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Today, the digital revolution is sweeping the country of Indonesia. The presence of internet technology has an overall impact on human life, including the economic sector. The phenomenon of the emergence of digital-based startups is one of the reactions to internet activities that cannot be separated in everyday life. In line with the widespread use of the internet as a lifestyle, the potential of the digital industry is also increasing. It is proven by the number of companies that use technology as a solution in solving problems that exist in the midst of society. One of the startup companies that is developing in Indonesia and has a goal as a problem-solving business, is a digital online marketplace startup company in the livestock industry that connects investors and breeders to manage and produce quality livestock products. The polemic over the government's condition to import livestock every year. Departing from the problem above, the formulation of the problem formulated is how to analyze the e-commerce business strategy of digital startup companies. The type of research used by the author in analyzing, explaining and concluding the research is using qualitative descriptive by examining library materials and conducting direct interviews.

Keywords: Digital Startup, Business strategy, Livestock Industry.