processing and digital marketing for farmers who have not yet developed innovative products.

2) Connecting farmers with micro-financing and MSME support programs to reduce dependence on personal capital.

3) Facilitating product promotion through MSME bazaars, village media platforms, and local events to expand market reach.

4) Encouraging the use of simple bookkeeping and financial recording systems to improve financial management and ease access to funding opportunities.

d. W–T Strategy (Weakness–Threat)

Minimizing internal weaknesses to avoid external threats:

1) Forming joint business groups to reduce production costs and share risks among farmers.

2) Providing education on risk mitigation and climate adaptation to strengthen farmers' resilience against environmental uncertainties.

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3) Encouraging the establishment of local cooperatives or Islamic microfinance institutions (BMT) to improve access to capital and reduce dependence on informal lenders.

4) Facilitating basic entrepreneurship training to build farmers' confidence and capacity in managing their businesses independently.

5) Developing collective marketing networks to decrease reliance on a single market channel and create wider, more stable market access.

Total Weighted Score Analysis

To determine priority strategies, the weighted scores from IFAS and EFAS for each strategy combination were summed as follows:

Table 6. Recapitulation of Total SWOT Strategy Scores

	Kekuatan/*strengths* (S)	**Kelemahan/*Weaknesses* (W)**
Peluang/ *Opportunity* (O)	**Strategi S-O** 1.95 + 1.94 = 3.89	**Strategi W-O** 0.98 + 1.94 = 2.92
Ancaman/ *Threats* (T)	**Strategi S-T** 1.95 + 0.80 = `2.75	**Strategi W-T** 0.698 + 0.80 = 1.78

Sumber : Data olahan, 2025

Based on the results in the table above, the S–O Strategy (Strength–Opportunity) obtained the highest score of 3.89. This indicates that the aggressive strategy is the most dominant and recommended approach for developing the catfish farming business in Desa Pasar 60.

The high score reflects that internal strengths of the farmers—such as creativity in pond and feed management, fast capital turnover, strong economic motivation, and long experience in farming—can be optimally utilized to capture external opportunities,

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including the expanding market for processed catfish products, rising consumption trends, readiness to use simple technologies, and low competition in the local processed fish product sector.

D. Conclusion

Based on the results of this study and the discussion, the author concludes that the most appropriate strategy for optimizing the potential of catfish through a creative economy approach in Desa Pasar 60 is the S–O Strategy (Strength–Opportunity). This aggressive strategy leverages farmers' internal strengths—creativity in pond and feed management, rapid capital turnover, economic motivation, and extensive experience—to seize external opportunities such as increasing catfish consumption trends, expanding processed fish markets, the village's strategic location, and low competition in local processed product sectors.

This strategy includes developing value-added products such as shredded catfish, nuggets, and catfish crackers, implementing digital marketing through social media, and fostering cross-sector collaboration for training, mentoring, and market access. By implementing this strategy, catfish farming is expected not only to increase community income but also to encourage the growth of independent and sustainable creative economy enterprises.

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