ABSTRACT

This study aims to determine the feasibility level of bird's eye chili farming and to formulate policy strategies for the development of bird's eye chili agribusiness in Tolangohula District, Gorontalo Regency. The research was conducted from May to July 2026 using a mixed-methods approach (quantitative and qualitative). The research sample consisted of 63 bird's eye chili farmers, while the AHP analysis involved eight expert respondents. Data were collected through observation, interviews, questionnaires, and documentation. Business feasibility analysis was performed using the Revenue-Cost Ratio (R/C Ratio), Benefit-Cost Ratio (B/C Ratio), and Break-Even Point (BEP), while development strategies were analyzed using SWOT and the Analytical Hierarchy Process (AHP). The results indicate that the total production cost for bird's eye chili farming was IDR 799,719,812, and total revenue was IDR 8,895,350,000. An R/C Ratio of 11.12 and a B/C Ratio of 10.12 indicate that bird's eye chili farming is feasible based on these indicators. The SWOT analysis results show that the Strengths-Opportunities (SO) strategy obtained the highest score (3.715), making the aggressive strategy the primary alternative for bird's eye chili agribusiness development. Furthermore, the AHP results indicate that partnerships are the top priority with a weight of 0.489365 (48.94%), followed by capital access at 0.219173 (21.92%), marketing at 0.159367 (15.94%), and extension services at 0.132095 (13.21%). Consequently, the development of bird's eye chili agribusiness should focus on strengthening partnerships—supported by access to capital, improved marketing, and extension services—to ensure the business develops sustainably.

Keywords: *Bird's eye chili, farming feasibility, development strategy, SWOT, AHP.*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui tingkat kelayakan usahatani cabai rawit serta merumuskan strategi kebijakan pengembangan agribisnis cabai rawit di Kecamatan Tolangohula, Kabupaten Gorontalo. Penelitian dilaksanakan pada Mei–Juli 2026 dengan menggunakan pendekatan kuantitatif dan kualitatif (*mixed methods*). Sampel penelitian terdiri atas 63 petani cabai rawit, sedangkan analisis AHP melibatkan delapan responden ahli. Data dikumpulkan melalui observasi, wawancara, kuesioner, dan dokumentasi. Analisis kelayakan usaha dilakukan menggunakan *Revenue Cost Ratio* (R/C Ratio), *Benefit Cost Ratio* (B/C Ratio), dan *Break Even Point* (BEP), sedangkan strategi pengembangan dianalisis menggunakan SWOT dan *Analytical Hierarchy Process* (AHP). Hasil penelitian menunjukkan bahwa total biaya produksi usahatani cabai rawit sebesar Rp799.719.812 dan total penerimaan sebesar Rp8.895.350.000. Nilai R/C Ratio sebesar 11,12 dan B/C Ratio sebesar 10,12 menunjukkan bahwa usahatani cabai rawit layak untuk diusahakan berdasarkan indikator tersebut. Hasil analisis SWOT menunjukkan bahwa strategi *Strengths–Opportunities* (SO) memperoleh skor tertinggi sebesar 3,715, sehingga strategi agresif menjadi alternatif utama dalam pengembangan agribisnis cabai rawit. Selanjutnya, hasil AHP menunjukkan bahwa kemitraan merupakan prioritas utama dengan bobot 0,489365 (48,94%), diikuti permodalan sebesar 0,219173 (21,92%), pemasaran sebesar 0,159367 (15,94%), dan penyuluhan sebesar 0,132095 (13,21%). Dengan demikian, pengembangan agribisnis cabai rawit perlu diarahkan pada penguatan kemitraan, didukung akses permodalan, peningkatan pemasaran, dan penyuluhan agar usaha dapat berkembang secara berkelanjutan.

Kata kunci: Cabai Rawit, Kelayakan Usahatani, Strategi Pengembangan, SWOT, AHP.