

**DEVELOPMENT STRATEGY OF SWEET POTATO FOOD
DIVERSIFICATION TOWARDS PROCESSED
AGROINDUSTRY IN BANYUWANGI REGENCY**

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ABSTRACT

This study aims to determine internal and external factors, formulate and determine alternative strategies and determine strategic priorities that can be carried out in developing sweet potato food diversification towards processed agroindustry in Banyuwangi Regency. The analysis used is SWOT (Strength, Weakness, Opportunities, Threats) and AHP (Analytical Hierarchy Process) analysis. Respondents used in this study include: Department of agriculture, agricultural extension, farmer group association, sweet potato farmer and sweet potato entrepreneurs. Based on SWOT analysis followed by AHP analysis, alternative strategies were obtained, with the following strategy priority order: (1) increasing the variety of processed sweet potato products by continuing to innovate, (2) growing partnerships in marketing and utilizing information technology for online and offline marketing, carry out promotions, (3) create products that have characteristics and follow consumer tastes, (4) take advantage of government support for the promotion of sweet potato processed products at various levels, (5) utilize government policies to obtain capital, receive training to increase knowledge in production and product diversity of PIRT permit processing and (6) strengthening and improving group institutional management so that interest in the development of processed product can be increased

Keywords: *Agroindustry, AHP, Diversification, Sweet Potato, SWOT*