

# ANALYSIS OF VEGETABLE FARMER'S BUSINESS DEVELOPMENT STRATEGY IN SUMBER URIP VILLAGE SELUPU REJANG SUB-DISTRICT REJANG LEBONG DISTRICT

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**ABSTRACT:** This study aims to describe the right strategy in developing vegetable farming in Sumber Urip Village, Selupu Rejang District based on internal and external factors. The problem in this research is unstable prices, pests and plant diseases, still using simple technology, etc. The prospect of vegetable farming in Sumber Urip Village is quite promising because of requests from outside Bengkulu such as Palembang, Jambi and Bangka. Therefore the right strategy is needed in an effort to develop the farming business. Samples are taken at random. The data is processed using SWOT analysis. The results of this study are the description of the results of the SWOT analysis in the form of a strategy used to develop vegetable farming in Sumber Urip Village.

*Keywords: SWOT Analysis, Farming, Vegetables*

## 1. INTRODUCTION

To support national food security, vegetables are the main commodity. K Vegetable commodities play a role as a source of carbohydrates, vegetable protein, vitamins and minerals [1-4]. [5-7] Explains that vegetables can play a role in mineral and vitamin sources as a complement and increase nutrition for human needs. In Indonesia these vegetables are a priority for developed. For a balanced diet, vegetables are really needed [8-10]. Bengkulu Province is one of the provinces that has the potential of many natural resources which are both in the lowlands and highland areas and agricultural land which is quite extensive [11-13]. One of the regencies in Bengkulu province is Rejang Lebong whose area is located in the highlands with hilly topography [14.] In Bengkulu province Rejang Lebong Regency is known as the largest producer of vegetable crops. Selupu Rejang District in Rejang Lebong Regency is one of the centers the main producer of vegetables [15].

The majority of Sumber Urip Village residents come from the Javanese tribe and earn a living from vegetable farmers. Vegetable farmers Sumber Urip Village generally cultivates their own land. The average population owns their own agricultural land even though their main occupation is not as a farmer [16-20]. The area of land that they own is around 0.5 Ha. The vegetable yields of Sumber Urip Village are not only to meet the needs of customers in Bengkulu but also are sold to other regions such as Palembang, Jambi and Bangka. This shows the potential of vegetables. Sumber Urip Village is

quite promising and needs to be further developed. But on the other hand barriers such as unstable prices, pests, plant diseases, climate factors and erratic weather, still using simple technology, the attention of extension workers is still lacking, and others.

Based on the great potential of Sumber Urip Village for vegetable farming and the problems faced in developing the vegetable farming business, the writer is interested in conducting an analysis of the development strategy of vegetable farming in Sumber Urip Village, Selupu Rejang District. The right development strategy needs to be known so that farming businesses are able to compete and develop as expected [21-22].

## 2. METHOD

This research is a qualitative research. Population in agriculture is a vegetable farmer in Sumber Urip Village. Sampling is random. Data collected in this study consisted of primary data and secondary data. Primary data were primary data from interviews, secondary data from the village office. The data analysis used was descriptive analysis method, SWOT analysis. SWOT analysis is an analytical method used to see the strengths of Weakness, Opportunity and Threats involved in an organization, plan, project and business. SWOT analysis can help farmers develop their farming business. Explain the basis for making a SWOT analysis is to compile an internal list of strengths and business weaknesses then make a list of opportunities and external threats.

### 3. RESULTS AND DISCUSSION

Sumber Urip Village is one of the villages that has potential that can be developed for vegetable crops, such as cabbage vegetables, mustard greens, scallions, carrots, tomatoes, chili and others. But on the other hand, vegetable farming in Sumber Urip Village also faces constraints such as unstable prices, pests and plant diseases, still using simple technology. Vegetable farming conditions in Sumber Urip Village like other businesses are influenced by internal factors and factors external factors.

#### *Internal Factors*

##### 1. Strength / Strength (S)

The strengths of vegetable farming in Sumber Urip Village are: (1) Vegetables are needed by the community every day. [12] Explain that giving constant attention so that consumption of fruit and vegetables increases consumption is an easy and important way to reduce the risk of disease and for maximum health. Because of the importance of these vegetables the need for vegetables is also high, including in Sumber Village Urip, (2) Having customers (merchants). It is very important to have loyal and regular customers. Vegetable farmers in Sumber Urip Village have regular customers, namely traders in Sumber Urip Village, also at Selupu Rejang sub-district level. So that this facilitates the marketing of vegetable farmers in Sumber Urip Village, (3) Own your own land, Generally Sumber Urip Village farmers own their own land. The land they own is more or less 0.5 ha, (4) Have a farmer group. In the village of Sumber urip there are already farmer groups.

##### 2. Weaknesses (W)

There are several disadvantages of vegetable farming in Sumber Urip Village, which can be explained: (1) Limited capital, Vegetable farmers have limited capital, so they don't have fertilizer to develop their agricultural products, (2) Narrow land area. Vegetable farmers Sumber Urip village on average only has 0.5 ha of land. The weakness of Urip Village farmers is limited land, where the average farmer's land ownership is narrow, (3) There are still farmers who are not yet members of farmer groups. Not all Sumber Urip village vegetable farmers join the farmer groups This is a particular obstacle because government assistance generally provides assistance through farmer groups, (4) Knowledge is still low. Knowledge about agriculture is only obtained from their parents. While science continues to develop. So that farmers do not have broad insights to overcome problems in their business, it seems that pests and plant diseases are infected, (5) Lack of agricultural

counseling. Counseling from related parties is also felt to be lacking. So the opportunity to discuss the problem is also hampered, (6) Production technology is still simple. The weakness of Urip Village farmers is faced with a problem that is limited land where the average land ownership of farmers is relatively narrow. In addition, farmers also have limited farming capital, in addition to management or management of farming that is not yet optimal.

#### *External Factors*

##### 1. Opportunities (O)

- a. Customers from outside Bengkulu  
Sumber Urip Vegetable Village is not only to meet the needs in Bengkulu but also from areas outside Bengkulu such as Jambi, Palembang and Bangka.
- b. The quality of vegetables in Sumber Urip Village is good  
Vegetable production from Sumber Urip Village is fresher, not rotten, not dirty. So much demand from the community
- c. Strategic location of vegetable land  
Sumber Urip Village's vegetable land is generally close to the road so this makes it easier to reach the location. And it makes it easier to transport the produce at harvest time.

##### 2. Threats/Treats (T)

The threat of vegetable farming in Sumber Urip Village is: (1) Plants attacked by pests and diseases. Vegetable plants Sumber Urip Village are also attacked by pests, such as; Caucasian disease in chilies, rot in tomatoes, and wilt in stems and leaves, due to limited knowledge of farmers can not overcome them. (2) Extreme weather. Such a thick fog can cause pests and diseases in plants. Climate change and variability limiting vegetable production worldwide, (3) Unstable prices. Like the old cabbage, mustard greens are the main vegetables because the price changes the fox switch to leeks, tomatoes and chillies

The existence of internal and external factors owned by farmers in Sumber Urip Village, the strategy of developing vegetable plants owned in Sumber Urip Village is analyzed by using SWOT analysis to develop vegetable crops in the future should be better. The development of vegetable crops strategy is highly dependent on the ability of human resources in developing vegetable farming.

#### *S-O Strategy*

Strengths (Strengths) and Opportunity (Opportunities) from this strategy. Done with: (1) Increased vegetable production for sale to markets around Bengkulu and outside Bengkulu, (2) the

quality of the vegetables is improved, (3) the business is opened up on its own land, (4) Making factories for further processing such as tomato sauce factories.

#### *S-T Strategy*

This strategy comes from Strengths and Threats. Done by: (1) Planning cropping patterns to deal with pest control, (2) Utilize the role of farmer groups to agree on prices, (3) Use your own land.

#### *W-O Strategy*

Strategy that comes from Weakness and Opportunity. The strategy includes: (1) Make a proposal for assistance to the government and (2) Improve counseling.

#### *W-T Strategy*

Strategy comes from Weakness and Threats: (1) Activating cooperatives as capital loans in the purchase of more modern production facilities and (2) Increase cooperation between farmers.

## 4. CONCLUSIONS

The research resulted in a strategy for developing vegetable plants in Sumber Urip village based on the results of the SWOT analysis by increasing vegetable production to be sold to markets around Bengkulu and outside Bengkulu, vegetable quality is improved, businesses are opened in their own land, Making factories for further processing such as tomato sauce factories. Besides that it can also be a strategy.

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