

Analysis of "Kampung Sayur" Development Strategy in Patehan Sub-District, Kraton Sub-District, Yogyakarta City

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Abstract— The problem faced by residents of Patehan Village, Keraton District in developing Kampung sayur Ngadisuryan in Patehan Village is that Kampung sayur tends to run without development and there is a tendency to decrease citizen participation in the development of Kampung sayur. There is a need for a proper strategy in the development of Kampung sayur given the potential for further development. The research was conducted through descriptive qualitative approach of case study in Ngadisuryan Village, Patehan Village, Keraton District, Yogyakarta city. The data related to strategy analysis obtained in the study were processed with tools that sequentially have working stages, among others, input stages using Efe (External Factor Evaluation) and Ife (Internal Factor Evaluation) matrices, then matching stages with IE (Internal External) matrices and SWOT matrices and strategy formulation stages using Qualitative Strategic Planning (QSP) matrices. The results of this study are 72% of people classified as the age range of 20-50 years. High school education is the dominant education level of 51% followed by SI education level of 36%. The highest employment is shown by people who are not in working status, namely 38% with information that the community includes housewives or retirees. Yard land ownership area 50% of residents have a yard land area of >20 m² with a description of the land is privately owned. 72% of the recorded yard land has not been utilized with 77% of residents do not experience farming. The needs of the community in the development of Kampung sayur are dominated by the need for awards with a mean value of 3.47 the highest strategy choice is the strategy of assistance and counseling from educational institutions related to technical urban agricultural cultivation with a score of 5.91.

Keywords— Development, Kampung Sayur, Motivation, Strategy Analysis.

I. INTRODUCTION

Security is not only about the security of the state, but also human security in the country (human security). One of the problems of human security is the fulfillment of basic needs such as food (Erwandari, 2017). The increasingly high level of consumption is not offset by the ability to independently meet food needs. Along with the shrinking of agricultural land, where the land that originally served as a medium for growing crops, gradually turned into a multifunctional utilization (De Groot,

2006). The specific change from agricultural to non-agricultural uses is known as land conversion (Halim et al., 2013). Based on this, the development of the agricultural industry is directed to the optimization of yard land. The use of yard land as a production base for agricultural products such as vegetables is expected to be able to answer the challenge of meeting Family Food Security. Patehan village, Kraton District of Yogyakarta city specifically in RT 15, RW 03 has considerable potential for the development of Kampung sayur, the region has a yard that has the status of sleeping land or not utilized for both agricultural and non-agricultural businesses. Yard land utilization has the potential to meet the food and nutrition needs of households and is market-oriented for increasing family income.

The problem faced by the residents in developing Kampung sayur Ngadisuryan in Patehan Village is that Kampung sayur tends to run without development and there is a tendency to decrease citizen participation in the development of Kampung sayur. The right strategy is needed in the development of Kampung sayur considering the potential for further development. To be able to determine the development strategy of Kampung sayur, it is necessary to analyze the profile of the community, the motivation of residents in the development of kampung sayur, the analysis of internal and external factors, as well as the preparation of alternative strategies for the development of kampung sayur.

II. RESEARCH METHODS

The research was conducted through qualitative descriptive approach of case study in Ngadisuryan Village, Patehan Village, Keraton District, Yogyakarta city. The study was conducted for 4 months in March to July 2023. The Data required in this study are primary and secondary data. Primary Data needed in the form of strategic factors on the Board of Ngadisuryan Village and outside the board and a general description of the village Ngadisuryan. Primary Data obtained from interviews, questionnaires, surveys, discussions and

observations with the respondents. Primary Data obtained directly from the original source (Sugiyono, 2018). Secondary data sources used in this study come from the literature in question, documents in the management of Kampung Ngadisuryan, records or data and relevant writings. Data obtained both from ngadisuryan village administrators and related institutions. Respondents were determined deliberately with the criteria of being directly involved, having a role or position and understanding the internal and external conditions of the Ngadisuryan Village Management. Data related to strategy analysis obtained in the study were processed with tools that sequentially have stages of work, among others, the input stage using the EFE Matrix (External Factor Evaluation) and Ife Matrix (Internal Factor Evaluation) and then performed the matching stage with the IE Matrix (Internal External) and SWOT Matrix and strategy formulation stage using the matrix of Qualitative Strategic Planning (QSP) (Sambodo & Astriani, 2023).

III. RESULTS AND DISCUSSION

The results of the study obtained data related to the profile picture of the community, Community motivation in the development of Kampung sayur, internal and external factors. From these data has been done data analysis to obtain the following results:

Community Profile

Community profile of Kampung Ngadisuryan, Patehan Village, Keraton District, Yogyakarta city obtained by data collection to 39 respondents by collecting data directly. Ngadisuryan Village Community profile can be seen in Table 1 below:

TABLE 1. RT03 / RW05 community profile in Patehan Village, Keraton District, Yogyakarta city

Parameter	Total	Percentage (%)
Age		
20-30	4	10
31-40	14	36
41-50	10	26
>51	11	28
Education		
Junior High School	3	8
Senior High School	20	51
S1	14	36
S2	2	5
Work		
PNS	5	13
Private employees	7	18
Entrepreneur	6	15
Freelance	6	15
Does not work	15	38
Yard Ownership		
< 10 m ²	5	28
11-20 m ²	4	22
> 20 m ²	9	50
Yard utilization		
Untapped	13	72
Utilized in agriculture	2	11
Used in non-agricultural fields	3	17
Farming experience		
Have a good communication skill	9	23
No farming experience	30	77

Source: Primary Data, 2023

Based on the data shown in Table 1, the results obtained there are 72% of people classified as the age range of 20-50 years and 28% in the age range of more than 50 years. High school education is the dominant education level of 51% followed by S1 education level of 36%. The highest employment is shown by people who are not in working status, namely 38% with information that the community includes housewives or retirees. Related to the area of yard land ownership 50% of residents have a yard land area of >20m² with a description of the land is privately owned. 72% of the recorded yard land has not been utilized with 77% of residents having no farming experience.

Community motivation in the development of Kampung Sayur

To determine the picture of community motivation in the development of Kampung sayur conducted by distributing questionnaires to 39 respondents. Questionnaires were distributed with the aim of obtaining data that can be analyzed to provide an overview of the hierarchy of needs according to the theory of Masslow related to the desire of the community in developing Kampung sayur. The Data can be seen in Table 2 below:

TABLE 2. Motivation Of Farmers To Develop Kampung Sayur

Hierarchy of needs	Skor
Physiological needs	3.31
The need for security	3.07
Affection needs	3.21
Appreciation needs	3.47
The need for self-actualization	3.25

Source: Primary Data, 2023

Based on the data in Table 2, the needs of the community in the development of Kampung sayur dominated by the need for appreciation with a mean value of 3.47 while the second hierarchy is shown in the physiological needs with a mean value of 3.31. Fulfillment of the needs of the award with the highest mean value illustrates that the motivation of the community in developing Kampung sayur is based on the desire of the community to get recognition for the successful development of Kampung sayur, there is a sense of pride for the community when the agricultural business carried out in the yard is successfully carried out. The need for recognition is a form of ego that a person has. Every human being certainly wants an achievement in his life for the recognition of a status. Through the ego that is owned by humans, then the achievement of achievement will be sought to show themselves better than others. Ego needs are considered important related to the form of life development with the potential (Andriani, 2023). Typical of urban communities with the level of education and type of work in accordance with the results of research related to the profile of the community in Kampung Ngadisuryan, Patehan Village, Kecamatan Keraton, Yogyakarta city gives an idea that the profile allows forming community motivation in developing Kampung sayur is due to the need for appreciation, while the motivation due to the fulfillment of physiological. In line with the research of Adha et al., (2019) which states that the

need for recognition is recognition of status, achievement and respect earned during life.

Analysis of Internal and External Factors in Sayur Village in Patehan Village

Analysis of internal and external factors of Kampung Sayur in Patehan Village (Rahman & Wibowo, 2018). Analysis of internal and external factors of Kampung sayur in Patehan village was carried out by mapping the strengths, weaknesses, opportunities and threats by Forum Group Discussion (FGD) with 3 RT03/RW05 administrators in Patehan Village, Keraton District, Yogyakarta city as a resource person, then from the data obtained, scoring was done by determining the rating and weight in the internal factor evaluation (EFE) Matrix and internal factor evaluation (IFE) Matrix. Ife (Internal Factor Evaluation) and EFE (external Factor Evaluation) matrices consist of columns, weights, ratings and total values which are the result of multiplication of weights and ratings. For weight and rating columns are filled in according to the values that are the result of grouping internal and external factors by their level of importance (Ratnawati, 2020). Determination of rating and weight is done by giving questionnaires to 3 speakers separately.

Matrix internal factor evaluation (IFE)

Matrix internal factor evaluation (IFE) is needed to understand the strengths and weaknesses of Kampung sayur. Understanding related strengths and weaknesses is needed as a

basis for determining the position of Kampung sayur before a strategy can be taken as a development step. The results of the Ife matrix can be seen in the following table 3:

Based on the Ife matrix, it was found that the greatest strength of Kampung sayur Ngadisuryan was the awareness and desire of the community in fulfilling food security and the availability of land in the courtyards of Kraton communities, both of which had the same score of 0.69. The availability of unused yard land is the main force for the development of Kampung sayur because 50% of residents have a yard with an area of >20m² so that combined with the desire of the community to meet food needs, the higher the value of the benefits for the development of Kampung sayur.

The main weakness that dominates the development of Kampung sayur is the limited knowledge of the community related to the technical cultivation of urban narrow land crops, with a score of 0.48. This condition is in accordance with the reality that 77% of residents do not have experience in agriculture professionally. Overall, the weakness score is much smaller than the strength score, so it can be said that the development of Kampung sayur is feasible.

Evaluation of external factors Matrix (EFE)

The external Factor Evaluation (EFE) Matrix was conducted to see and assess the opportunities and threats that exist from kampung sayur development efforts in Ngadisuryan. The results of the EFE matrix can be seen from Table 4 below.

TABLE 3. Matrix Internal Factor Evaluation (IFE) of Kampung Sayur development in Patehan Village, Keraton District, Yogyakarta city

Internal Factors	Rating	Weight	Score
Strength			
1 Awareness and desire of the community in the fulfillment of food security	4	0,17	0,69
2 The availability of the Royal Household	4	0,17	0,69
3 The existence of community organizations driving urban farming	3	0,14	0,41
4 Suitability of climatic conditions for plant cultivation	3	0,07	0,21
5 Availability of time for plant cultivation	4	0,10	0,41
Strength Score			2,41
Weakness			
1 Limited public knowledge related to technical cultivation of urban narrow land crops	2	0,24	0,48
2 Limited agricultural cultivation facilities and infrastructure	1	0,07	0,07
3 Vision and mission of farm management group has not been formed	1	0,03	0,03
Weakness Score			0,59
total score		1,00	3,00

Source: Primary Data, 2023

TABLE 4. Matrix of external Factor Evaluation (EFE) of Kampung Sayur development in Patehan Village, Keraton District, Yogyakarta city

External Factors	Rating	Weight	Score
Opportunities			
1 Government support in the development of urban farming	3	0,11	0,33
2 Support of educational institutions in the transfer of Urban farming Sciences	4	0,22	0,89
3 Potential business opportunities in the field of Agriculture for the community	2	0,22	0,44
4 marketing network that is easily formed in urban areas	2	0,17	0,33
Skor Peluang			2,00
Threats			
1 Community consistency in urban narrow-land agricultural cultivation	2	0,17	0,33
2 Agriculture is a less prominent sector in urban areas compared to other businesses	2	0,06	0,11
3 Community participation in urban farming activities is still limited and has not touched all members of society	3	0,06	0,17
Skor Ancaman		1,00	0,61
total skor			2,61

Source: Primary Data, 2023

The opportunity with the highest score was shown by the support of educational institutions in the transfer of urban

agricultural science with a score of 0.89. Yogyakarta, which is accredited as an educational city where there are many

educational institutions, is the main opportunity for community development, in this case specifically the development of Kampung sayur. Transfer of knowledge, especially in the field of Agriculture is needed to improve the soft skills of citizens in urban farming. The highest threat was shown by the consistency of the community in urban land farming with a score of 0.33. Citizen participation in the development of Kampung sayur is the main thing that needs to be maintained so that the ongoing business can run sustainably.

SWOT Matrix

TABLE 5. SWOT matrix of vegetable village development in Patehan Village, Keraton District, Yogyakarta city

IFE	Strengths	Weakness
EFE	<ol style="list-style-type: none"> Awareness and desire of the community in the fulfillment of food security Availability of public housing in the Keraton The existence of community organizations driving urban farming Suitability of climatic conditions for plant cultivation Availability of time for plant cultivation 	<ol style="list-style-type: none"> Limited public knowledge related to technical cultivation of urban narrow land crops Limited agricultural cultivation facilities and infrastructure The vision and mission of the farmer Management Group has not been formed
<p>Opportunities</p> <ol style="list-style-type: none"> Government support in the development of urban farming Support of educational institutions in the transfer of Urban farming Sciences Potential business opportunities in the field of Agriculture for the community Marketing network that is easily formed in urban areas. 	<p>Strategi S-O</p> <ol style="list-style-type: none"> Strengthening the capacity of organizations as managers in the development of urban agricultural enterprises 	<p>Strategi W-O</p> <ol style="list-style-type: none"> Assistance and counseling from educational institutions related to technical urban farming cultivation. Strengthening facilities and infrastructure as an effort to improve urban farming
<p>Threats</p> <ol style="list-style-type: none"> Community consistency in urban narrow-land agricultural cultivation. Agriculture is a less prominent sector in urban areas compared to other businesses. Community participation in urban agricultural activities is still limited and has not touched all members of the community. 	<p>Strategi S-T</p> <ol style="list-style-type: none"> Improved Brand Image of urban farming. Increasing community motivation in urban farming. 	<p>Strategi W-T</p> <ol style="list-style-type: none"> workshop on the preparation of vision and mission by involving all members of the community. preparation of strategic plans for the development of urban farming with the involvement of all members of society.

Source: Primary Data, 2023

From the swot matrix, the results obtained for SO strategy are 1 alternative strategy for internal development of the organization, for WO strategy obtained 2 alternative strategies for improving soft skills and facilities and infrastructure. For ST Strategy, 2 alternative strategies related to branding and increasing member motivation were obtained, while for WT Strategy, 2 alternative strategies related to increasing organizational capacity were obtained. Alternative strategies that have been mapped can be used for the development of Kampung sayur Ngadisuryan but determined one of the most appropriate strategic priorities through IE and QSPM matrices.

Internal external Matrix (IE)

The external internal matrix is used to determine the position of Kampung sayur Ngadisuryan in relation to what strategic steps will be taken based on that position. Based on the IFE and EFE matrix with a total IFE score of 3.00 and a total EFE score of 2.61, the position of Kampung sayur Ngadisuryan is in Quadrant IV as seen in Figure 1 below.

Quadrant IV in the IE Matrix describes the growth and build phase, namely the position where Kampung sayur Ngadisuryan is in the stage of growing and building which is very appropriate for development. By understanding the

Alternative strategies are taken using SWOT matrix, with matching strenght (S), Weakness (W), Oportunities (O) and Threats (T) then taken some alternative strategies SO,ST, WO and WT. SWOT Matrix Analysis is a follow-up analysis in developing alternative strategies in this case an alternative strategy for the development of kampung sayur Ngadisuryan, SWOT analysis is also known as Situation Analysis both internally and externally (Prawoto, 2012). The results of the SWOT analysis can be seen in Table 5 below:

position of Kampung sayur Ngadisuryan, the direction of the development strategy can be aimed at accelerating the growth and development of the business unit.Strategies that can be applied by kampung sayur Ngadisuryan are integrative or intensive strategies (market penetration, market development and product development)

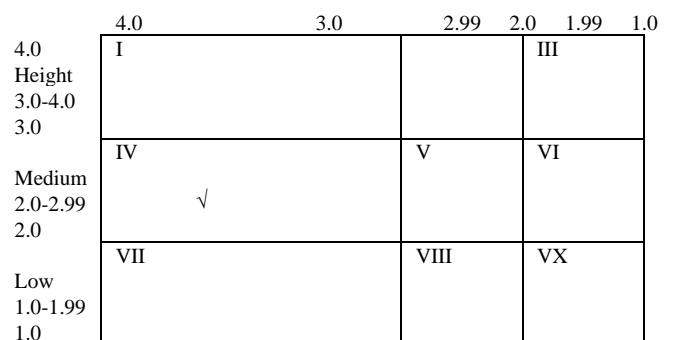


Figure 1. External internal Matrix (IE) of Kampung Sayur development in Patehan Village, Keraton District, Yogyakarta city

Quantitative Strategic Planning Matrix (QSPM)

The qspm matrix is used to determine the priority scale of the selected strategy to be used as the main strategy option to be discussed (Pazouki et al., 2017). The qspm Matrix was assessed by providing a scoring questionnaire to the 3rd Respondent, namely the administrators of Kampung sayur

Ngadisuryan. The prioritization strategy is reviewed by weighting, assessing the attractive score (AS) and then calculating the total attractive score (TAS). The following analysis results using qspm matrix in Table 6.

TABLE 6. Matrix of Quantitative Strategic Planning (QSPM) of Kampung Sayur development in Patehan Village, Keraton District, Yogyakarta city

Key Factors	Weight	Alternative Strategies														
		Strategi 1		Strategi 2		Strategi 3		Strategi 4		Strategi 5		Strategi 6		Strategi 7		
		AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	AS	TAS	
Internal Factors																
Strength																
1	Awareness and desire of society	0,2	2,0	0,3	3,0	0,5	1,0	0,2	4,0	0,7	4,0	0,7	3,0	0,5	3,0	0,5
2	Land availability	0,2	1,0	0,2	3,0	0,5	3,0	0,5	2,0	0,3	2,0	0,3	1,0	0,2	3,0	0,5
3	The existence of community organizations	0,1	4,0	0,6	2,0	0,3	2,0	0,3	3,0	0,4	3,0	0,4	3,0	0,4	3,0	0,4
4	Suitability of climatic conditions	0,1	1,0	0,1	3,0	0,2	2,0	0,1	1,0	0,1	1,0	0,1	1,0	0,1	1,0	0,1
5	Availability time	0,1	2,0	0,2	2,0	0,2	2,0	0,2	2,0	0,2	2,0	0,2	2,0	0,2	2,0	0,2
Weakness																
1	Limited public knowledge	0,2	1,0	0,2	4,0	1,0	2,0	0,5	3,0	0,7	2,0	0,5	2,0	0,5	2,0	0,5
2	Limited facilities and infrastructure	0,1	1,0	0,1	3,0	0,2	4,0	0,3	2,0	0,1	2,0	0,1	2,0	0,1	2,0	0,1
3	Group vision and mission	0,0	3,0	0,1	2,0	0,1	1,0	0,0	2,0	0,1	3,0	0,1	4,0	0,1	3,0	0,1
total skor		1,0														
External Factors																
Opportunities																
1	Government support	0,1	2,0	0,2	2,0	0,2	4,0	0,4	3,0	0,3	3,0	0,3	3,0	0,3	3,0	0,3
2	Support of educational institutions	0,2	2,0	0,4	4,0	0,9	3,0	0,7	3,0	0,7	3,0	0,7	3,0	0,7	3,0	0,7
3	Potential business opportunities	0,2	1,0	0,2	3,0	0,7	3,0	0,7	3,0	0,7	2,0	0,4	3,0	0,7	4,0	0,9
4	Marketing network	0,2	4,0	0,7	3,0	0,5	1,0	0,2	3,0	0,5	2,0	0,3	3,0	0,5	3,0	0,5
Threats																
1	Consistency of society	0,2	2,0	0,3	2,0	0,3	2,0	0,3	3,0	0,5	3,0	0,5	4,0	0,7	3,0	0,5
2	The agricultural sector stands out less	0,1	2,0	0,1	3,0	0,2	3,0	0,2	4,0	0,2	3,0	0,2	3,0	0,2	3,0	0,2
3	Community participation	0,1	3,0	0,2	3,0	0,2	2,0	0,1	3,0	0,2	2,0	0,1	3,0	0,2	3,0	0,2
total score		1,0	31,0	3,9	42,0	5,9	35,0	4,7	41,0	5,7	37,0	5,0	40,0	5,3	41,0	5,7

Source: Primary Data, 2023

Table Description:

Strategy 1 = strengthening the capacity of the organization as a manager in the development of urban agricultural enterprises
 Strategy 2 = mentoring and counseling from educational institutions related to urban agriculture technical cultivation
 Strategy 3 = strengthening facilities and infrastructure as an effort to improve urban agriculture
 Strategy 4 = improving the Brand Image of urban agriculture
 Strategy 5 = increasing community motivation in urban agriculture
 Strategy 6 = Workshop on vision and mission by involving all community members
 Strategy 7 = preparation of a strategic plan for the development of urban agriculture by involving all members of society
 Based on the analysis of data obtained by the results of the highest strategy is the strategy of assistance and counseling from educational institutions related to the technical cultivation of urban agriculture with a score of 5.91 and followed by a strategy of improving the brand image of urban agriculture with a score of 5.71. The results of the qspm matrix can be seen in Table 7 below.

The choice of the main strategy, namely assistance and counseling from educational institutions related to urban agricultural cultivation, is appropriate and supported by the status of Yogyakarta city as a city of Education.

TABLE 7. Score matrix Quantitative Strategic Planning (QSPM) development of Kampung Sayur in Patehan Village, Keraton District, Yogyakarta city

No	Strategy Priorities	Total Score
1	Strengthening the capacity of organizations as managers in the development of urban farming enterprises	3,93
2	Assistance and counseling from educational institutions related to urban farming cultivation techniques	5,91
3	Strengthening facilities and infrastructure as an effort to improve urban farming	4,66
4	Improved Brand Image of urban farming	5,71
5	Increasing community motivation in urban farming	5,00
6	Workshop on the preparation of vision and mission by involving all members of the community	5,30
7	Preparation of a strategic plan for the development of urban farming with the involvement of all members of society	5,67

Source: Primary Data, 2023

Educational institutions that provide education with Agrotechnology or Agriculture study programs are found in Yogyakarta so that their implementation can be immediately realized in the form of community service cooperation or student KKN. Increasing the brand image of Kampung sayur Ngadisuryan as a producer of urban agricultural products is very possible because of the location of Kampung Ngaadisuryan which is in the center of Yogyakarta and very close to the center of the crowd. Access to the location is easy

to reach and strategic traversed by many potential customer candidates.

IV. CONCLUSION

Conclusions from the analysis of the development strategy of Kampung sayur in patehan village, Kecamatan keraton, yogyakarta are as follows:

1. 72% of people are classified as 20-50 years old. High school education is the dominant education level of 51% followed by the level of undergraduate education as much as 36%. The highest employment is shown by people who are not in working status, namely 38% with information that the community includes housewives or retirees. Yard land ownership area 50% of residents have a yard land area of >20 m² with a description of the land is privately owned. 72% of the recorded yard land has not been utilized with 77% of residents do not experience farming.
2. The needs of the community in the development of Kampung sayur dominated by the needs of the award with a mean value of 3.47
3. The results of the choice of the highest strategy is the strategy of assistance and counseling from educational institutions related to technical urban agricultural cultivation with a score of 5.91.

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