

ABSTRACT

This research was conducted in May 2024 at a melon growing farm in Gampong Lancang Barat, Dewantara District, North Aceh Regency, owned by Mr. Zufri Mukhtar. Melon production has been uncertain for several years due to fluctuating melon prices, pest infestations, disease and the risk of crop failure due to weather changes. This research uses SWOT analysis. The results of this research show that this crop is in quadrant 1 of the aggressive strategy or SO strategy, with a strength and weakness value of 1.44 and opportunities and threats of 0.85, which is a very profitable situation and means that this melon cultivation has strengths so that it can take advantage of existing opportunities. The alternative development strategies that can be used are (1) With increasing consumer demand and developments in information technology, experienced business owners can take advantage of favorable land conditions and ease of seed procurement to optimize melon cultivation. (2) Optimal use of land and facilities. available production to increase efficiency and melon harvest (3) High quality melons can be used to expand the distribution network and ensure that the product is well received in the available market and (4) Implement better agricultural practices and use pest-resistant melon varieties to increase productivity and reduce losses due to pest infestation.

Keywords: development strategy, SWOT analysis, melon cultivation