

## **ABSTRACT**

This research was carried out at the Cinnamon Bark Farming Business in Banua Tonga Village, Sosopan District, Padang Lawas Regency, North Sumatra Province in May 2024. The development of cinnamon bark in Banua Tonga Village is still faced with several problems such as the price of cinnamon bark among farmers which is low and fluctuating. , technology that is still manual, and low product quality. The data analysis method used in this research is SWOT analysis and QSPM. The aim of this research is to identify the internal and external factors of cinnamon bark farming in Banua Tonga Village and formulate a strategy for developing cinnamon bark farming in Banua Tonga Village. The results of this research show that internal factors produce five strength factors and four weakness factors. External factors produce four opportunity factors and four threat factors. The right strategy for developing cinnamon bark farming in Banua Tonga Village, Padang Lawas Regency District is the SO (Strenght Opportunity) strategy which utilizes all strengths to take maximum opportunities. The results of the QSPM matrix analysis show that the best priority strategy is that one's own land can be used to increase the planting area, increase the amount of cinnamon bark production, so that it can meet high market demand, because it gets a total TAS value of 6.33.

**Keywords:** Development Strategy, SWOT, Cinnamon Bark Farming, QSPM.