



Catfish Cultivation Development Strategy: A Maslahah Review (Case Study of Binjai Serdang Bedagai Village)

Willi Ardianto

Universitas Islam Negeri Sumatera Utara(Faculty of Islamic Economics and Business¹), Indonesia
E-mail: williardianto12@gmail.com

Nuri Aslami

Universitas Islam Negeri Sumatera Utara(Faculty of Islamic Economics and Business²), Indonesia

M. Ikhsan Harahap

Universitas Islam Negeri Sumatera Utara(Faculty of Islamic Economics and Business³), Indonesia

*Corresponding Author: williardianto12@gmail.com

Abstract:

This study aims to analyze the development strategy of catfish cultivation in Binjai Village, Serdang Bedagai Regency, from a *maslahah* perspective. Catfish cultivation in this village provides a significant economic contribution to the community, but still faces various challenges such as high feed prices, difficulty in obtaining quality seeds, limited capital, environmental pollution, and minimal government support. This study uses a qualitative approach with observation and interview methods, as well as a SWOT analysis to identify strengths, weaknesses, opportunities, and threats. The results show that catfish farming is included in the *maslahah hajiyah* category and four main strategies can be implemented: the use of alternative feed, collaboration with catfish agents, environmentally friendly waste management, and advocacy to the village government. *Maslahah hajiyah* refers to a category of public interest in Islamic law that addresses secondary needs—those that do not threaten basic survival but whose absence would create hardship and inconvenience. In Islamic economics, *maslahah hajiyah* provides the basis for flexibility and facilitation in financial transactions, business practices, and economic regulations. Its function is to ease burdens, prevent undue difficulty, and support smooth socioeconomic activity while remaining within the boundaries of sharia principles. These strategies not only increase business efficiency and competitiveness but also strengthen the values of social and ecological sustainability in accordance with the principles of *maslahah* in Islam.

Keywords: Development Strateg; Catfish Farming; Maslahah; SWOT; Binjai Village

1. Introduction

Indonesia has great potential in the fisheries sector, particularly fish obtained from marine, lacustrine, and riverine ecosystems (Pembudidaya et al., 2024). The fisheries sector constitutes a strategic pillar of Indonesia's national development, particularly in meeting food demands and enhancing societal welfare. However, of the many fish species available, only 25 can be cultivated for human consumption (Damanik et al., 2023). This condition shows that the management of the fisheries sector, especially in terms of cultivation, has ample room for intensive and sustainable development. The current state of Indonesia's aquaculture sector demonstrates substantial potential for further intensive and sustainable development. Despite its rapid growth, challenges such as limited technological adoption, suboptimal biosecurity practices, and inconsistent production efficiency indicate that the sector has not yet reached its full capacity. These gaps provide considerable opportunities for enhancing productivity, strengthening environmental sustainability, and improving value-chain integration. Consequently, aquaculture management in Indonesia still holds wide room for innovation and long-term strategic advancement.

One of the aquaculture industries with considerable potential to strengthen the local economy is catfish farming. Catfish generally thrive at elevations of up to 800 meters above sea level, yet their high resilience enables them to survive and be cultivated even at higher altitudes (Siahaan et al., 2024). The popularity of catfish farming is due to its high resilience to environmental changes, high productivity, rapid growth, increasing market demand, and relatively low capital requirements (Surya et al., 2023). Furthermore, catfish farming does not require extensive land and can be cultivated in various media, such as earthen ponds, tarpaulin ponds, and concrete ponds. Catfish also have a relatively fast growth cycle, with a harvest period of around 2.5 to 3 months, making it a viable option for communities seeking to increase their income. Binjai Village is located in Tebing Syahbandar District, Serdang Bedagai Regency, North Sumatra Province, and consists of seven hamlets. As of February 2025, there were 17 active catfish farmers in the village. However, most of them still consider catfish farming merely a supplementary business, focusing solely on profit and loss, without considering how the business can grow.

Table 1. Data on Catfish Farmers in Binjai Village

Hamlet	Number of Breeders	Number of Pools (average)	Pool Media
Hamlet II	3	2	Soil and Tarpaulin
Hamlet III	4	2	Soil
Hamlet V	2	2	Soil and Tarpaulin
Hamlet VII	8	3	Soil and Concrete

Source: Researcher data processing (2025)

The data table above shows that of the seven hamlets in Binjai Village, only four have active catfish farmers. The largest distribution is in Hamlet VII, with 8 farmers having an average of 3 ponds, while the other hamlets have 2–4 farmers with an average of 2 ponds. The pond media used varies, including soil, tarpaulin, and concrete, indicating that farmers adapt to land conditions and capital availability. In general, the average pond ownership is still relatively small, namely 2–3 ponds per farmer. Therefore, the catfish farming business in Binjai Village can be categorized as a small-scale side business, but has the potential to be further developed through appropriate management strategies. Catfish farmers in Binjai village also still face various challenges, such as high feed prices, which tend to make it difficult to continue their operations. The difficulty in obtaining quality seeds and the tendency for seeds to be inconsistent in size. Furthermore, there are still limitations in implementing sustainable strategies based on the interests of stakeholders, including farmers, consumers, and the environment. Therefore, a development strategy is needed that focuses not only on productivity but also takes into account sustainability and community interests.

In this context, the Islamic concept of *maslahah* can be a relevant approach to formulating a strategy for developing catfish farming. *Maslahah* refers to all things that bring benefits and prevent harm or harm to human life, both in economic, social, and environmental aspects. Catfish farming activities in Binjai village often ignore the impacts they have on the surrounding environment. Especially during harvesting, farmers still carelessly dispose of wastewater and sediment from ponds or rearing areas. This pollutes the environment and disrupts the surrounding community. By applying the principle of *maslahah*, it is hoped that catfish farming development can have a broad positive impact without harming other aspects of community life. Research (Surya et al., 2023) found that developing a catfish farming business in Cipenjo Village had not yet received guidance from any party to formulate a strategy to face competition. Research (Ulfiyah et al., 2025) stated that Sampang Regency has



abundant milkfish resources, but the processing business has not yet developed and still faces many obstacles, so a strategy is needed to develop this business. Research (Astari et al., 2021) stated that in 2020, demand for catfish decreased due to the Corona virus, as evidenced by three unsold harvests, as well as errors in seed selection and maintenance systems that made business owners consider expanding their business. Research (Letek & Asia, 2024) stated that technical studies and understanding are needed to develop freshwater fish farming according to regional conditions and potential. In developing a business, technology is needed to help entrepreneurs be competitive (Hidayah et al., 2021).

According to (Idayu et al., 2021), business activities fail to develop due to problems with capital and product marketing. The challenges faced in developing a business include limited capital, rudimentary raw materials and technology, and the need for government policies (Jefri & Ibrohim, 2021). Business actors need to be equipped with various skills based on an understanding of strategies to face business competition (Rahayu et al., 2022). In their research, (Leksono & Putra, 2022), they stated that business actors only sell raw products without processing them into products with greater value, resulting in frequent unsellability and stunted growth. Business development is hampered by inappropriate strategies used in running the business (Islamiyah, 2021). Various previous studies have not yet implemented the concept of *maslahah* (benefit/benefit). This gap demonstrates the importance of the *maslahah* concept in every business to mitigate the negative impacts of a business. Based on these phenomena and research gaps, this study aims to analyze catfish farming development strategies from a *maslahah* perspective. This study is expected to provide applicable recommendations for catfish farming entrepreneurs to manage their businesses more efficiently, sustainably, and competitively, while still adhering to *maslahah* values at every stage of development.

2. Literature Review

Development Strategy

Strategy comes from the Greek word *strategi* which means general. Therefore, the word strategy literally means "art and general". Specifically, strategy is the placement of a company's mission, which sets organizational goals by binding external and internal forces, formulating specific policies and strategies for goals and ensuring their correct implementation, thereby achieving the organization's main goals and objectives (Aslami & Mawar, 2021). The term strategy tends to refer to the organization's orientation and plans on how business goals should be achieved through people (Siregar et al., 2023). The limited resources a company has must be analyzed and utilized to the maximum extent possible through a planned and targeted strategic choice (Ulfiyah et al., 2025). Business strategy is the ability of entrepreneurs/companies to analyze the company's external and internal environment, formulate strategies, implement plans designed to achieve company goals, and conduct evaluations to formulate future strategies (Fitri Anggreani, 2021). Strategy is the process of determining a leader's plan to achieve desired goals accompanied by efforts to achieve goals (Shodiqoh et al., 2023). Strategy is a method used to achieve long-term goals (Barus, 2020). Development strategies consist of halal areas, government policy support, coaching and training, mentoring, research, and collaboration (Batubara & Harahap, 2022).

Business development has the same meaning as developing activities, developing sales products, developing consumers, supporting profits and developing product value (Ulfiyah et al., 2025). According to (Imsar, 2018), business development is a way or process of improving current and future work by increasing business expansion and the quality and quantity of production from economic activities by moving the mind, energy and body to achieve a certain goal. Development strategy is a potential action that requires management in business development to realize it. In addition, the development strategy will also affect the life of the organization for at least 5 years (Afridhal, 2020). So the development strategy is the ability to determine plans in analyzing the external and internal environment in order to develop productivity to increase profits.

Catfish Cultivation

Fish farming is an effort to utilize resources to achieve common goals with human intervention to produce usable products (Izza, 2021). According to (Sutiani et al., 2020) fish farming is also called aquaculture, which is a fishery activity that produces aquatic biota (organisms) in a controlled environment with the aim of making a profit. Catfish farming is an activity where people raise catfish which will later be sold to consumers (Shodiqoh et al., 2023). So catfish farming is an effort to raise catfish with the aim of producing a quality harvest for public consumption. Catfish farming has several advantages, in general catfish farming is not too complicated, and does not require special education to run this business (Surya et al., 2023).

Maslahah Concept

Maslahah has a good meaning, the opposite of bad or damaged. In Arabic, maslahah means actions that encourage humans to goodness in the general sense, namely everything that is beneficial to humans and not that encourages humans to harm or evil (Harun, 2022). Maslahah is an effort made to maintain the goals of Islamic law, namely by maintaining religion, soul, mind, descendants and property (Asiva Noor Rachmayani, 2020). According to (Magfiroh et al., 2022) maslahah is all forms of conditions, both material and non-material that are able to increase the position of humans as the most noble creatures. Maslahah is an assessment of a law that considers whether something brings benefits or harm. According to (Nurhayati et al., 2022) emphasizes that the concept of maqashid sharia always places maslahah as the main orientation in every human activity, including in the economic sector.

3. Method

This study employs a qualitative research methodology. Qualitative research is characterized by its use of a natural setting, with the primary objective being to interpret the phenomena that occur. Data collection is systematically conducted by employing multiple methods, specifically in-depth interviews and direct observations. The sample size for this study will be 2 participants. The number of participants will be determined by the principle of data saturation (Ulfiyah et al., 2025). The data source used in this study is primary data. Primary data is data obtained through interviews with informants, informants purposive sampling come from catfish cultivation business actors in Binjai village, namely Mr. Fuji and Mr. Misno. As well as conducting direct observations of operational activities and strategies implemented. The data obtained were analyzed using a SWOT analysis (Strength, Weakness Opportunity, Threat). SWOT analysis is a method used by business or organizational managers to help develop a comprehensive plan to achieve goals (Rasta et al., 2024). Unstructured interviews will be employed, characterized by their high degree of flexibility. The process will rely solely on general topics of discussion rather than a rigid set of specific questions or a strict interview guide. The interviews are designed to flow naturally, similar to an ordinary conversation, allowing the participant to guide the narrative and ensure a deep, exploratory focus on their experiences. This analysis method is used to determine the strengths and weaknesses as well as opportunities and threats in developing catfish farming in Binjai village.

4. Findings and discussion

1. Obstacles and Solutions

a. Constraint

Catfish farmers in Binjai village still face various obstacles in their operations. These obstacles tend to hinder the development of their catfish farming business. In an interview with Mr. Fuji, he stated, "We encounter various obstacles in our operations, such as high feed prices, difficulty obtaining seeds, lack of capital, and the problem of waste polluting the environment. Furthermore, there is no involvement from the local government in this catfish farming activity.

High feed prices, commercially produced feed is a staple in catfish farming. This feed is necessary to meet the nutritional needs of catfish, but the feed used is expensive. This increases the cost of raising catfish, especially for small-scale farmers with limited capital. Catfish fry are difficult to obtain, breeders in Binjai village often experience difficulties obtaining fry, especially high-quality and uniform-sized fry. This is due to the lack of local breeders, requiring them to order fry from outside the region, which can take a considerable amount of time. Capital issues, many farmers, especially smallholder farmers, don't have enough money to buy seeds, feed, or necessary equipment. They also struggle to access capital from banks or the government because they don't know how. Environmental issues, waste from catfish ponds, such as wastewater, leftover feed, and the remains of worms and catfish bones, is still being disposed of carelessly. This causes an unpleasant odor and makes the surrounding environment dirty, disrupting the comfort of local residents. Lack of government support, to date, the community has not received any assistance, training, or programs from the village government to support catfish farming. Farmers still work independently without government assistance.

b. Solution

Using alternative feed. To reduce feed costs, farmers use silkworms and janitor fish as catfish feed. This feed is given as an alternative to manufactured feed. Both types of feed are cheaper and readily available in surrounding villages. Share information with other breeders. Breeders can help each other by sharing information about where to buy good, affordable seeds, or by

providing information on proper breeding practices. Form a livestock group. One solution is to form a livestock group with all the catfish farmers in Binjai Village. This will allow farmers to work together in running their businesses, helping each other, and sharing experiences. Manage waste better. Farmers must be aware of the importance of environmental protection. They should implement measures such as disposing of waste in designated areas or constructing drainage channels to avoid disturbing other residents, and turning leftover feed residue and worm castings into plant compost. Propose assistance to the village government. One solution farmers can take is to submit a request to the village government. This can be achieved by holding discussions with the village government regarding the problems faced by catfish farmers.

2. Catfish Farming Development Strategy: A Masalahah Review (Case Study of Binjai Serdang Bedagai Village)

Developing catfish farming in Binjai Village, Serdang Bedagai Regency, is one of the community's efforts to create additional income. Interviews with catfish farmers revealed that this activity provides economic benefits for farmers, harvesters, and those seeking alternative feed. Within the context of Masalahah (community welfare), catfish farming is classified as a secondary need aimed at helping the community generate income, reduce unemployment, and improve their standard of living. The strategy used by farmers to develop their catfish farming business amidst limitations is to utilize alternative feeds that are easily obtained and cheaper than manufactured feed. These include the use of silkworms and janitor fish as catfish feed. This strategy was chosen to overcome the high price of commercial feed, thereby reducing production costs. In an interview with Mr. Misno, he stated, "If only relying on manufactured feed, production costs are very high, resulting in very little income for farmers. Therefore, we as farmers use a strategy of using alternative feeds as an alternative to manufactured feed to reduce high production costs."

While this business has many positive economic impacts, catfish farming still has negative environmental impacts. Some of these include, careless disposal of pool water that pollutes the surrounding area. The emergence of an unpleasant odor from rotting food remains. Waste from scattered worm dregs and fish bones reduces the quality of cleanliness of the surrounding environment. Mr. Misno said that "While carrying out catfish farming activities, farmers in Binjai village tend not to pay attention to the surrounding environment, they still throw away pond water carelessly, leaving the dregs of worms and bones of catfish scattered around the catfish pond."

A. SWOT Analysis

Identify Internal Environment

The research results indicate internal factors in the development of catfish farming in Binjai village, which were analyzed to develop a strategy. This internal analysis aimed to identify strengths and weaknesses in catfish farming development in Binjai village.

(Strength)

Based on the analysis carried out, several strengths were obtained that catfish farmers in Binjai village have, as follows, use of alternative feed. Community income as alternative food seekers. Short harvest cycle.

(Weakness)

Based on the analysis carried out, several weaknesses were obtained that catfish farmers in Binjai village had, as follows, the high price of manufactured feed. Difficulty in getting seeds and capital problems. The waste produced is not managed properly.

External Environment Identification

The research results identified external factors divided into opportunities and threats. These opportunities can support and strengthen catfish farming development, while existing threats have the potential to hinder its implementation. These external factors typically arise from the external environment but have a significant influence on catfish farming development in Binjai village.

(Opportunity)

Based on the analysis that has been carried out, several opportunities were obtained that can be utilized, namely, high market demand for catfish. There is a local catfish agent.

(Threat)

Based on the analysis that has been carried out, several threats were identified, namely, the impact of environmental pollution from the waste produced. Lack of local government role.

Table 2. Matriks IFAS (*Internal Factors Analysis Summary*)

Internal Factor	Rate	Weight	Score
Strength			
Utilization of Alternative Feed	4	0,20	0,80
Penghasilan Tambahan Masyarakat	3	0,17	0,51
Community Additional Income	3	0,17	0,51
Total Power			1,82
Weakness			
Factory-made feed prices are expensive	3	0,20	0,60
The Difficulty of Obtaining Quality Seeds and Capital	2	0,13	0,26
Problems			
Unmanaged Waste	1	0,13	0,13
Total Weakness			0,99
Total		1,00	2,81

Source: Researcher data processing (2025)

Based on the calculation of the results of the IFAS Matrix, the total score obtained by the catfish farming in Binjai village was 2.81, so that the catfish farming in this village can be said to be good at utilizing its strengths and overcoming existing weaknesses.

Table 3. Matriks EFAS (*Eksternal Factors Analysis Summary*)

External Factor	Rate	Weight	Score
Opportunity			
High Market Demand for Catfish	4	0,30	1,20
Local Catfish Agent	3	0,30	0,90
Total Odds			2,10
Threat			
Impact of Environmental Pollution	2	0,20	0,40
Lack of Local Government Role	1	0,20	0,20
Total Threat			0,60
Total		1,00	2,70

Source: Researcher data processing (2025)

Based on the calculation of the EFAS Matrix results, it shows that the total score obtained by catfish farming in Binjai village is 2.70, so that catfish farming in this village can be said to be good at utilizing existing opportunities and being able to overcome possible threats.

B. Strategy Based on Analysis Results

Tabel.4 Table Matriks SWOT

Internal	External	Opportunity (O) 1. High market demand for catfish 2. The presence of local catfish agents	Threat (T) 1. Impact of environmental pollution 2. Lack of government role
	Strength (S) 1. Use of alternative feed	Strategy (SO)	Strategy (ST)

<ol style="list-style-type: none"> 2. Provide additional income 3. Short harvest cycle 	<p>Increasing the use of sustainable alternative feeds to reduce production costs. Utilizing short harvest cycles to meet market demand. Utilizing local catfish agents as distribution partners.</p>	<p>Develop an environmentally friendly cultivation system by utilizing water hyacinth and kale to absorb waste. Set a water change schedule and create dedicated waste drainage channels. Integrate alternative feed strategies with waste management to prevent odors and pollution.</p>
<p>Weakness (W)</p> <ol style="list-style-type: none"> 1. The price of manufactured feed is expensive 2. Difficulty in obtaining seeds & limited capital 3. Waste is not managed 	<p>Strategy (WO)</p> <p>Collaborating with catfish agents to supply seeds and market them. Forming livestock groups to facilitate access to joint capital. Reducing dependence on manufactured feed with alternative feeds to address weaknesses..</p>	<p>Strategy (WT)</p> <p>Advocating with village governments through discussions or proposals for capital assistance, training, and waste management. Creating internal training programs to enable farmers to share knowledge on breeding and care. Proposing regulatory support for environmental management to prevent waste from polluting the surrounding area.</p>

- 1) Strategy SO (Strength-Opportunity)

Increasing the use of sustainable alternative feeds to reduce dependence on manufactured feed. By using natural and affordable feeds, farmers can reduce high production costs and maintain competitive selling prices.
- 2) Strategy WO (Weakness-Opportunity)

Collaborating with catfish agents for seed supply and marketing. With their extensive network, agents can easily obtain information about catfish breeders and supply them to farmers. Agents also play a role in the absorption of harvested fish.
- 3) Strategy ST (Strength-Threat)

Developing environmentally friendly catfish farming based on waste management. Farmers can implement the use of waste-absorbing aquatic plants such as kale and water hyacinth, as well as constructing waste disposal areas and implementing water change schedules to reduce environmental pollution.
- 4) Strategy WT (Weakness-Threat)

Advocacy for the local government's role in catfish farming development. The lack of government involvement can be addressed through advocacy from farmer groups. This can be achieved by communicating issues and needs through village meetings or submitting proposals to relevant agencies.

Discussion

Obstacles and Solutions

Catfish farmers in Binjai Village face several major obstacles, including high prices for manufactured feed, difficulty obtaining quality seeds, limited capital, and poor waste management. These issues contribute to suboptimal catfish farming and a tendency toward stagnation. Based on a SWOT analysis, these weaknesses and threats must be addressed to make the business more competitive and sustainable. This finding aligns with (Idayu et al., 2021), which states that capital constraints and low technology are often limiting factors in the development of fisheries MSMEs.

As a solution, farmers are advised to form livestock groups to share information and experiences in breeding, care, and business management. Furthermore, local governments need to be involved in providing

guidance and capital support so that farmers are more independent and able to face market changes. According to (Soemitra et al., 2022), it is emphasized that Islamic social-based financing such as Micro Waqf Banks can be an important instrument in supporting the sustainability of small businesses, including catfish farming, through fairer access to capital. Strengthening communication between stakeholders has been proven to increase the success of the program, this can be emulated in building cooperation among catfish farmers in Binjai Village (Sazali et al., 2023). According to (Hidayah et al., 2021), the formation of business groups and environmentally friendly waste management can increase business efficiency and competitiveness. Waste management, such as the use of water hyacinth and kale to purify pond water, according to findings (Sutandi et al., 2021), can also reduce environmental pollution and foster *maslahah* (benefit) values, namely the shared benefits for the community and ecosystem.

Catfish Farming Development Strategy: A Review of the Benefits of Binjai Serdang Bedagai Village

The catfish farming development strategy in Binjai Serdang Bedagai Village includes four main approaches resulting from a SWOT analysis: sustainable use of alternative feed (SO), collaboration with catfish agents for seed supply and marketing (WO), environmentally friendly cultivation based on waste processing (ST), and advocacy for the role of local government (WT). The SO strategy was chosen because the high price of manufactured feed is a major obstacle for farmers, while alternative feeds such as silkworms and janitor fish have been shown to reduce production costs. This aligns with the theory (Ulfiyah et al., 2025) that emphasizes the importance of utilizing internal resources in business strategy. Research (Fauzi & Sari, 2020) supports this strategy, finding that the use of alternative feed can reduce costs by up to 22.74%, although (Astari et al., 2021) caution that poor alternative feed quality can actually slow catfish growth. The WO strategy was chosen as a solution to limited access to seeds and markets, leveraging the presence of local catfish agents. This aligns with the view (Fitri Anggreani, 2021) that emphasizes the importance of external collaboration to expand business networks, and is reinforced by (Idayu et al., 2021) that collaboration can improve distribution and marketing efficiency. However, (Letek & Asia, 2024) highlight that unbalanced partnerships can weaken the farmer's position.

Meanwhile, the ST strategy, which focuses on waste management through the use of plants such as water hyacinth and kale, aims to address the threat of environmental pollution. This approach aligns with the principle of *maslahah* (benefit) because it is not only economically beneficial but also maintains ecological balance. Research (Sutandi et al., 2021) shows that water hyacinth is effective in absorbing nitrogen and phosphate waste, while (Harun, 2022) emphasizes that *maslahah* values are not only related to economic benefits but also include environmental protection. On the other hand, (Islamiyah, 2021) assesses that environmental strategies will fail if not supported by an integrated management system. The final strategy, WT, which involves advocacy with the government, was chosen to address weak policy support and limited capital. This is supported by research (Hidayah et al., 2021), which shows that when communities are able to collectively voice their needs, they are more likely to receive technical assistance and capital from the government. However, (Jefri & Ibrohim, 2021) caution that the success of this advocacy strategy depends on the government's consistency and willingness to respond to community proposals.

5. Conclusion

This research shows that catfish farming in Binjai Village has significant economic potential and falls into the category of *maslahah hajiyah* (a secondary need that provides tangible benefits in increasing income, reducing unemployment, and improving the community's standard of living). However, this business still faces several challenges, including high feed prices, difficulty obtaining quality seeds, limited capital, environmental pollution from pond waste, and a lack of support from the village government. Through a SWOT analysis, a development strategy based on public welfare values was developed, including the use of alternative feed (such as silkworms and janitor fish), environmentally friendly waste management, the formation of livestock groups, and advocacy with the village government. These strategies not only strengthen the community's economic resilience but also promote environmental sustainability and farmer independence. Thus, the public welfare-based approach provides a relevant and applicable foundation for developing a sustainable catfish farming business in Binjai Village.



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