

***Hydroponic Agribusiness Development Strategy at the Bondowoso Hydroponic Farmers Association (Astanik)***

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***ABSTRACT***

*This study aims to formulate a strategy for developing hydroponic businesses at the Bondowoso Regency Hydroponic Farmers Association (ASTANIK) in response to the increasing demand for healthy vegetables and the limited availability of conventional agricultural land. The methods used are SWOT analysis to identify internal and external factors of the business, and the Analytical Hierarchy Process (AHP) to determine the most appropriate priority strategy. The analysis results indicate that ASTANIK has strengths such as high sales volume, ease of cultivation, business legality, good harvest quality, and land efficiency. Major weaknesses include a shortage of skilled labor, high initial investment costs, inadequate financial record-keeping, relatively high product prices, and low marketing activity. Available opportunities include changes in consumer patterns, customer loyalty, high demand, raw material availability, and technological advancements. Challenges faced include extreme weather, rising production input costs, pest attacks, business competition, and lower prices for conventional products. The priority strategy identified is to enhance online and offline marketing activities, followed by training for partner farmers and strengthening partnerships. This study provides strategic recommendations for ASTANIK and stakeholders to optimize the potential of hydroponics as a sustainable agricultural solution in areas with limited land availability.*

**Keywords:** *hydroponics, ASTANIK, SWOT, AHP, development strategy, Bondowoso*