Supplementary Material

Article: DEVELOPING A BLUE ECONOMY IN DEPOK WEST JAVA, INDONESIA: OPPORTUNITIES AND CHALLENGES OF NEON TETRA FISH CULTIVATION

Table S1 Results of interview data reduction with *POKDAKAN*

No	Internal and External Strategy
Strengths	
1.	Became *an* Icon of Depok City
2.	Operated for more than 20 years
3.	Many external/foreign requests
4.	Cultivators received training and counseling
5.	No need a lot of space or must be spacious
Weaknesses	
1.	The cure for fish diseases has not been found
2.	Ground water is not good
3.	Resources (cultivators) are not sufficient educationally, only self-taught.
4.	Depends on DKP3
5.	not have its own legal umbrella
Opportunity	
1.	Export to foreign countries
2.	Neon tetra ornamental fish can only live in Depok
3.	Cooperation with exporters is going well
4.	no competitors from other regions that must considered
5.	Achievement of community empowerment
Threats	
1.	Fish disease
2.	competitors due to the number of new aquacultures emerging

3.	Low prices given by collectors
4.	Risk of pandemic impact
5.	High price of animal feed for neon tetra ornamental fish
No	Internal and External Strategy Factors
1.	Cooperation with private parties
2.	Online services are needed especially during the covid-19 pandemic
3.	Disappointment if the fish that are ready to sell suddenly die due to disease

Table S2 Coding with rating values

Rating	1	2	3	4	5
Description	Strongly disagree	Disagree	Neutral	Agree	Strongly agree

Table S3 Calculation of the Weight of Internal Factors

No.	Internal Variables	5	4	3	2	1	Assessment	Weight
Strength (S)								
1.	Becoming an Icon of Depok City	X					5	0.14
2.	Operated for more than 20 years		X				4	0.11
3.	Requests overseas	X					5	0.14
4.	Cultivators receive training and counseling		X				4	0.11
5.	It doesn't need a lot of space or it has to be wide		X				4	0.11
Weakness (W)								
1.	There is no cure for fish disease				X		2	0.06
2.	Groundwater is not good			X			3	0.09
3.	Cultivators are self-taught, not armed		X				4	0.11

No.		5	4	3	2	1	Assessment	Weight
	with academics.							
4.	Depends on DKP3				X		2	0.06
5.	not have its own legal umbrella				X		2	0.06
	Total						35.00	1.00

Table S4 Calculation of the weight of external factors

No.	Internal Variables	5	4	3	2	1	Assessment	Weight
Opportunity (O)								
1.	Export to foreign countries	X					5	0,14
2.	Neon tetra ornamental fish can only live in Depok		X				4	0,11
3.	Cooperation with exporters is going well			X			3	0,09
4.	no competitors from other regions that must considered	X					5	0,14
5.	Achievement of community empowerment	X					5	0,14
Threats (T)								
1.	Fish disease				X		2	0,06
2.	competitors due to the number of new aquacultures emerging			X			3	0,09
3.	Low prices given by collectors		X				4	0,11
4.	Risk of pandemic impact					X	1	0,03
5.	High price of animal feed for neon tetra ornamental fish			X			3	0,09
	Total						35,00	1,00

Table S5 IFAS (*Internal Strategic Analysis Summary*)

No.	Internal Variable	Rating	Weight	Weight x Rating
	Strength (S)			
1.	Becoming an Icon of Depok City	5	0.14	0.71
2.	Operating for more than 20 years	4	0.11	0.46
3.	Number of external/foreign requests	5	0.14	0.71
4.	Cultivators receive training and counseling	4	0.11	0.46
5.	No need a lot of space or must be spacious	4	0,11	0,46
	Weaknesses (W)			
1.	Fish disease has not found a cure	2	0.06	0 11
2.	Groundwater is not good	3	0.09	0.26
3.	Cultivators are self-taught, not equipped with academics.	4	0.11	0.46
4.	Depends on DKP3	2	0.06	0.11
5.	Not yet have their own legal umbrella	2	0.06	0.11
	Total	**35.00**	**1.00**	3.86

Table S6 EFAS *(External Strategic Analysis Summary)*

No.	Internal Variable	Rating	Weight	Weight x Rating
	Opportunity (O)			
1.	Exports to foreign countries	5	0.14	0.71
2.	Neon tetra ornamental fish can only live in Depok	4	0.11	0.46
3.	Cooperation with exporters is going well	5	0.14	0.71
4.	The number of requests	5	0.14	0.71
5.	The creation of community empowerment/jobs	5	0.14	0.71

	Threats (T)			
1.	Fish disease	2	0.06	0.11
2.	Competitors intensively, many new aquacultures have sprung up	3	0.09	0.26
3.	Low prices given by collectors	4	0.11	0.46
4.	Risk of pandemic impact	1	0.03	0.03
5.	High prices of animal feed for neon tetra ornamental fish	3	0.09	0.26
	Total	37	1.06	4.43

Table S7 Internal Strategic

No	Strategy factors	Weight X
	Strength Rating (S)	
1.	Become an Icon of Depok City.	0.71
2.	Operated for more than 20 years.	0.46
3.	Freshwater ornamental fish with good market opportunities.	0.71
4.	Cultivators receive training and counseling.	0.46
5.	No need for a lot of space, can be on the terrace of the house	0.46
	Weaknesses (W)	
1.	The cure for fish diseases has not been found	0.11
2.	Ground water is not good	0.26
3.	Cultivators are only self-taught.	0.46
4.	Depends on DKP3	0.11
5.	not have its own legal umbrella	0.11
Description: Strength = (+) 2.80 Weakness = (-) 1.06		

Table S8 External Strategic Factors

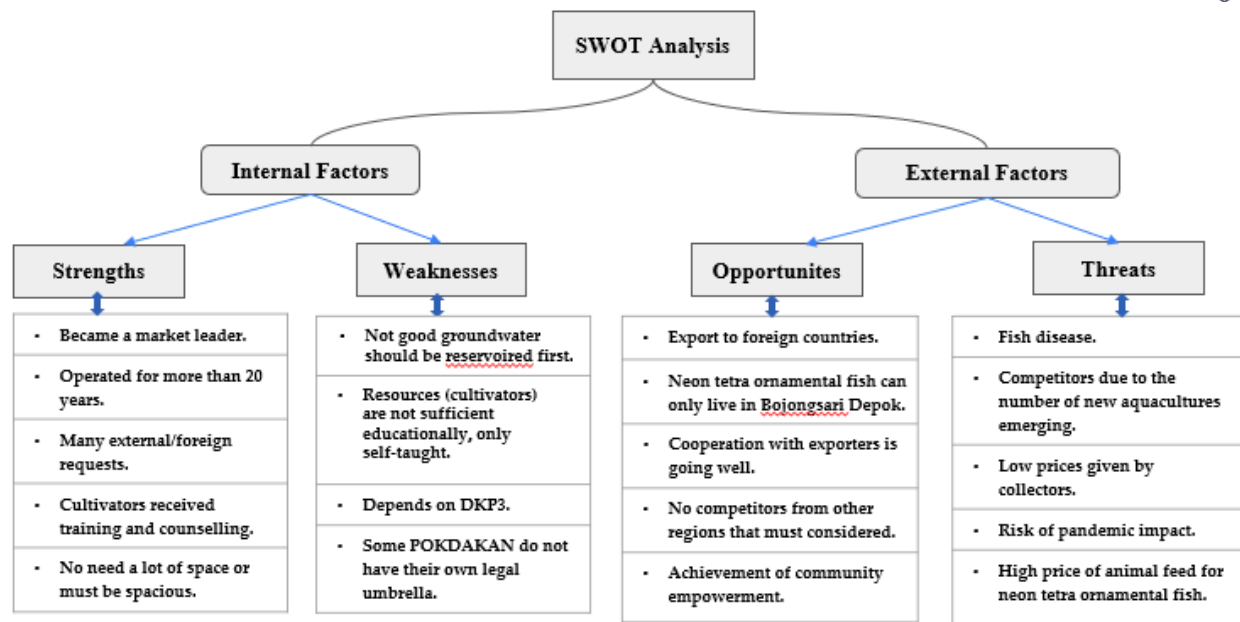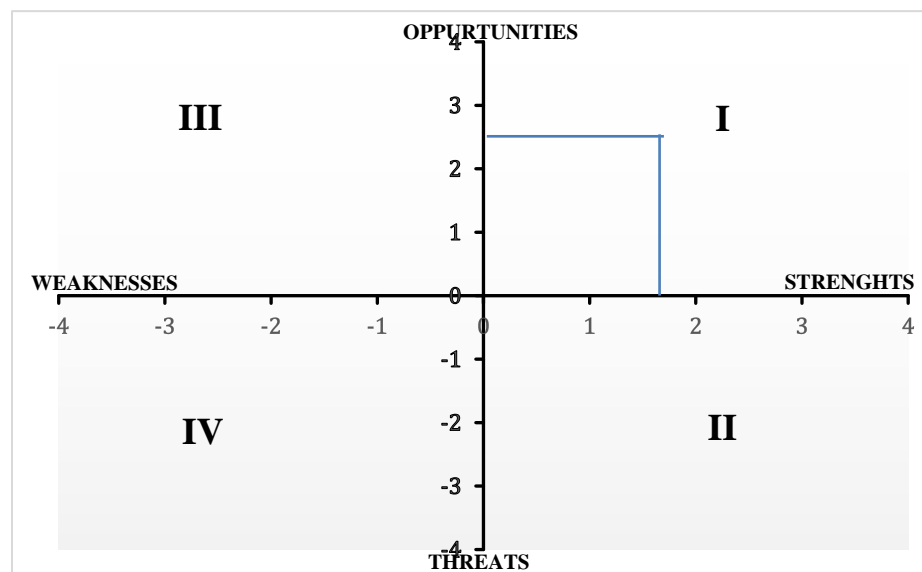| No	Variables	Weight X Rating
Opportunity (O)		
1.	Exports to foreign countries	0.71
2.	Neon tetra ornamental fish can only live in Depok	0.46
3.	Cooperation with exporters goes well	0.71
4.	Number of requests	0.71
5.	Creation of empowerment/jobs	0.71
No	External Variables	Weight X
Threat (T)		
1.	Fish disease	0.11
2.	Competitors are intense, many new aquacultures have sprung up	0.26
3.	Low price given by collectors	0.46
4.	Risk of pandemic impact	0.03
5.	High price of animal feed for ornamental fish neon tetra	0.26
Description: Opportunity = (+) 3 ,31 Threat = (-) 1.11		

Figure S1 : Results of interview data

FigureS2 : The square position of the strategy

Table S9 - SWOT MATRIC (1)

Opportunity	Strategy S – O	W-O Strategy
a. Export to foreign countries. b. Neon tetra ornamental fish can only live in Depok. c. Good cooperation with exporters.	a. Ornamental Fish Cultivation Group (POKDAKAN) maintains the quality of neon tetra fish. b. Pay attention to good business management	a. Carry out business while paying attention to the surrounding environment. b. Improve human resource skills well through training activities.

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d. The number of requests. e. Creation of empowerment/jobs.	c. Although many POKDAKAN competitors play a role in creating jobs.	c. Implement knowledge sharing with the surrounding community.

Table S10 SWOT MATRIC (2)

Threat	Strategy S – T	Strategy W – T
a. Fish disease. b. Competitors are intense, many new cultivations are popping up. c. Low prices given by collectors. d. The risk of the impact of the pandemic. e. The high price of neon tetra ornamental fish feed.	a. Improve services to consumers, such as fish quality is maintained. b. Using promotional media that does not require high costs, through social media, as an alternative to sales.	a. Involve all members to participate in training. b. With the occurrence of the POKDAKAN pandemic, it is mandatory to carry out health protocols to the maximum. c. Alternative animal feed is being considered.