

**THE STRATEGY OF DEVELOPMENT
MAIN HIGHLAND VEGETABLE COMMODITIES
AT AGROPOLITAN WAY TENONG OF WEST LAMPUNG REGENCY**

ABSTRACT

This study aim to formulate strategy for develop main highland vegetable commodities at Agropolitan Way Tenong of West Lmapung Regency. Specific purposed on this study were : (1) analyzing farm income some higland vegetables at Way Tenong agropolitan of West Lampung Regency, (2) analyzing the institutional system of marketing that supports the development of highland vegetables. Formulation of development strategy of highland vegetable commodities using the SWOT method. Strategy derived from the SWOT analysis resulted in eight priority development strategy of main higland vegetable commodities featured in Way Tenong agropolitan area. Decision making is done by using analytical hierarchy (AHP) analysis.

The result showed that from the analysis of farm income in three types of main highland vegetable commodities i.e cabbage, tommatoes and carrots showed that the value of R/C ratio of three commodities have more than one value. Descriptive analysis of institutional marketing of higland vegetable commodities still showed that farmers are placed in the position of price taker. Strategies derived from the SWOT analysis and continued with AHP analysis produced some strategic priorities.

The result of the analysis hierarchy process (AHP) resulted in the decision that land is main criteria to be considered for the purposed of development of highland vegetable commodities at Way Tenong agropolitan area. The first priority of selected alternative strategy is the institutional strenghtening of farmers and farmers group trough partnership and training.

Keywords : Development strategy, farm income, R/C., institutional marketing, SWOT. AHP