

ABSTRACT

Catfish is one of the most common types of fishery products the community enjoys. This is because catfish have good taste and the price is relatively affordable, so catfish production in the country can reach a significant amount. According to data presented by the Ministry of Maritime Affairs and Fisheries (MMAF), catfish production in Indonesia in 2021 reached 1.06 million tons with a value of Rp18.93 trillion. Based on the region, the most significant catfish production in West Java reached 245,408.8 tons with a value of Rp4.22 trillion. Its position is followed by Central Java and East Java, with catfish production of 164,608.29 tons and 137,196.1 tons, respectively.

Healthyle stands for Healthy Lele, which sells instant frozen food catfish products in the form of ready-to-fry catfish and catfish katsu, formed in 2023. This product is made from catfish that are farmed cleanly and healthily certified Good Fish Farming Practices (CBIB) and have been certified halal. This catfish farming has been established since 2021. The marketing carried out includes marketing to the parung market, the Cooperative of the Bogor City Industry and Trade Office, catfish pecel traders around Bogor City, and last one is the frozen food product "Healthyle" which was established in 2023. Healthyle's products have a capital of 17,000,000 and have generated a net profit of 76,000,000 since August 2023.

Healthyle's marketing has so far focused on word-of-mouth sales and direct distribution to markets or restaurants. Marketing by selling at bazaars and providing education about products directly to customers has also been carried out. Healthyle's future marketing strategy plan is to use e-commerce and also promote through social media, starting with reaching customers, adding engagement, and providing product education in the form of content to customers.

Keywords: *Catfish, Instant, Healthy.*