

ABSTRACT

This research aims to find out strategies for increasing lowland rice production with the Upsus Pajale program in Pidie Regency and to find out how much profit rice farming from the UPSUS Pajale program in Pidie Regency has. The research method used is the SWOT analysis approach with the interaction of the IFAS (Internal Factor Analysis System) and EFAS (External Factor Analysis System) matrices. This analysis was carried out to obtain several alternative strategies that were most appropriate or dominant according to the priority scale of several alternative strategies produced. Research results shows that the Upsus Pajale Strategy that needs to be implemented in increasing rice production in Pidie Regency is the SO (Strenght-Opportunity) Strategy, namely: a) Government support is needed in increasing rice production through Upsus Pajale with the potential of Pidie Regency which has large rice fields and abundant irrigation water. quite available; b) Using more intensive assistance and supervision from government officials, field instructors, students, alumni staff and the TNI Babinsa, providing free seeds and inputs, improving irrigation networks and optimizing land to increase rice productivity. The implementation of the Upsus Pajale program in Pidie Regency saw an increase in rice production, from 148,704,000 tons in 2015 and 173,488,000 tons in 2022, there was an increase of 24,784,000 tons after the Upsus Pajale program was implemented, especially lowland rice commodities. The best rice productivity results were obtained in the Upsus program of 8 tons/ha with farmer income of IDR. 48,000,000 which resulted in a profit of Rp. 17,643,000 per planting season so it is more profitable than Non Upsus which only makes a profit of Rp. 5,733,000. This is because the Upsus program received assistance with seeds and some free pesticides.

Keywords : *lowland rice production, Upsus Pajale, SWOT analysis*