

ABSTRACT

AMELIA JUNITA. Strategies for Developing Red Chili Farming in Pematang Bandar Subdistrict, Simalungun Regency. Supervised by ADE FIRMANSYAH TANJUNG and SAKRAL HASBY PUARADA.

This study was conducted in Pematang Bandar Subdistrict, Simalungun Regency, with the aim of analysing strategies for developing red chilli farming in Pematang Bandar Subdistrict, Simalungun Regency, through a SWOT and QSPM analysis approach. Data was obtained from 21 red chilli farmer respondents using interviews, observation, and questionnaires. The SWOT analysis results showed that the identification of internal and external factors in red chilli farming in Pematang Bandar Subdistrict consisted of 4 internal strengths and 4 internal weaknesses, while external factors resulted in 3 opportunities and 3 threats. Based on the QSPM calculation results, the priority strategy selected is to improve the quality and quantity of production through the application of better cultivation technology, the use of superior seeds, and integrated pest control, with a total attractiveness score (TAS) of 6.68.

Keywords: Farming, Red Chili Peppers, SWOT, QSPM, Development Strategy