

## RINGKASAN

Ubi Cilembu merupakan salahsatu komoditas pertanian yang mengalami peningkatan luas tanam cukup signifikan di Kabupaten Tegal pada tahun 2021 dari 76,9 hektar pada tahun 2020 meningkat menjadi 289,1 hektar pada tahun 2021. Ubi Cilembu dari sisi pemasaran, pada saat ini memiliki peluang pasar yang bagus. Penelitian ini bertujuan untuk menentukan faktor pendorong, faktor penghambat dan strategi pengembangan ubi Cilembu di Kabupaten Tegal. Penelitian dilakukan dengan menggunakan metode campuran (*Mixed method*). Pada tahap awal kegiatan penelitian dilakukan survey kepada petani ubi Cilembu sebanyak 84 orang petani dari kecamatan Bojong dan Bumijawa. Hasil survei dianalisis secara statistik deskriptif sehingga tergambar kondisi pertanian ubi Cilembu di Kabupaten Tegal. Gambaran umum dari hasil survei dipaparkan pada saat kegiatan *Focus Group Discussion* (FGD) yang menghasilkan faktor pendorong, faktor penghambat dan strategi pengembangan ubi Cilembu di Kabupaten Tegal. Penentuan Strategi dilakukan dengan menggunakan pendekatan analisis SWOT. Dari hasil diskusi dalam kegiatan *Focus Group Discussion* (FGD) didapatkan sembilan faktor pendorong dan sembilan faktor penghambat pengembangan ubi Cilembu di Kabupaten Tegal. Hasil analisis SWOT menunjukkan pada kuadaran I, yang artinya pengembangan ubi Cilembu di Kabupaten Tegal layak untuk dilanjutkan dengan strategi agresif.

Kata kunci: Ubi Cilembu, strategi, pengembangan, SWOT

## SUMMARY

Cilembu sweet potato is one of the agricultural commodities that experienced a significant increase in planting area in Tegal Regency in 2021 from 76.9 hectares in 2020 to 289.1 hectares in 2021. From a marketing perspective, currently has good market opportunities. This research aims to determine the driving factors, inhibiting factors and strategies for developing Cilembu sweet potatoes in Tegal Regency. The research was conducted using mixed methods. In the initial stage of research activities, a survey was conducted among 84 Cilembu sweet potato farmers from Bojong and Bumijawa sub-districts. The survey results were analyzed using descriptive statistics to illustrate the condition of Cilembu sweet potato farming in Tegal Regency. An overview of the survey results was presented during the Focus Group Discussion (FGD) activity which resulted in the driving factors, inhibiting factors and strategies for developing Cilembu sweet potatoes in Tegal Regency. Strategy determination is carried out using a SWOT analysis approach. From the results of discussions in Focus Group Discussion (FGD) activities, nine driving factors and nine inhibiting factors were obtained for the development of Cilembu sweet potatoes in Tegal Regency. The results of the SWOT analysis show that it is in quadrant I, which means that the development of Cilembu sweet potatoes in Tegal Regency is worthy of continuing with an aggressive strategy.

Keywords: Cilembu sweet potato, strategy, development, SWOT