

YULIUS SATYA PUTRA WIJAYA. 2024. *Analysis of hydroponic lettuce development strategy on Bagasi Hidroponik, Godean District, Sleman Regency, Yogyakarta Special Region. Supervised by Indah Widowati dan Budiarto*

ABSTRACT

This study aims (1) Analyze the main internal factors, strengths and weaknesses as well as external factors, the main opportunities and threats that exist in "Bagasi Hidroponik" (2) Analyze appropriate alternative strategies for "Bagasi Hidroponik". "Bagasi Hidroponik". In this research, the method used is a quantitative method with survey research. This type of research is a case study. The method for taking respondents used the saturated sampling method. Data collection was carried out using observation, questionnaires and interviews.. Technical analysis of the data used the Internal Factor Evaluation (IFE) matrix, External Factor Evaluation (EFE) matrix, Internal-External (IE) matrix, Strengths, Weaknesses, Opportunities, Threats (SWOT) matrix, and Quantitative Strategic Planning Matrix (QSPM). The research results show that "Bagasi Hidroponik" has an internal factor of strength, namely sustainable hydroponic lettuce production. The main internal factor of weakness is human resources which are still less competent. The main external opportunity factor is people's interest in healthy vegetables. The main external threat factor is that competitors' promotions via social media are more intense and attractive. The best business development strategy that can be applied to "Bagasi Hidroponik" is a market development.

Keywords :*Lettuce, Hydroponics, Development Strategy, IFE, EFE, IE, SWOT, QSPM*