

## ABSTRACT

The freshwater fisheries sector is a mainstay for Central Java Province in improving welfare, absorbing labor and improving community nutrition. The potential for fisheries resources is still very large, but the challenges are no less large. The acceleration of digital transformation under the Ministry of Communication and Information is being greatly accelerated through digitalization development by integrating all coordination, priorities and implementation. The digital ecosystem is the most important component that must be formed to support today's digital transformation.

This research aims to identify the actors involved in the digital technology service ecosystem, exploit perspectives related to the challenges of adopting digital, map the concept of these perspectives in clusters, and see the level of influence of interest and feasibility of each cluster.

The sequential exploratory type mix method is used to integrate the perspectives of actors from the triple helix theory approach, namely universities as IT professionals, the fishing industry by SMEs as business professionals, and the government as the regional socio-economic professional authority regarding the challenges of understanding and use, competence and development, attitudes and behavior, services and deliverables from the use of digital technology. Exploratory analysis of challenges was carried out to obtain a ranking map of focused prompt ideas through in-depth interviews with four sources, namely PT Mina Nusantara Ahingani, the Central Java Maritime and Fisheries Service and Information Communication Service, as well as UKM Ulamania which produced challenge statements which were clustered and validated through a survey of 8 SME respondents.

The findings of this research show critical clusters that are important and worthy of attention to assess the current situation so as to create changes for the better as a form of future strategy that is neater and distributes the needs of actors in sequence from the distribution quadrant graph, namely PT Mina Nusantara Ahingani, Dinas Kelautan Perikanan and Dinas Komunikasi Informatika of Central Java, and UKM Ulamania which produced clustered challenge statements. and validated through a survey of 8 SME respondents.

Through the results of this research, it can become an awareness material for actors that challenges can be solved by collaborating through a digital business ecosystem framework for the freshwater fisheries industry that is more comprehensive in business processes so as to minimize challenges with the distribution of value between actors.

**Keywords: Exploratory Analysis, Digital Transformation, Digital Technology Challenges, Group Concept Mapping.**