

**ANALYSIS OF SALES VOLUME FORECASTING AND BUSINESS
DEVELOPMENT STRATEGIC FOR ORGANIC RICE IN THE RUKUN
FARMER GROUP IN DUSUN PADASAN, DESA PAKEMBINANGUN,
KAPANEWON PAKEM, KABUPATEN SLEMAN**

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ABSTRACT

This study aims to (1) Analyze the trend of organic rice sales volume (2) Analyze organic rice business development strategies in the Rukun Farmer Group in Dusun Padasan, Desa Pakembinangun, Kapanewon Pakem, Kabupaten Sleman. This research uses descriptive methods and implementation methods using case study methods. The types of data used are primary data and secondary data, how to collect data by interview, observation, questionnaire, library study, and recording. Respondents in this study included administrators and members of the Rukun Farmer Group with a total of 9 respondents. How to collect data using purposive sampling technique. Data analysis techniques used trend analysis, IFE matrix, EFE matrix, I-E matrix, SWOT matrix, and QSPM matrix. The results showed (1) The sales volume of organic rice (sembada merah, sembada hitam, and menthik susu) of the Rukun Farmer Group for the next twelve months tends to increase (2) Priority alternative strategies that can be applied by the Rukun Farmer Group are increasing and optimizing promotional activities.

Keywords: Development Strategy, Farmer Group, Forecasting, Organic Rice,

Sales Volume