

## **ABSTRACT**

Dragon fruit is a plant that was originally known as an ornamental plant. In Indonesia, dragon fruit has been known since the mid-2000s and is relatively more durable compared to other fruits. Dragon fruit in Lestari Dadi Village was originally cultivated by Mr. Hendragunawan, who was later followed by Mr. M. Nasir. Because the development and cultivation of dragon fruit is very profitable, slowly other people are starting to pursue dragon fruit cultivation. Dragon fruit is very easy to live in this village because the weather is favorable for cultivating dragon fruit, this is what makes the community very enthusiastic about growing dragon fruit. This research aims to analyze profits and identify obstacles in the dragon fruit farming process. The sample used in this research was 10 dragon fruit farmers. The data analysis methods used are quantitative analysis methods and qualitative analysis. Some of the obstacles that occur in dragon fruit farming are price fluctuations, fertilizer problems and pests and diseases. The results of this research show that dragon fruit farming in Lestari Dadi earned a profit of IDR 3.850.332,6/ha/year with a production BEP of 1.809,31 kg, a price BEP of 16.025,64 and an R/C ratio of 1,1.

**Keywords:** Benefits, Constraints, Dragon fruit