The purpose of this research is to identify strength, weakness, opportunity, and threat of mud fish development in Gumukmas village, and to arrange the strategy of mud fish development in Gumukmas village. The type of this research is description research. This research has been done in Gumukmas village, the district of Pagelaran, Pringsewu regency. The population of the research was mud fisherman in Gumukmas village. The research analyses was External Factor Evaluation analyze, Internal Factor Evaluation analyze, and continued by SWOT analyze.

The result of this research showed that (1) there are seven strengths factor of mud fish development in Gumukmas village, those are experience, skill, marketing, technology, management, education, and price, (2) there are four weaknesses factor, those are price stability, budgeting, profit, and diseases, (3) there are eight opportunities factor of mud fish development in Gumukmas village, those are weather, the economic condition of the people, resident increasing, culture, market absorbing, transportation, weaving and tools, and also economics condition, (4) there are four threats factor of mud fish development in Gumukmas village, those are government, competition, new developer entrance, and substitution products, (5) based on Internal – External matrix known that the position of mud fish development in Gumukmas village, the district of Pagelaran, Pringsewu regency is on the middle of external factor and average position of internal factor, (6) there are fourteen strategies that able to be used on mud fish development in Gumukmas village.

Key words: business development, mud fish development, SWOT analyzes.