

ABSTRACT

This study aims to formulate a development strategy for goat farming in Sumberkembar Village, Binangun Sub-district, Blitar Regency, using SWOT analysis. The research method used is non-experimental, with data collected through in-depth interviews and direct observation of goat farmers who own more than 10 goats, involving a total of 6 farmers. SWOT analysis was employed to identify the strengths, weaknesses, opportunities, and threats in the development of goat farming in the area. The results indicate that goat farming has several strengths, including the availability of land and natural feed, strong community support, a favorable farming location, and easily accessible forage. However, weaknesses were identified in the form of limited capital and lack of technical knowledge among the farmers. Based on the SWOT analysis results, the recommended strategy is the SO (Strengths-Opportunities) strategy, which involves utilizing internal strengths to seize existing external opportunities, such as scaling up the business through training and improved access to capital.

Keywords: Development strategy, Goat farming bussines, SWOT analysis.