

## ABSTRACT

The turmeric agribusiness in Keumala District, Pidie Regency, must thoroughly consider various factors in its development. Success in the field of agronomy alone is not the key to business success. The development of turmeric in Keumala District, Pidie Regency, is supported by several factors, including suitable topography, smooth transportation facilities, easy communication access, and the presence of markets, among others. In recent years, farmers have increasingly focused on turmeric farming due to difficulties in cultivating other crops such as betel nut, banana, cacao, and other plantation crops, due to disturbances caused by protected wildlife (elephants). The objectives of this study are to assess the profits of turmeric farmers in Keumala District, Pidie Regency, to evaluate the feasibility of turmeric farming in the district, and to explore the strategies used in the development of turmeric agribusiness in Keumala District, Pidie Regency. The sample size for this research includes 30 turmeric farmers, representing the total population of 150 farmers. The samples are distributed across three Farmer Groups in Keumala District. Data analysis in this study was conducted using both qualitative and quantitative methods, including descriptive data processing and interpretation. The revenue generated by turmeric farmers in Keumala District amounted to IDR 151,550,498, with total production costs amounting to IDR 77,741,701. The profit from turmeric farming was IDR 73,808,797, and the R/C ratio was 1.95, which is greater than 1, indicating that turmeric farming in Keumala District is feasible. The development strategy for turmeric agribusiness in Keumala District is categorized in quadrant I, which suggests that the appropriate strategy for the development of turmeric agribusiness is a Strengths-Opportunities (SO) strategy. This includes enhancing cultivation techniques, building marketing networks, and encouraging the younger generation to engage in agriculture through collaborative and innovative efforts in the development of turmeric farming.

**Keywords:** *Agribusiness, Analysis, Development, Turmeric Crops, Farming Business*