

***Application of Multi-Criteria Policy (Multipol) Based on Sustainability  
Attributes in Determining Structured Strategy for Cayenne Chili Commodity  
Development in Ponorogo Regency***

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**ABSTRACT**

*Cayenne chili is one of the horticultural crops that have an important role in increasing Indonesian state income. There are several factors that affect the harvested area of cayenne pepper to be volatile so that it affects farmers in the cayenne chili commodity business. This study aims to analyze sustainability and design a strategy for developing cayenne chili agribusiness in Ponorogo Regency. The method used is Multi Dimensional Scaling (MDS) to analyze on 5 dimensions (ecological dimensions, economic dimensions, social dimensions, technological dimensions and institutional dimensions) and Multi-criteria Policy (Multipol) to determine development strategies using scenarios, policies, criteria. and action. The results of the analysis show that the chili pepper commodity agribusiness in Ponorogo Regency is categorized as "fairly sustainable" with a sustainability index value of 56.08. This means that cayenne chili has the potential to be developed in the future. As for the analysis of the strategy for developing cayenne chili agribusiness in Ponorogo Regency, it can be developed by looking at the policy paths on the demand side/needs of farmers, namely 1) Development of product promotion, 2) Development of agricultural protection, and 3) Development of agricultural agribusiness. While the supply side/government programs are 1) Development of plant protection, 2) Development of food crops and organic horticulture, and 3) Development of hatcheries/nursery.*

*Keywords: Cayenne chili, MDS, Multipol, Ponorogo District*