

ABSTRACT

BANU MAHENDRO, ID. 20060002. *The Development Strategy of Egg Cane Farming (Saccharum edule hasskarl) in Pino Raya Sub-District, South Bengkulu Regency. Supervised by HERRI FARIADI, S.P.,S.Pd.,M.Si and RIKA DWI YULIHARTIKA, S.P.,M.Sc.*

Egg cane is a native plant in Southeast Asia and the Pacific region, found in lowland to highland areas. Egg cane is a perennial plant. Generally, it can be harvested after 5-10 months, with a lifespan of about 2-3 years. The height of egg cane reaches 1.5-4 m, with an abnormal flowering system where the flowers remain covered within the leaf sheath or spathe, similar in size to a banana. The study aims to identify the internal (strengths and weaknesses) and external factors (opportunities and threats) involved in the development strategy of egg cane in Pino Raya Sub-District, South Bengkulu Regency. It also aims to determine the strategies used in the development of egg cane in the mentioned area. The research method employed is descriptive and quantitative, with the strategy formulation process conducted in two stages: input stage (internal and external factor analysis) using EFE and IFE matrices, and matching stage (SWOT analysis). The research results indicate that the main strength factor is nutritional content (score 0.48), the main weakness factor is cultivation technology (score 0.28), and the total score of the internal factor evaluation matrix is 3.26. The main opportunity factor is the region's potential (score 0.52), the main threat factor is weather conditions (score 0.27), and the total score of the external factor evaluation matrix is 3.47. The suitable strategies for implementing the development of egg cane farming (*Saccharum edule hasskarl*) in Pino Raya Sub-District, South Bengkulu Regency are: (1) Introducing the nutritional content of egg cane and providing education, (2) Utilizing strategic locations to maximize regional potential, (3) Promoting egg cane as a local food source in the Pino Raya district and exploring its price potential.

Keywords: SWOT Analysis, Development Strategy, Egg Cane

