ABSTRACT

The development of bird's eye chili cultivation using a greenhouse system offers an opportunity to improve horticultural farming and support small-scale agribusiness. However, Samawa Greenhouse in Reuleut Timur Village, Muara Batu District, North Aceh Regency, faces challenges related to pest and disease attacks, limited technical skills, restricted training and mentoring, and financing. This study aims to identify the driving and restraining factors and formulate development strategies for greenhouse-based bird's eye chili cultivation at Samawa Greenhouse. The study employed a qualitative descriptive approach with a case study method. Data were collected through observation, interviews, documentation, and questionnaires involving three purposively selected respondents. The data were analyzed using *Force field analysis* (FFA) to determine the Key Success Factors (KSFs). The results identified six KSFs, comprising three driving factors and three restraining factors. The driving factors were the availability of buyers for harvested chili (TNB of 1.1666667), an external loan offer as a potential source of additional capital (1.1266667), and market demand for quality bird's eye chili (1.04). The restraining factors were pest and disease attacks (1.2352941), limited technical capacity in greenhouse management (1.2254902), and limited training and technical assistance (1.1764706). Based on these factors, six development strategies were formulated, covering marketing, financing, harvest quality, pest and disease management, technical capacity, and access to training and mentoring. These strategies were further detailed into implementation activities and investment needs, with implementation recommended in stages according to business priorities, available resources, and financial capacity.

Keywords: Bird's Eye Chili, Development Strategy, FFA, Greenhouse.