

The Development Strategy of the Dragon Fruit Farming Business in Sei Sijenggi Village Reviewed from The Side of Maslahah

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ABSTRACT

This research aims to identify strategies for developing the dragon fruit farming business in Sei Sijenggi Village using SWOT analysis based on the mashlahah (Welfare) theory. This research was conducted qualitatively and data was collected through observation and interviews. SWOT analysis is used to analyze the collected data. The research found that internal factors consist of four strength factors and four weakness factors, while external factors consist of four opportunity factors and four threat factors. In the SWOT diagram, the combination of the IFAS value of 2.94 and the EFAS value of 2.86 shows that the strategy for developing the dragon fruit farming business in Sei Sijenggi Village is in quadrant 1 from the mashlahah side. This condition shows that it is still in a strategic position to continue to be developed because the strength score is more dominant than the weakness score (easy cultivation and low risk in accordance with the mashlahah principle) and the opportunity score is more dominant than the threat score (potential supporting natural resources). The S-O (Strength-Opportunity) strategy is the main strategy that can be used in this research. However, aggressive strategies were used to support this research.

ABSTRAK

Penelitian ini untuk bertujuan untuk mengidentifikasi strategi pengembangan usaha tani buah naga Desa Sei Sijenggi menggunakan analisis SWOT berdasarkan teori mashlahah (Kesejahteraan). Penelitian ini dilakukan secara kualitatif dan data dikumpulkan melalui observasi dan wawancara. Analisis SWOT digunakan untuk menganalisis data yang dikumpulkan. Peneliti menemukan bahwa faktor internal terdiri dari empat faktor kekuatan dan empat faktor kelemahan, sedangkan faktor eksternal terdiri dari empat faktor peluang dan empat faktor ancaman. Dalam diagram SWOT, perpaduan nilai IFAS sebesar 2,94 dan nilai EFAS sebesar 2,86 menunjukkan bahwa strategi pengembangan usaha tani buah naga Desa Sei Sijenggi berada di kuadran 1 dari sisi mashlahah. Kondisi ini menunjukkan bahwa masih berada di posisi strategis untuk terus dikembangkan karena skor kekuatan lebih dominan dibanding skor kelemahan (budidaya mudah dan resiko kecil sesuai dengan prinsip mashlahah) dan skor peluang lebih dominan dibanding skor ancaman (potensi sumber daya alam yang mendukung). Strategi S-O (Strenght-Opportunity) adalah strategi utama yang dapat digunakan dalam penelitian ini. Namun, strategi agresif digunakan untuk mendukung penelitian ini.

INTRODUCTION

The development of the agricultural sector can be described as an effort towards social change. It not only aims to improve the overall welfare and status of farmers, but also aims to increase the potential of human resources economically, socially, politically, culturally, and environmentally through improvement, growth, and change. (Wiranatakusuma et al. 2016)

Over the years, agriculture has played an important role in Indonesia's economic growth, so the government continues to pay special attention to the development of the agricultural sector.

Dragon fruit plants are one of the horticultural plant commodities, namely types of fruit that are now widely developed and cultivated. (Febrianti et al., 2020) Sei Sijenggi Village is located in North Sumatra Province, Serdang Bedagai Regency, Perbaungan District, nine kilometers to the west. This village is considered to have great potential for dragon fruit cultivation. Sei Sijenggi Village consists of 292 hectares of land and is inhabited by 6,456 residents. There are 106 hectares of land that can be used for agriculture. (Hairani et al., 2023) Therefore, the most dominant work of the community is as farmers and some breeders. The results of the observation show that the dragon fruit farming business in Sei Sijenggi Village, which was established by the late Mr. Ir. Suhardi in 2019. Because there was not enough agricultural land to grow crops that were large enough and the size of palm oil, the late Mr. Ir. Suhardi tried to grow dragon fruit, especially in Sei Sijenggi Village, hamlet IV. Dragon fruit is a type of cactus that is easy to grow, develop, and can be planted on the land of Sei Sijenggi Village, thus attracting the attention of the community to plant it. (Hasanah et al., 2021) The development of dragon fruit plants in Sei Sijenggi Village began from rice fields and yard land that was used to cultivate dragon fruit plants. Starting from a farmer who has experience in cultivating dragon fruit, Ir. Suhardi saw an opportunity to increase his family's income so he tried to cultivate dragon fruit plants. This made the community enthusiastic so that they formed a dragon fruit tourism village and formed a tourism awareness group or familiarly called POKDARWIS. (Nabiila et al., 2023)

POKDARWIS is one of the stakeholder elements from the community who has a strategic role in developing and managing the potential of dragon fruit farming to become a tourist destination. The role of POKDARWIS is as a driver of tourism awareness and environmental concern in tourist areas, to increase understanding of tourism, increase the role and participation of the community in tourism development and succeed in tourism development. In Islam, the concept of welfare is referred to as *mashlahah*. The word *maslahah* comes from Arabic and has been changed to Indonesian Language into the word *maslahah*, which means to bring good or to bring good and reject damage. (Fahlefi 2016) states that *Mashlahah* is a public welfare that rejects harm and helps dragon fruit farmers. (Wiranatakusuma et al. 2016) The development of dragon fruit has benefits and harms. The development of farming business results in the absorption of village community labor, opportunities to earn income, and an increase in the economic aspect of the village. Since economic activity is an important part of human life, the principle of *maṣlaḥah* in Islamic economics is not just a theoretical study but must be applied in an appropriate way. The development of dragon fruit must have harms other than fame. The clearing of new land to be used as agricultural land is a simple example. One of the problems faced by dragon fruit farmers in Sei Sijenggi Village is that they continue to run their farming business according to their habits or naturally. In other words, it does not have a good strategy in development to deal with the problems of the agribusiness system, cooperative partnerships, climate change uncertainty, and price fluctuations in the market. Considering the above conditions, it would be interesting to study "The development strategy of dragon fruit farming business in Sei Sijenggi Village reviewed from the side of benefits" to encourage the growth of farmers' farming businesses and ensure that their products are superior, able to compete, generate profits, and reduce product damage from Sei Sijenggi Village. With the formulation of

the problem, the problem is how to develop the dragon fruit farming business in Sei Sijenggi Village. SWOT analysis as a strategy for the development of dragon fruit farming business in Sei Sijenggi Village is the purpose of this study.

LITERATURE REVIEW

Strategy

Strategy comes from the Greek word "strategia", which means "art or science" to become a general. Strategy is a field that deals with the planning and determination of large-scale business goals. It serves to mobilize all the resources of the business or company that can produce profitable results. Strategy is an overall way of planning and executing an idea within a certain time frame. Strategy emphasizes on what must be done or done to achieve the goal and the goal itself (Marliyah, 2016). According to the above definition, strategy can be defined as a plan made to achieve a specific goal.

Business Development

Development means improving quality. Everything that is done to improve the quality of future work is called development. In other words, more knowledge required to do future work can be defined as development. However, business is an activity that is carried out consistently with the aim of making a profit (Imsar 2018). Business development includes work and procedures to analyze possible growth opportunities, provide support, and oversee the implementation of those growth opportunities. However, business development is not included in decision-making about strategies and the implementation of business growth opportunities. (Rozaina 2024) Business development factors consist of main factors and supporting factors. The main factors include capital, labor, transportation, industrial labor resources, raw materials and raw materials, marketing, and people's habits before building and running a business. The government, local community support, natural conditions, and economic conditions are supporting factors (M. Arif, 2015).

Business Development Indicators

Output, outcome, profit, and impact are some of the indicators that can show the development of farming (Kurniawan, 2023).

The indicators of output success are as follows:

1. Providing funds to farmers or farmer groups as capital to carry out productive farming
2. Implementation of programs to increase the capacity and ability of farmer group managers
3. Provision of farmer partners.

Indicators of success of the results include:

- a. Improving the ability of farmer groups to facilitate and manage business capital assistance
- b. Increase in the number of farmers who get business capital
- c. Increase in cultivation activities in rural areas
- d. Increase the income of farmers (owners and cultivators) from farming businesses in accordance with the potential of the village.

Indicators of benefits and impacts include:

- 1) Reducing the number of poor and unemployed farmers in rural areas
- 2) Increase in agribusiness and household businesses in rural areas
- 3) The development of farmer groups as farmer economic institutions in rural areas owned and managed by farmers.

Farming

To help the family live a prosperous life, a farming business is a production organization in the agricultural field that owns land, labor that relies on the peasant family, capital, and management or management, known as "farmers". (Imsar, 2018) Minimizing costs means keeping costs to a minimum, while maximizing costs means allocating resources as effectively as possible to get maximum profits.

Dragon Fruit

In the agricultural sector, there are many opportunities for horticultural compositions, especially fruits. (Chaerunissa et al., 2022) Since the demand for this commodity usually increases in the domestic and international markets, the development of fruits with agribusiness and agroindustry patterns is very bright. Although Indonesia can produce almost all types of fruit, the productivity of fruit yield is still low. The dragon fruit, which in Latin is called *hylocereus polyrhizus*, is a fruit that grows from the cactus genus *hylocereus* and *selenicereus*. (Febrianti et al., 2020) Dragon fruit is native to North and Central America. This plant was initially considered an ornamental plant due to its triangular stem shape with short spines and beautiful flowers, which begin to bloom at dusk and bloom perfectly at night. That's why this plant is also called nightflower cereus (Ratang et al., 2020). Imported from Thailand, dragon fruit began to be known in Indonesia around 2000. This plant began to be developed around 2001 in several areas in East Java, such as Pasuruan Regency, Mojokerto Regency, and Jember Regency. According to Hasanah et al., 2021 This plant is still grown in a limited area to date. This is because dragon fruit is still considered new and rare (Coker et al., 2018). The local market is not the only one who wants to taste Indonesia's dragon fruit, because the need is huge. Although there are great export opportunities, domestic production has not been able to meet this great need. In addition, the problem of an unstable investment climate and Indonesia's domestic situation makes it very difficult to meet market opportunities. However, the possibility of developing this type of crop is very large if considering the potential of large and fertile agricultural land (Febrianti et al., 2019).

Maslahah Theory

The Mashlahah theory was used in this study. According to the language, the word "maslahah" comes from the Arabic language and has been standardized into the Indonesian Language into the word "maslahah", which means to bring good or that brings benefits and rejects damage. According to the language, the word "maslahah" comes from the word "salaha", *yasluhu*, "salahan", which means something good, proper, and useful. (Fahlefi, 2016) However, some scholars have defined this term. According to Imam Al Ghazali, the principle is to "take advantage and reject harm in order to maintain the purpose of Sharia". According to Imam Al Ghazali, a mashlahah must be in line with the goals of sharia even if it is contrary to the purpose of man. This is because the fame that humans want is usually based on desire and lust rather than the actual purpose of the Shari'a.

Maslahah, according to Abdul Wahab Khallaf (Rosalina, 2020), is defined as an act in which the shari'a does not shari' the law to realize maslahah, and there is no evidence to show that the shari' recognizes or cancels the action. However, Muhammad Abu Zahra said that the definition of maslahah is all benefits that are in line with the purpose of shari'a in shari'a in shari'a (Islamic law) and there is no evidence to show that it is recognized. According to the above definition, although there are differences in redaction, there is a fundamental commonality: establishing laws in matters not found in the Qur'an or al-Sunnah for the benefit of man, based on the principle of attracting profits and preventing damage. In this case, Ushul Fiqh experts divide maslahah into three levels. (Wiranatakusuma et al., 2016) the benefits of Al-Maslahah ad-Dharuriyyat are related to the basic needs of human beings both in this world and the hereafter. This benefit is very important because failure in human life will cause damage, disasters, and damage to the structure of human life. The maintenance of religion, self, intellect, heredity, and wealth is part of that goodness. Al-Maslahah al-Hajiyat is a benefit that is needed by humans to perfect their main benefit and eliminate difficulties. Included in these benefits are all the provisions of the law that provide relief to people throughout their lives. One example is the ease of summarizing prayer (qashar) and breaking the fast for those who are travelers. The dhariyat and hajiyat are complemented and expanded with al-Maslahah al-Tahsinayat. Kindness and virtue of ethics are the purpose of this goodness (Fahlefi, 2016).

Agricultural Business Development Reviewed from the Mashlahah Side

A perspective known as "fame" in Islam can be used to analyze the development of farming businesses. The concept of mashlahah refers to the principles of public interest or public fame that are the basis for assessing whether an action or policy is good or bad (Reni et al., 2023). In farming, development that prioritizes mashlahah will increase the benefits of the community as a whole. Agriculture is considered one of the important parts of the Islamic economy that produces food and meets the needs of human life. Therefore, the principles of sustainable, productive, and well-known agriculture are recommended. The following are some principles and problems for the development of farming from the perspective of mashlahah. In other words (Rahayu, 2022) :

- 1) Community welfare: Carefully designed farming businesses must have the ability to improve the welfare of the local community. This can be achieved by creating jobs, improving farmers' livelihoods, and providing consumers with high-quality agricultural products.
- 2) Fairness in Transactions: The principles of Islamic economics emphasize how important fairness is when transacting economically. This includes fairness in agreements and sales contracts between dragon fruit farmers and other parties, such as traders or retailers, in the context of dragon fruit farming business. All transactions must be carried out honestly and without putting one party at a disadvantage.
- 3) Environmental sustainability: The development of sustainable farming must consider the sustainability of the environment and natural resources. This means implementing environmentally friendly agricultural practices, using organic fertilizers, controlling environmentally friendly pests, and making efforts to prevent contaminated land.

- 4) Food health and safety: The establishment of a farming business that pays attention to *mashlahah* must ensure that safe and high-quality food products are available to customers. This includes ensuring product quality, safe use of fertilizers, and the implementation of strict food safety standards.

By considering the above, the development of farming can be a tool to achieve the fame of the society as a whole in accordance with the principles of justice and balance taught in Islam. According to KBBI, sustainability is understood. For it signifies that a process in the end will produce presence or continuity in a situation, change it to a verb that describes action or a sustainable state. Continuity business is a continuity process good business that includes tactics for guard continuity company, development business, and growth, according to Handayani. Continuity is characterized by type consistency. Because everything contributes to continuity of life, power endurance, and age-long business. Tactics used based on the environment, business, or condition of the of the economy at this moment, as well as individuals and other people (Imaniah, 2016). A company must be sustainable in a financial sense to maintain operations and develop its business. That means the need for capital must be fulfilled. A bankruptcy or bankruptcy company signifies that He No. can continue the operation (Z. , 2017) In order to ensure the viability of their businesses, MSME actors need to possess sufficient financial literacy, which includes the capacity to plan and manage their money and make sound business decisions. Understanding financial concepts alone is not enough; one must also be able and ready to put them into practice. This can start with small to medium-sized enterprises (Ardila, Febriaty, & Astuti, 2021).

Supporting factors include continuity in business dimensions

Continuity business, where entrepreneurs can produce superior products for their clients and help ensure continuity business, is one of the pillars of successful business in the modern era. Apart from that, entrepreneurs own four assets: leadership, innovation, responsibility, and customer satisfaction (Mombang & Sule, 2017). MSME performance is influenced by a number of factors, including variables contextual, features business, and person (Indarti & Langenberg, 2004). Various problems of sustainability, including continuity dimensions economic, social, and environmental, are impacting sustainability and profitability in companies, industries, and small businesses. Following are a number of influencing elements of continuity business:

1. Maximizing prospects for existing companies available For expansion and success
2. Roles and responsibilities: a clear answer for member staff
3. Employees do work and obligations in a way that is effective.
4. Business actors routinely keep financial records.
5. Have a plan for the future.
6. Operate a campaign to increase sales with your own permission. Formal efforts that track cost material standards and costs incurred are needed.

Draft Sustainability in the Home Industry

For the base, more changes are strong through the development process. Power for humans and industrial homes must be established. Productive society, or valuable society, was

defined in the industrial era as a society in which people have a competent, disciplined, and very useful mentality and motives for family. The term "industry home," often known as "industry house stairs," refers to the category of business small family run. In terms of business small, as defined by Law No. 20 of 2008, business small is a company autonomous and profitable run by people or organizations that don't work as child companies or branch companies owned, controlled, or joined in a way direct or no direct with business intermediate or big. To fulfill the condition of business small as defined by Law . No. 20 of 2008, Republic of Indonesia Law, (Agreement Trading Uniform No. 20 of 2008 concerning Micro, Small, and Medium Enterprises; Jakarta: Sinar Graphics, 2009). Law No. 9 of 1995, which is related to business small amounts owned by Indonesian citizens, classifies company-related independent direct or no direct with business intermediate as industry House stairs, regardless of the confession of the law, because they are under the scope of business family.

The Concept of Welfare from the Perspective of the *Qur'an and Hadith*

According to Surah Hud verse 6 in the Qur'an, Allah Himself has promised the welfare of every servant and all living creatures.

وَمَا مِنْ دَابَّةٍ فِي الْأَرْضِ إِلَّا عَلَى اللَّهِ رِزْقُهَا وَيَعْلَمُ مُسْتَقَرَّهَا وَمُسْتَوْدَعَهَا كُلُّ فِي كِتَابٍ مُبِينٍ

It means: "And no one creature moves (animates) on earth, but everything Allah guarantees his sustenance; however, guarantee that no one is given for free without business, as described in Surah Ar Ra'd verse 11: "Indeed, Allah does not will change circumstances, something race before they try change circumstances themselves, they are alone". (Sodiq, 2015)

In perspective The *hadith* of the Prophet Muhammad said:

أَيُّ الْكَسْبِ أَطْيَبُ قَالَ عَمَلُ الرَّجُلِ بِيَدِهِ وَكُلُّ بَيْعٍ مَبْرُورٍ

It means " O Messenger of Allah, eyes livelihood what's the best ? " He said , " Job a man with his hand alone and every sell buy the mabrur. (HR. Ahmad 4: 141, Hasan Lighoirihi).

In terms of this, Islam is very good in matters of well-being; virtue in general is also frequent in Islamic law. This is a good reason why offenses such as gambling and drinking are prohibited. Islamic teachings contain the idea that a just and thriving society can be established through mutual collaboration.

Well-being in Islamic Perspective

For the community, welfare is the most important thing. A community's capacity to meet its basic needs is a good indicator of its well-being (Vinatra, 2023). Imam Ghazali stated: achievement of benefits. The maintenance of the goal of shariah (*maqashid shari'ah*) is fame. Man cannot experience inner peace and satisfaction until he achieves the true well-being of everyone on the planet by fulfilling his material and spiritual requirements. Al Ghazali explained the source of prosperity, namely the preservation of religion, soul, intelligence, lineage, and wealth, to achieve reputation (Imana, 2019). In this context, welfare (*maslahah*) refers to a person's achievement of a standard level of satisfaction of needs, which establishes a stable lifestyle while upholding the maqashid of sharia. The two aspects of economics are (*divine*) economics, which is founded on Godhead and directed towards Allah, namely the afterlife through the use of

means or procedures closely related to sharia rules, and (*insaniyah*), which seeks to uphold the welfare of the people (*maslahah*). Imam Al Ghazali described Falah as greatness, victory, and prosperity. According to Islamic economics, falah is the reason for human existence, as existence, as introduced by Islam. In essence, all living creatures desire prosperity, and to achieve this, people must be aware of the problems that surround them.

There are two types of falah in Islamic economics, for example:

1. *Falah* as a life goal. Since achieving success in one's profession is a goal shared by everyone, *falah* is one of the main goals of life.
2. *Maslahah* and *Falah* are closely related. *Falah* is the desire for prosperity, while *Maslahah* upholds the *shari'ah* goal of achieving reward.

RESEARCH METHOD

This research is a field research that is directly related to the research subject, namely dragon fruit farmers in Sei Sijenggi Village. A qualitative approach, involving the search for the right facts and the study of the situation and problems of society. Furthermore, SWOT analysis is used in the analysis. Dragon fruit farmers, also known as POKDARWIS (Tourism Awareness Group), will be the resource persons in this study. This data was collected through interviews and observations with informants in the field. The main data of this study was obtained through direct interviews with dragon fruit farmers in Sei Sijenggi Village, also known as POKDARWIS, or tourism awareness groups. Secondary data is collected by researchers either directly or through intermediary media. The data used in the research came from literature, journals, books, and other sources (Sinambela, 2021). One method of assessing a company's competitive position is a SWOT analysis, which stands for strengths, weaknesses, opportunities, and challenges. A SWOT matrix is a tool used in SWOT analysis to assess an organization and its environment. SWOT analysis is the first step in the matching stage in the framework of strategy formulation analysis. The research area is determined deliberately (purposive method). (Ramadhan, 2021) The researcher chose Sei Sijenggi Village as the location of the study because the majority of the population grows dragon fruit and has the potential to develop dragon fruit.

RESULTS AND DISCUSSION

The majority of people in Sei Sijenggi Village, especially in hamlet IV, are persistent dragon fruit farmers. They apply sustainable agricultural practices when cultivating rice fields and yard land. Every production process is carried out carefully and environmentally friendly. Producing dragon fruit plants not only creates jobs for the local community, but also makes more money through superior products produced by dragon fruit farmers.

The results of the author's research were obtained from interviews conducted with the Tourism Awareness Group (POKDARWIS) in January 2024 until it was completed. Questions asked to them include:

Mr. Misman explained the reason for planting dragon fruit plants, saying:

"I am interested in planting dragon fruit plants because I am confused about the land but I don't know what to plant. I originally thought about planting oil palm, but I didn't do it because of limited capital and land. In 2018, my friend, the late Mr. Ir. Suhardi, received dragon fruit seeds

from Java. After we planted and processed it, we found that planting dragon fruit only requires a large amount of initial capital".

Mr. Mismán explained that there is a farmer group in Sei Sijenggi village that:

"There is a farmer group in this village, we usually call it POKDARWIS (tourism awareness group), where farmers plant dragon fruit. We are only dragon fruit farmers in this group, and there are no movers or partners like cooperatives who help develop our business".

The development of dragon fruit farming has been in accordance with the mashlahah side review, according to Mr. Sariadi, who stated that:

"Of course, the development of our dragon fruit farming business has applied the theory of mashlahah (welfare), such as the creation of jobs for the community, and is known as a dragon fruit producing village in Serdang Bedagai Regency, which increases the economic income of the people of Sei Sijenggi Village".

The price of dragon fruit according to Mr. Tarman. He said that:

"The price of seasonal and non-seasonal dragon fruit ranges from Rp.10,000.00/kg in the dry season, while the price increases by Rp.3,000/kg in the non-seasonal season".

There are not too many obstacles faced by farmers, said Mr. Mismán:

"Planting dragon fruit requires considerable capital at first. One pole of dragon fruit requires Rp.100,000, and two seedlings cost Rp.30,000. After planting, the only obstacle is the fungus on the stem of the dragon fruit, which can be removed by using pesticides."

Partnerships between farmers, processors, and marketers are essential for maintaining farming and making an equitable contribution. The economic development of Sei Sijenggi Village is based on the principles of mashlahah (welfare), such as justice and maintaining the goals of shari'a to gain profits and prevent damage. For example, dragon fruit tourism awareness groups (POKDARWIS) can form cooperatives to work together in planting, caring for, and developing dragon fruit to prosper farmers, ensure fair profit sharing, and increase cooperation between farmers. In a situation like this, one can reach a mutual agreement to divide the profits and losses fairly.

In addition, there is a possibility that the dragon fruit tourism awareness group (POKDARWIS) in Sei Sijenggi Village will form mashlahah (welfare)-based agricultural training. In other words, routine agricultural training programs focus on sustainable farming methods and the use of modern technology, such as the use of night lights. This innovation is used as a heating technique to help dragon fruit plants grow and develop quickly, so that they can produce dragon fruit in times of non-season. If the dragon fruit is harvested out of season, the price will be higher than usual. This is what is called the theory of maslahah, where the benefits are greater than the losses.

The development of processed dragon fruit products is also an important part of this strategy. Producing processed products makes products more well-known outside, increases product added value, and collaboration can expand the market and increase profits. Processed dragon fruit products then create new jobs, especially for women or housewives who do not work. They can be involved in various phases of dragon fruit production, from the processing process of dragon fruit to the product marketing process.

Therefore, by using the theory and concept of Maslahah, the development of dragon fruit farming can help the people of Sei Sijenggi Village become better, get benefits, and reduce damage. Sustainable and inclusive economic development can be achieved through optimizing local economic potential through strong collaboration between farmers (POKDARWIS) and cooperative members. The principle of justice in Islamic economics allows parties involved in farming to share risks and benefits fairly.

SWOT Analysis

Analysis of Internal Factors

In the early stages, the model or strategy for the development of dragon fruit farming is evaluated through an analysis of internal factors. The results of the observation and analysis of dragon fruit farmer informants at the research site show the following:

Strength

1. Easy cultivation with little risk in accordance with the principle of mashlahah (goodness)
2. Potential of supporting natural resources
3. There is an increase in dragon fruit production
4. Good quality dragon fruit.

Debilitation

1. Large start-up capital
2. Farmers' knowledge of how to grow dragon fruit is still low
3. Lack of development capital
4. Equipment is still simple.

Analysis of External Factors

External factors that are opportunities and threats to the development of dragon fruit farming in the research site are identified through the analysis of external factors. These external factors are explained as follows:

Chance

1. Increasing market demand,
2. Potential of supporting natural resources,
3. Easy availability of production facilities
4. Availability of rice fields and yard.

Risk

1. Pest and disease attacks
2. Lack of supportive institutions/partnerships
3. Price competition
4. Market prices are easy for collectors to play with.

The dragon fruit farming business development strategy is carried out using the IFAS Matrix analysis, which analyzes internal strategic factors. These factors include pest and disease attacks, lack of support from institutions or collaborations, price competition, and market prices easily played by collectors. The results of the questionnaire data analysis show the informant's assessment of internal elements.

Table 1. IFAS Matrix

No	SWOT Analysis Factors	Weight	Rating	Score
Strength				
1	Easy cultivation and low risk	0.19	3.8	0.74
2	Potential natural resources	0.17	3.4	0.59
3	Increased dragon fruit production	0.17	3.4	0.59
4	Good quality dragon fruit	0.18	3.6	0.65
	Total	0.72		2.58
Weaknesses				
1	High initial capital	0.06	1.2	0.07
2	Low farmers knowledge on dragon fruit cultivation	0.05	1.0	0.05
3	Lack of development capital	0.07	1.7	0.12
4	Simple farming equipment	0.1	1.4	0.14
	Total	0.28		0.39
	Total Internal Factors	1		2.94

Source: Primary data (processed in 2024)

Table 1 shows that the number of strength factors is 2.58 and weakness factors are 0.39, which shows that the strength factor is more dominant than the weakness factor, so dragon fruit farming can develop.

Table 2. EFAS Matrix

No	SWOT Analysis Factors	Weight	Rating	Score
Opportunity				
1	Increasing market demand	0.17	3.2	0.54
2	Potential supporting natural resources	0.2	3.8	0.77
3	Easily obtainable production facilities	0.16	3.0	0.48
4	Availability of rice fields and home gardens	0.19	3.6	0.69
	Total	0.72		2.48
Threat				
1	Pest and disease attacks	0.1	1.8	0.17
2	Lack of supporting partnerships	0.06	1.2	0.07
3	Price competition	0.07	1.4	0.1
4	Market prices easily manipulated	0.05	1.0	0.05
	Total	0.28		0.38
	Total External Factors	1		2.86

Source: Primary data (processed in 2024)

Table 2 shows that the opportunity factor is 2.48. Meanwhile, the threat factor is 0.38. This shows that the opportunity outweighs the threat. The IFAS and EFAS matrix tables show that the most dominant IFAS factors are easy cultivation and low risk, which is in accordance with the theory of mashlahah. Dragon fruit cultivation in Sei Sijenggi Village is relatively easy, does not require special skills, and has low risk, which is an advantage for farmers. So, in accordance with the theory of mashlahah, it can improve their economy and welfare.

According to the EFAS table, the potential of supporting natural resources is a key component. This shows that suitable land for dragon fruit cultivation, including sufficient soil conditions, climate, and water sources, is available. Furthermore, production inputs such as seeds, organic fertilizers, and environmentally friendly organic pesticides are also available. Increasing the productivity and income of dragon fruit farmers in Sei Sijenggi Village can be achieved by optimizing the potential of natural resources.

Table 3. SWOT Analysis Matrix

		Power	Weaknesses
		EFAS	IFAS
2. Potential natural resources that support	2. Farmers' knowledge of dragon fruit cultivation is still low		
3. Increased dragon fruit production	3. lack of development capital		
4. Dragon fruit quality is good	4. Farming equipment is still simple		
Opportunities		S-O Strategy	W-O Strategy
1. Market Demand increases	2. Potentially promising market opportunities 3. Means of production are easily available 4. Availability of paddy fields and home gardens	1. Increase the productivity and production volume of dragon fruit in accordance with the principle of mashlahah by utilizing available land, potential natural resources, and easy and low-risk cultivation techniques.	1. Improve farmers' knowledge and skills through training and mentoring in effective dragon fruit cultivation.
		2. Develop new markets for dragon fruit products that provide benefits to the community by utilizing promising potential opportunities.	2. Accessing appropriate sources of financing to overcome constraints on start-up capital and business development
		3. Diversification of processed dragon fruit products that benefit the community to increase added value.	3. Invest in more modern cultivation equipment and technology to improve business efficiency.
		4. Build collaboration with partnerships with related parties with integrity to optimize sustainable farming business development.	4. Diversify processed dragon fruit products to increase added value and expand market opportunities.
Threat		S-T Strategy	W-T Strategy
1. Pest and disease attacks		1. Develop an integrated agricultural system that is environmentally friendly and in accordance with the principles of mashlahah	1. Access alternative sources of financing to overcome capital constraints.

2. lack of supporting institutions/partners hips	(goodness) to improve product competitiveness 2. Strengthen farmers' skills and knowledge to face price competition.	2. Improve farmers' knowledge and skills through training.
3. Price competition	3. Build strong partnerships and marketing networks to counter the threat of price competition and price games.	3. Develop more efficient farming technology and equipment.
4. Market prices are easily manipulated by collectors	4. Diversify processed dragon fruit products to increase competitiveness and reduce dependence on fresh fruit sales.	4. Build strategic partnerships to improve competitiveness and market access.

Table 3 shows internal and external factors (strengths, weaknesses, and threats) as well as opportunities and threats for the development of dragon fruit farming in Sei Sijenggi Village. Based on the assessment of IFAS and EFAS, a reduction in the number of strengths and weaknesses is needed to determine the development of dragon fruit farming.

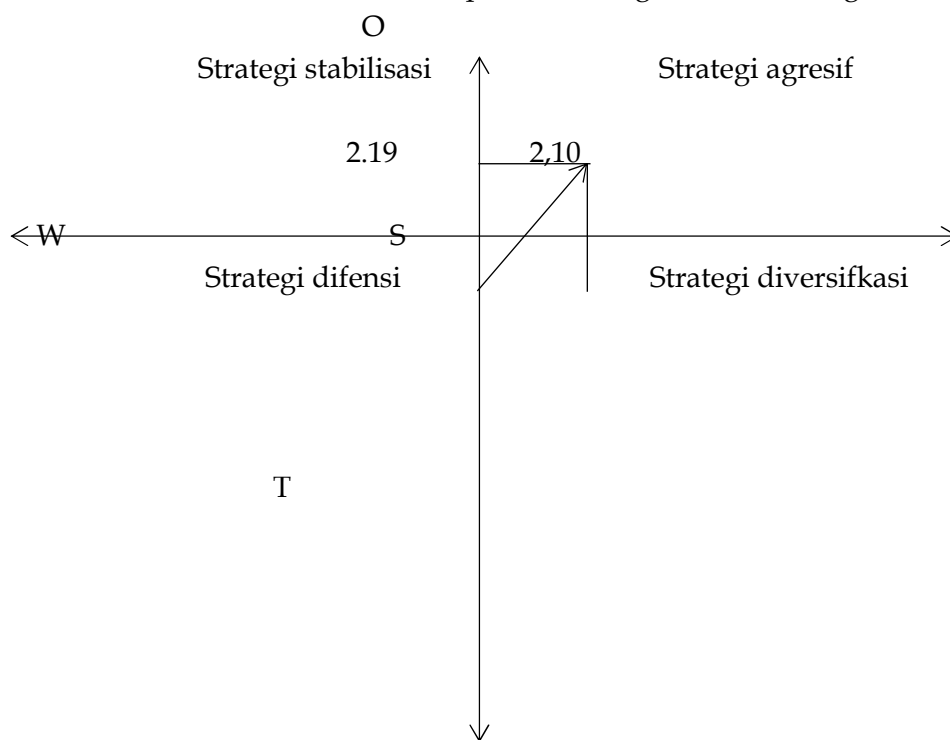


Figure 1. Diagram SWOT

In the SWOT chart, the results of data analysis show coordinates 2.19 – 2.10 with an aggressive strategy that shows a very favorable situation in quadrant 1. Farmers have the ability and opportunity to take advantage of opportunities to increase their income. In such a situation,

policies aimed at growth must be supported aggressively. In Sei Sijenggi Village, the development of dragon fruit has strengths and opportunities that support each other.

CONCLUSIONS

The results show that the IFAS matrix has a dominant score of 0.74 for the strength factor (Strength), which means that cultivation is easy and has little risk according to the mashlahah theory. Meanwhile, the EFAS matrix has a dominant score of 0.77 for the opportunity factor (Weaknesses), which means that natural resources can help. Furthermore, the IFAS matrix value is 2.94 and the EFAS value is 2.86. Since the strength score is greater than the weakness and the opportunity score is greater than the threat, this situation shows that it is still in a strategic position. The S-O (Strength-Opportunity) strategy is the main strategy that can be used to develop dragon fruit farming in Sei Sijenggi Village from the perspective of mashlahah. This strategy includes four strategies that aim to increase the productivity and volume of dragon fruit production, in accordance with the principle of mashlahah, by utilizing available land, the potential of supporting natural resources, and easy and low-risk cultivation techniques. Meeting the ever-increasing and sustainable market demand is the goal. Then build a new market for dragon fruit products that are beneficial to the community by taking advantage of promising opportunities. The goal is to expand market reach and increase sales responsibly. Furthermore, developing processed dragon fruit products that are beneficial to the community to increase added value. The goal is to create new superior products that can increase farmers' income and provide benefits to the community. The last is to build cooperation and partnerships with related parties with integrity to achieve the most optimal sustainable development of farming. The goal is to get support and synergy from various stakeholders in line with the principles of mashlahah. Aggressive strategies have the potential to gain greater profits, increase profitability, create jobs, improve the local economy, and improve the welfare of Sei Sijenggi Village farmers. Therefore, an aggressive strategy is a strategy that helps farming businesses take advantage of existing strengths and opportunities to grow and develop.

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