

## ABSTRACT

ASRIYATI.105961102716. The Prospect of Clove Plant Development in Lembang Gantarangkeke Village, Tompobulu District, Bantaeng Regency, Supervised by Hj NAILAH HUSAIN and SITTI ARWATI.

This study aims to determine the internal factors (strengths and weaknesses) and external factors (opportunities and threats) of clove farming in Lembang Gantarangkeke Village, Tompobulu District, Bantaeng Regency.

The determination of informants in this study was carried out deliberately. The informants in this study consisted of 13 clove farmers, 1 head of agricultural extension and 1 person from the agricultural office. The data analysis used was IFAS, EFAS, Position Matrix, SWOT

The results showed that the factors of strength (a very strategic location in clove cultivation, suitable soil conditions for clove crops, farmers have experience in cultivating cloves, the spirit of mutual cooperation of farmers is still very high) and weakness factors (when the price can decrease, Low marketing channels, Lack of involvement of extension agents) External factors include opportunity factors (high clove prices, climate suitable for clove plant development prospects, government support), and threat factors (the emergence of competition at any time, weather conditions are not sufficient, supportive , pests and diseases).

Keywords: Strategy, Clove Plant.