

## ABSTRAK

SEVI HAKAM MUHTAROSY. Development Strategy of Ngudi Kamulyan Farmers Group Alliance (FGA) in Village of Sindumartani, District of Ngemplak, Sleman Regency, Yogyakarta. The research is guided by SITI SYAMSIAR as the first guide and BUDIARTO as the second guide.

This research aimed to analyze internal and eksternal environment factor of FGA and to determine the priority of development strategies to Ngudi Kamulyan FGA. The research is conducted in Ngudi Kamulyan FGA by twenty-one respondents who eight of them are FGA board and thirteen of them are chiefs of farmers group that are allied in Ngudi Kamulyan FGA in Sindumartani Village, District of Ngemplak, Sleman Regency, Yogyakarta. It is used research methods of SWOT, IE, SPACE, Grand Strategic, BCG, and QSP matrices.

The findings of this research pointed out that strategy alternatives which can be applied to the Ngudi Kamulyan Farmers Group Alliance is market development strategy.

Keywords : SWOT, IE, SPACE, Grand Strategic, BCG, and QSP matrices.