



Small Business Development Strategy Through Go Digital in The Martapura Snakehead Fish Floss Business as a Regional Superior Product

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Abstract

The presence of superior products in a region can significantly boost economic development. In Martapura City, Indonesia, the fisheries and marine sector, supported by a substantial supply capacity, holds potential as a driver of economic growth. A notable example is the snakehead fish processing business, which taps into the region's resources. This research aims to analyze the potential of this business and formulate strategies for developing Snakehead Fish Floss in Martapura through digital marketing. This research uses a qualitative approach with in-depth observation, where primary data was obtained through structured interviews with snakehead fish shredded business actors in Martapura. The research results found that the business potential for snakehead fish floss is very large because there is rarely any difficulty obtaining raw materials. Preparedness and consistency are needed in implementing marketing digitalization in small businesses, and the benefits of digitalization are felt realistically by snakehead fish floss business actors, increasing sales. The results of this research can be generalized to other small businesses because advances in digital technology cannot be avoided at this time.

Keywords *Small Business, Digitalization, Regional Superior Products, Wetlands, Business Prospects, Fish Floss*

INTRODUCTION

In the context of efforts to develop the national economy, the basic thing that is important to do is to develop the regional economy first. One step in identifying regional economic potential is to identify potential, mainstay and superior regional products in each sub-sector. Regional superior products describe the region's ability to produce products, create value, use resources, provide employment opportunities, generate income for the community and government, and have prospects for increasing productivity and investment. A product is said to be superior if it is competitive to ward off competing products in the domestic market and/or penetrate the export market. The existence of superior products in an area will facilitate economic development efforts in that area. Efforts to develop and grow the community's economy are essential in forming an independent region (Azzat & Mujiraharjo, 2020). An area with superior products may be produced by its ecosystem, which may be different from other areas, one of which is the wetland ecosystem. Wetland ecosystems are the most productive and important for human life. The importance and productivity of wetlands mean that they have high economic value in terms of economics, environment and culture, so apart from their existence being able to be used to meet living needs, wetlands must also be protected. The fisheries and marine sector can be a source of economic growth in Martapura City with its supporting capacity in the form of a large supply capacity, output in the form of fish and its processing industry that can be exported, and its upstream and

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downstream potential.

As in the previous explanation, the large fisheries potential of the city of Martapura encourages the growth of culinary businesses that utilize this potential. One of the businesses in the city of Martapura that are related to regional potential is the snakehead fish processing business. Snakehead fish is a carnivorous fish that has relatively high economic value. This fish is known to be very rich in albumin, an important type of protein. The prospect of the snakehead fish floss business having the opportunity to generate profits can be seen from the fact that the raw materials are very easy to obtain, and there is still little competition between fish floss entrepreneurs (Fitrianti et al., 2021). The production costs of snakehead fish floss are lower than those of milkfish floss, and the purchasing power of snakehead fish floss consumers is greater (Susilowati, 2010). Initial observation results at one of the Snakehead Fish Floss processing businesses show that the business prospects are quite good; although there are few, there are always buyers. Some of the problems faced by snakehead fish floss business owners are 1) production is still carried out on a household scale without any employees, 2) domestic people or the market reach still dominates consumers is not yet wide and 3) snakehead fish floss is not yet as popular as other products for use by consumers. As with the obstacles in snakehead fish floss's business above, many small businesses still need to understand effective digital marketing techniques as a solution to increase marketing through social media, online advertising and branding.

Digitalization is currently unavoidable, including for small businesses. The shift in people's behavioural patterns has changed, and many people carry out activities online, such as shopping for necessities, ordering food, looking for inspiration and much more. The need for speed and practicality created an opportunity to be met. Small businesses can maintain their traditional methods, but their competitors will certainly leave them behind. Small businesses must also be able to participate in the digital market, although this is not easy. This is because small businesses face challenges in the digital market, such as the limited ability of small businesses to adopt digital technology and digital literacy. Digitalization of small businesses is not just about developing products through online marketing to expand market share but also changing how small businesses think about digital technology (Lisnawati, 2023). Small businesses need to take advantage of digital marketing because it has several advantages, including a) targets can be set according to demographics, domicile, lifestyle and even habits; b) results can be seen quickly so marketers can take corrective action or changes if they feel something is not appropriate; c) costs are much cheaper than conventional marketing; d) wider reach because it is not geographically limited; e) can be accessed at any time without time limits; f) results can be measured, for example the number of site visitors and the number of consumers who make online purchases; g) campaigns can be personalized, and h) can engage or reach consumers because communication occurs directly and in two directions so that business actors build relationships and grow consumer trust.

Business opportunities in Indonesia to carry out digital transformation are very high (Zahiroh, 2022). On the other hand, based on statistical data in 2020, the level of smartphone ownership and internet penetration in Indonesia is increasing, with smartphone users recorded in 2019 at 63.3% of the population, and it is estimated that in 2025 it will reach 89% of the population (Pusparisa, 2020). The McKinsey study also states that if Indonesia is able to encourage as many as 168,000 businesses to scale up from micro and small scale to medium scale by adopting digital technology, it will have the potential to obtain additional GDP growth of USD 140 billion and 26 million jobs in 2030 (Aida, 2021). Through the digitalization of small businesses in rural areas, in addition to continuing to develop their business by exploring the potential of local raw materials to meet consumer needs (Feriyanto, 2021). Research by Hanum and Sinarasri (2017) and Ningtyas et al. (2015) states that e-commerce has a positive and significant influence on increasing business performance (Saribu, 2022). The results of the literature review show that the successful

development of small businesses in the digital economy must pay attention to supporting factors, including individual interests, attitudes and abilities in using digital technology and communication tools such as smartphones (Bindarto, 2022). The results of the research can conclude that the perception of usefulness does not affect business readiness towards digitalization, while the perception of convenience and HR competency influences business readiness towards digitalization (Farida & Aryanto, 2020). Apart from improving product quality for Go Digital sales and online services, business actors can also improve service quality and add types of services such as delivery orders and purchasing services by using hotlines and special services related to sales that consumers can easily access (Masriansyah, 2020). Training on the use of digital media in small business development has proven beneficial and can increase partners' knowledge and skills. Therefore, this research was carried out to help overcome one of the obstacles for small businesses, namely, the lack of market reach through Go Digital or digitalization marketing strategies. The subject of this research is the owner of Snakehead Fish Floss Business in Martapura. This research aims to describe and analyze the benefits of digitalization for small businesses for business sustainability amidst increasingly tight domestic and foreign market competition.

LITERATURE REVIEW

Theoretical Framework

This research framework is related to small business development strategies through improving marketing quality. Revolution 4.0 is expected to impact small businesses in society positively, but almost many people are not ready to face these conditions. This is motivated by low digital literacy, small production capacity, inconsistent production quality, and less than optimal market access, which are obstacles for almost all small businesses in Indonesia. Training on the use of digital media in small business development has proven useful and can increase partners' knowledge and skills. The right policies and strategies can improve the capabilities of small industrial business actors so that business actors have high competitiveness in the market and in creating new markets through innovative products (Asmanita, 2017). The importance of government policies that support small and medium industries, as well as strengthening business capital and market access with the support of other institutions (Syamruddin, 2018). The role of social media platforms is also a main focus for small businesses.

Digitalization: Go Digital

Revolution 4.0 is an industrial concept in the digital era or the era of information and communication technology, which is currently developing increasingly rapidly and has a broad impact on all activity processes in organizations. Revolution refers to fundamental changes in various fields, which affect social and cultural aspects, take place quickly, and involve the main points of social life. The Industrial Revolution resulted in rapid changes in the economic sector, for example, from agrarian economic activities to an industrial economy that uses machines to process raw materials into ready-to-use materials more efficiently. This industrial revolution also changed how humans work, from using hands to machines. The advantages of this digitalization are: A necessity when doing business or doing business in the less contact economy, increased wider market access, Increased access to financing, Increasing the competitiveness of small businesses, and Increased production efficiency and business processes. According to Kotler et al. (2019), Marketing 4.0 is the latest marketing approach which refers to new consumer behaviour patterns in the digital era, namely the 5 A's (Aware, Appeal, Ask, Act, and Advocate). Marketing 4.0 uses a marketing approach that combines online and offline interactions, style, and substance, as well as developing machine-to-machine connectivity and artificial intelligence to boost productivity (Ummasyroh et al., 2020).

Business Prospect

Business prospects refer to the conditions a company will face in the future, considering the potential opportunities, driving factors, and inhibiting factors. By analyzing these elements, a company can determine the potential for significant profits or, conversely, the extent of possible losses. Apart from that, it is also stated that the business prospects of a business will show a tendency to increase or close. This condition is influenced by various opportunities and threats faced. Weaknesses and strengths of business actors/company entrepreneurs require good planning and formulation of corporate strategies.

Regional Superior Products

Regional superior products are commodities in the form of goods or services located in a particular area and become local wealth with economic potential and high competitiveness. It is processed based on local wisdom and can be absorbed by both domestic and foreign markets to develop and encourage the local economy. Efforts to develop and grow the community's economy are an important pillar in forming an independent region (Azzat & Mujiraharjo, 2020). There is a close connection between regional superior products and regional competitiveness; namely, the development of regional superior products is one important way to increase regional competitiveness. However, there are still obstacles to developing superior regional products, such as not being managed optimally and with a global quality orientation. This results in a low economic scale, hindering the entry of superior regional products into a wider market share (Setiajatnika & Astuti, 2022).

Floss

Floss is a processed product that is well known to many people, and generally, floss is made from beef or fish. Initially, making shredded meat was an alternative food process to anticipate the large production of raw food materials that spoiled quickly. Therefore, Abon is known as a type of long-lasting food that is prepared by steaming and frying. The resulting product has a delicious taste, distinctive smell, and has a relatively long shelf life. One example of raw material suitable for processing shredded fish is snakehead fish because this type of fish has fine fibre, low-fat content and high protein. The fish processing industry into shredded fish has great potential, but not many people are interested in pursuing it. This is proven by the lack of popularity of this product as a regional souvenir, whereas other products, such as fish crackers, are more popular. Shredded food is a processed food that has long been known to Indonesian people. Shredded processing uses ingredients easily obtained at relatively low prices (Idris et al., 2023). This industry depends on the availability of the main raw material, namely fish. The fish floss business has a business profit margin that tends to be stable, experiencing increases and decreases but not too much, so the profit margin for the shredded fish business is considered profitable every year (Hardityasari et al., 2023).

RESEARCH METHOD

In this research, using a qualitative approach, the researcher made direct observations in the field and conducted direct interviews with key informants and supporting informants so that the research results describe the facts, circumstances and phenomena that occurred during the research. This research was conducted in Martapura, Indonesia, at a small business that produces snakehead fish floss. The primary data used in this research is obtained through structured interviews with small businesses that produce snakehead fish floss. The participants in this research were one person in the Gabus fish floss business, where the total number of business actors in Martapura is currently three people, but only one person is willing and interested in this research. However, the participants in this study had an advantage over other potential

participants, namely that they already had a marketing platform (such as Facebook) but rarely used it. The data that has been collected will be analyzed to obtain conclusions that describe the observed phenomena using the SWOT analysis technique. To find out the application of SWOT analysis to a business, researchers will create an Internal Factor Evaluation Matrix (IFE matrix) and an External Factor Evaluation Matrix (EFE Matrix) in tabular form. However, before the researcher creates a table format to compile a representative SWOT formula, the following steps are first carried out:

1. Develop and determine the external and internal strategic factors of a company.
2. Compile and calculate weight values, ratings and scores for external and internal tables using the following scale technique:
 - a. Value Weight
Give each weight on a scale ranging from 1.0 (very important) to 0.0 (not important).
 - b. Value Rating
5= Very Important
4= Important
3= Neutral
2= Not Good
1= Very Bad
 - c. Value Score
The value will be calculated using the following formula to determine the score: $(SN=BN \times RN)$.
Information:
SN= Value Score
BN= Value Weight
RN= Value Rating

FINDINGS AND DISCUSSION

SWOT Analysis

The snakehead fish floss business is said to be quite developed, as indicated by the ability to maintain the business to date, which is considered to have been around for a long time, namely approximately ten years. The survival of the Snakehead Fish Floss business is, of course, influenced by 4 (four) factors, which are generally always related to business, namely Strengths, Weaknesses, Opportunities and Threats. To obtain this data, we use SWOT analysis, an analytical tool that systematically identifies various factors to formulate a company strategy by maximizing strengths and opportunities (Rangkuti, 2018).

Table 1. Matrix Internal Factor Evaluation (IFE Matrix)
The Snakehead Fish Floss Business

Main Internal Factors	Weight	Rate	Score
STRENGTHS			
Having competent human resources who have experience	0,10	5	0,50
Guaranteed product quality (taste).	0,10	4	0,40
Raw materials that are easy to obtain	0,07	5	0,35
Service Flexibility	0,05	4	0,20
Affordable prices	0,05	4	0,20
Have loyal customers	0,05	4	0,20
Innovation and creativity power	0,08	5	0,40

Main Internal Factors	Weight	Rate	Score
SUBTOTAL	0,50		2,25
WEAKNESSES			
Marketing Technique/Strategy	0,10	2	0,20
Mastery of technology	0,07	2	0,14
The use of digital marketing	0,08	2	0,16
Marketing outside the region	0,05	2	0,10
An ambition to expand product markets	0,05	2	0,10
Courage in taking risks (obtaining capital from outside)	0,05	1	0,05
Administration (finance, transactions and testimonials).	0,05	2	0,10
Dependence on existing customers	0,05	2	0,10
SUBTOTAL	0,50		0,95
TOTAL	1,00	46	3,2

Source: Processed Data (2023)

The preparation of the Internal Factor Evaluation Matrix (in Table 1) shows the weighting and rating of the main internal factors, namely in the form of strengths and weaknesses, as a result, we obtain a score for each factor. After IFAS has been analyzed, it is continued with EFAS using the same method.

Table 2. Matrix External Factor Evaluation (EFE Matrix)
The Snakehead Fish Floss Business

Main External Factors	Weight	Rate	Score
OPPORTUNITIES			
Local Potential Government Program	0,10	5	0,50
There are still a few competitors	0,10	2	0,20
Business opportunities are still large	0,10	5	0,50
Abundant raw materials	0,10	5	0,50
Domestic people increasingly like it	0,10	4	0,40
Demand outside the region is still large	0,10	5	0,50
SUBTOTAL	0,60		2,60
THREATS			
Economic conditions that cause people's purchasing power to decline	0,10	2	0,20
Price game of raw material suppliers	0,10	1	0,10
Similar products that are easy to make by anyone	0,10	2	0,20
New/viral products	0,10	2	0,20
SUBTOTAL	0,40		0,70
TOTAL	1,00		3,30

Source: Processed Data (2023)

After the second stage is completed, a score is obtained on the main external factors, namely opportunities and threats, shown in Table 2. Strength factors have a score of 2.25, while weakness

factors (weakness) have a score of 0.95, meaning that the snakehead fish floss business has a higher strength than the weakness factor in determining its competitive strategy. Furthermore, the opportunity factors have a score of 2.60, and the threat factors have a score of 0.70; this means that efforts to determine the competitive strategy for the Snakehead Fish Floss business have quite a large opportunity compared to the threats that arise. From the results of the arrangement of internal and external factors above, the following series of scores are produced: Strengths (S) = 2.25, Weaknesses (W) = 0.95, Opportunities (O) = 2.60 and Threats (Threats/T) = 0.70.

Table 3. IFAS and EFAS Scores Recap

Internal Score	External Score	Strategic Choices	Quadrant
S > W (+) 2,25 > 0,95 (+)	O > T (+) 2,60 > 0,70 (+)	Growth Result	I
S > W (+)	O < T (-)	<i>Diversification</i>	II
S < W (-)	O > T (+)	<i>Turn - Around</i>	III
S < W (-)	O < T (-)	<i>Defensive</i>	IV

Source: [Mashuri and Nurjannah \(2020\)](#)

Quadrant I is a very profitable situation for a business because it has opportunities and strengths that can be utilized for the sustainability of the business. The strategy that must be determined and implemented in this situation is to support aggressive growth policies. Quadrant II is a situation where a business faces various threats but still has internal strength. Quadrant III is a situation where the company faces great opportunities but several obstacles, namely internal weaknesses. Quadrant IV is a very unfavourable situation where a business faces various external threats and internal conditions that have many weaknesses. A growth strategy is designed to achieve growth in asset sales, profits or a combination of both. This can be achieved by reducing prices and developing new products.

Strategy for Marketing Development of Snakehead Fish Floss Business Go Digital

SWOT analysis makes it easier to know and understand the main factors internally (strengths and weaknesses) and externally (opportunities and threats), which will later play a very important role in determining the right strategy. The following details the strengths, weaknesses, opportunities and threats of the Snakehead Fish Floss business, namely:

1. Strength (Strengths)
 - a. Having competent human resources who have experience
 - b. Guaranteed product quality (taste).
 - c. Raw materials that are easy to obtain
 - d. Service Flexibility
 - e. Affordable prices
 - f. Have loyal customers
 - g. Innovation and creativity power
2. Weaknesses
 - a. There is no Marketing Technique/Strategy yet
 - b. Very poor mastery of technology
 - c. The use of digital marketing is not yet optimal
 - d. Marketing outside the region that is not yet aggressive
 - e. Lack of ambition to expand product markets
 - f. Lack of courage in taking risks (obtaining capital from outside)

- g. There is no adequate administrative administration (finance, transactions and testimonials).
 - h. Dependence on existing customers
3. Opportunities
- a. Local Potential Government Program
 - b. There are still few competitors
 - c. Business opportunities are still large
 - d. Abundant raw materials
 - e. Domestic people increasingly like it
 - f. Demand outside the region is still large
4. Threats
- a. Economic conditions that cause people's purchasing power to decline
 - b. Price game of raw material suppliers
 - c. Similar products that are easy to make by anyone
 - d. New/viral products

As previously explained, the Snakehead Fish Floss business has great advantages and opportunities where the strategy that is appropriate in these conditions is a growth strategy designed to achieve growth, both in asset sales, profits or a combination of the two. This can be achieved by reducing prices and developing new products. This is related to weaknesses in several aspects, but the main focus of this research will discuss the marketing aspect only. The findings in this research are in accordance with the conditions in many small businesses that do not yet understand effective digital marketing techniques as a solution to improve marketing through social media, online advertising and branding. Digital literacy is still low, production capacity is small, production quality is not yet consistent and market access is not optimal, which are obstacles for almost all small businesses. Based on these conditions, the recommended platform optimizes e-catalogues and social media onboarding. Apart from that, here are details of the strategies that will be used by the Snakehead Fish Floss business to become a marketing partner through digital marketing, namely:

1. Create a product catalog and create a business profile video;
2. Increasing promotions regularly, both through advertising and online via Facebook and WA Story;
3. Document testimonials from customers;
4. Exploiting market potential, to focus on new product innovation;
5. Maintain customer loyalty even though there is still a lot of competition from other banks;
And
6. Maintaining the quality of bank products.

So concretely, this research helps entrepreneurs to create catalogues, even in a simple form, so they can onboard on social media. The catalogue is made with bright, eye-catching colours and designs with clear information to attract people's attention. When someone sees a message (advertisement) continuously or repeatedly, it will make someone interested in the message (advertisement). This interest will continue to the next stage, such as the explanation of the AIDA model (Awareness, Interest, Desire, and Action), namely buying (action) the product (Ayu & Juni, 2022). This catalogue began to be displayed (onboarding) on social media, Facebook, and

WhatsApp Story on July 9, 2023, based on information from sources that there was an increase in sales.

Table 4. Offline and Online Snakehead Fish Floss Sales Report on Research Period

Period	Offline	Online		Order Quantity
		Facebook	WA	
July sales	4	1	1	6
August sales	5	2	3	10
September sales	4	5	2	11
Total	13	8	6	27

Source: Processed Data (2023)

Obstacles in Increasing the Competitiveness of Snakehead Fish Floss Business

In their efforts to develop their business and survive in the industrial market, entrepreneurs face weaknesses and threats that can hinder their business. The main weakness lies in the characteristics of the leader or business owner who lacks the ambition to expand the product market, and what is most worrying is the lack of courage to take risks (obtain capital from outside). Today's leaders who want to run the business of the future must take proactive steps to determine the right strategy for long-term resilience. The characteristics that must be embedded in an entrepreneur's personality are being creative, good at innovation, self-confident, brave enough to take risks, and oriented towards the future (Nanda & Farida, 2018).

Business Prospects for Snakehead Fish Floss

Tourism villages have become popular village development destinations. Based on data from the Ministry of Tourism and Creative Economy, a total of 1,831 villages registered for the Tourism Village Award (ADWI) program in 2021; in 2022, as many as 3,419 villages, and as many as 4,715 villages in 2023 (Indonesia Ministry of Tourism and Creative Economy, 2023). Tourism villages can be seen as a form of village development to achieve independence, which is usually driven by economic motivation. However, it must be understood that village tourism is not the only way for villages to develop. According to the Village Profile Smart Book written and published by HRC Caritra, each village has its own character, and this character influences the flow of village development (Paramita, 2022). There are five village characteristics, namely agricultural villages, coastal villages, traditional villages, tourist villages and industrial villages.

Economic growth and its processes are the main conditions for the continuity of regional economic development. A country's economy can be said to be successful if its economic activity is higher than that achieved in the previous period, which causes the goods and services produced in society to increase (Sukirno, 2011). In economic development, local governments play a role in improving the standard of living and welfare of the community. Therefore, it is necessary to map local economic potential. Strategy is the steps taken to achieve the desired conditions in the future based on considerations of current conditions. The strategies that can be implemented are:

1. Improved quality and production.

Improving the quality of raw material products is very necessary for industrial and production activities. This is due to increasing market competition and meeting consumer demands for quality and more and more goods. Therefore, it is necessary to improve quality and production to develop local potential.

2. Establishment of research institutions
To improve the quality and yield of production, for example in agriculture, farmers need superior seeds. As is known so far, most farmers buy superior seeds from outside the region. So, farmers do not have sufficient knowledge to create superior seeds. Therefore, research institutions are needed to assist farmers in creating superior seeds to improve production quality.
3. Increase derivative product innovation
The weakness of many regions in Indonesia is that farmers are not able to process main commodities into derivative products, so they cannot maximize profits to the maximum. Therefore, it is very necessary to increase innovation for superior derivative products.
4. Strengthening sales promotions
To maintain the sales reputation of the products being marketed, it is necessary to strengthen sales promotions. This promotion can be done by labelling local products or introducing products at regional events such as festivals. This can also be done by selling it at several tourist attractions.
5. Technology development.
In the current development of science and technology, local economic development is also coloured by developing technology. By developing technology, local production will be easier and more efficient in a more time-effective manner.

North Maluku is one area whose economic growth is very good because it is supported by local potential and leads to the highest economic growth of the 34 provinces in the country. North Maluku's economy experienced growth in the fourth quarter of 2022 at 17.75% and annually grew to 22.94%. The mining and processing nickel commodities are still the main drivers of regional economic growth. Apart from mining results, which are a gift from natural wealth, there is also local potential that comes from community culture in the form of culinary delights. To increase its tourism development, Banyuwangi needs to pay attention to the concept of gastronomic tourism in creating a brand identity so that tourists' buying interest increases ([Febrian et al., 2019](#)).

Currently, there is a very popular term, gastronomic tourism or gastrodiplomacy, a form of cultural diplomacy that uses food to increase the nation's brand awareness. Gastrodiplomacy is one element of cultural diplomacy that is introduced through food culture. The richness of a nation's variety of food becomes the nation's attraction in international eyes. In a nation's food traditions, national personality values are passed down from generation to generation. These culinary experiences offer the foreign public a way to interact informally with different cultures more intimately through taste. One country that is very successful in carrying out gastrodiplomacy is South Korea. The success of the Korean Wave was the first step in utilizing typical food after it became famous in South Korean dramas, films and songs worldwide. The South Korean government then created a policy, namely Global Hansik. This policy was issued to increase the popularity of South Korean food on the international stage. This policy gave rise to a program, namely Korean Cuisine to the World, as an effort to support this policy. This program not only increases the popularity of South Korean food but also provides knowledge about the history, manufacturing process and how to eat it. This program also improves the quality of South Korean products that were previously unknown or unsold on the market. Reflecting on these facts, Indonesia has great potential with its rich culture in the culinary field. The Indonesian economy is actually without or already based on small community businesses. However, many people do not feel that real

government support is needed for their businesses.

We can take the state or government support level as a benchmark from China. China really pays attention to local businesses in their country. One of them is that the Chinese government has strongly supported the startup ecosystem and entrepreneurs in the digital economy sector. They have introduced policies that reduce barriers to starting a business, provide tax incentives, and provide research and development funding. China is trying to start an innovation-based economy based on openness. This is also reflected in Chinese policies such as the 13th Five-Year Plans and Made in China 2025. These policies show that China is heading towards economic modernization, one of which is through the digital economy (Trisnawati, 2019). There is the fastest-growing and most dynamic e-commerce market in the world. Strong focus on expanding the domestic market and its demand, reducing dependence on foreign markets and encouraging local innovation for growth. One of the key factors in China's strategy is the development of a strong digital infrastructure. The Chinese government is investing many resources to build a nationwide broad, integrated internet network. With a strong infrastructure, China can facilitate digital business growth, e-commerce and technological innovation. The government's role in regulating and shaping the digital economy is very proactive. The Indonesian government can no longer ignore this; it should improve its performance in supporting local businesses in the digital economy. Until now, digitalization is still considered something that is not very important by society due to low digital economic literacy.

The results of this research align with several pieces of literature that reference the benefits of digital marketing to small businesses (Saribu, 2022). Successful development of small businesses in the digital economy must consider supporting factors, including individual interests, attitudes and abilities in using digital technology and communication tools such as smartphones (Bindarto, 2022). Apart from improving product quality for go digital sales and online services, business actors can also improve service quality and add types of services such as delivery orders and purchasing services by using hotlines and special services related to sales that consumers can easily access (Masriansyah, 2020). Training on the use of digital media in small business development has proven beneficial and can increase partners' knowledge and skills, which is marked by increased income.

CONCLUSIONS

The business potential for snakehead fish floss in Martapura is very large due to the abundant resources or raw materials that are never empty or always available. For entrepreneurs (supply) of Snakehead Fish floss is still small compared to consumers (demand). Demand is still dominated by domestic demand, but almost all out-of-town customers who have tried the Snakehead Fish Floss have returned to buy. The difficulty or you could say the rarity of Snakehead Fish in other areas, has resulted in significant repeat purchases. With large strengths and opportunity factors, the strategy through Go Digital is able to develop the Snakehead Fish Floss business in the city of Martapura. The main problem currently faced by shredded fish entrepreneurs is that domestic consumers still dominate demand because people outside the region are still not familiar with processing flossed snakehead fish. Apart from that, the entrepreneurial mindset is still less proactive in developing the business, such as a lack of ambition to advance the business/accepting what is and hoping that the business will run as usual. Meanwhile, there is a lack of literacy regarding the current importance of digital marketing for business development, and this is exacerbated by low enthusiasm for understanding technology. Technology is currently used only as a communication tool.

LIMITATION & FURTHER RESEARCH

This research, of course, has limitations in that the key informants or this research focuses on one object, namely snakehead fish shredded entrepreneurs, so the research results cannot generalize to general conditions. However, the sharpness of the results of this analysis is due to observations and interviews carried out intensively on these objects, which can be used as a reliable basis for carrying out further research on a wider scale. The researchers recommend the following things based on the findings and conclusions from this research: the government needs to pay greater attention to small industries, especially those engaged in making snakehead fish floss. The government needs to increase the business capital assistance program at the small industry level. The potential natural products that the region has, one of which is Martapura, namely the abundance of snakehead fish, should be a reliable future business prospect for community welfare and regional economic progress. Small industries need to understand the benefits of SWOT analysis on business continuity, which needs to be done regularly. With existing technological advances, small industries must make the best possible use of their business progress, namely through marketing strategies that are able to reach a wider range of consumers. Entrepreneurs in small industries, especially in the East Martapura area, must increase their optimism and competitiveness to advance their businesses.

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