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# The Income Analysis and Development Strategy of Durian Farming

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## *Abstract*

*The purpose of this study was analyzing durian arming, formulated the strategy to develop durian farming, and knowing the problems also the alternative solution to develop durian farming in Jambu district Semarang Regency . The data analysis method in this research uses income analysis and Analytical Hierarchy Process (AHP). The type of data used are primary data and secondary data, primary data obtained from observations, interviews and questionnaires, while secondary data are obtained from the Central Statistics Agency (BPS) and the Department of Agriculture. The results showed that the income of durian farming in Jambu District was still profitable, namely Rp. 25,714,063 with an R / C Ratio of 3.86 which showed that durian farming in Jambu District was profitable. The results of the AHP analysis showed that the first development strategies were aspects of cultivation (51%), marketing (21.3%), production factors (16.4%), post-harvest (6%), and institutional humidity (5.1%).*

***Keywords: Durian Farming, Income Analysis, Analytical Hierarchy Process***

## Abstrak

Tujuan penelitian ini adalah menganalisis pendapatan usahatani durian, memformulasikan strategi pengembangan usahatani durian, dan mengetahui hambatan serta solusi alternative pengembangan usahatani durian di Kecamatan Jambu Kabupaten Semarang. Metode analisis data dalam penelitian ini menggunakan analisis pendapatan dan Analytical Hierarchy Process (AHP). Jenis data yang digunakan adalah data primer dan data sekunder, data primer di dapatkan dari observasi, wawancara dan kuesioner, sedangkan data sekunder didapat dari Badan Pusat Statistik (BPS) dan Dinas Pertanian. Hasil penelitian menunjukkan bahwa pendapatan usahatani durian di Kecamatan Jambu masih menguntungkan yaitu sebesar Rp 25.714.063 dengan R/C Ratio 3.85 yang menunjukan usahatani durian di Kecamatan Jambu menguntungkan. Hasil analisis AHP menunjukan prioritas strategi pengembangan yang pertama adalah aspek budidaya (51%), pemasaran (21.3%), faktor produksi (16.4%), pasca panen (6%), dan kelembagaan (5.1%).

**Kata Kunci: Usaha tani Durian, Analisis Pendapatan, AHP**

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## INTRODUCTION

Indonesia is a country whose majority of people work and depend on the agricultural sector. In addition to being a contributor to the agricultural sector, employment is also a contributor to the country's foreign exchange. The agricultural sector is one of the sectors that are the mainstay of Indonesian society to meet basic needs. (Setiawan & Prajanti, 2011).

The agricultural sector consists of several subsectors, namely the subsector of food crops, horticulture, plantations, and livestock. One agricultural commodity that has a high potential is horticultural fruit commodity.

Horticultural commodities are very prospective agricultural commodities for Indonesia because they are considered good to fill the needs of the domestic and international markets. Horticulture has a large market demand and high economic value. This can be seen from BPS on the Analysis of Export Commodities 2012-2018, that horticultural commodities in recent years tend to increase, but their contribution is still low for the agricultural sector. Therefore, the Department of Agriculture focuses on 10 national leading commodities. These 10 national superior commodities consist of five groups of fruit horticulture and five groups of vegetable horticulture. The ten commodities are mangoes, mangosteen, oranges, bananas, durian, potatoes, shallots, chillies, chrysanthemums, and orchids (Agricultural Research and Development Agency, 2014).

One of the superior fruit of horticulture that has high interest because of its distinctive taste is the Durian fruit (Lestari, Fitmawati, & Wahibah, 2011). Durian or known as the king of fruits is a typical fruit in Southeast Asia, and is widely available in Indonesia. The geographical location and tropical season in Indonesia are very suitable with the conditions for growing durian fruit, which is a tropical fruit. Based on the average production of durian fruits in Indonesia, the province that produces the most durian in Indonesia is East Java with a production yield of 201,833 tons, Central Java Province with an average production of 87,902 tons, and North Sumatra with 73,059 tons (The Central Statistic, 2018).

Central Java Province is one of the provinces contributing high durian production in Indonesia. Besides having a high production in Central Java Province also has a high price of durian fruit. The price of durian fruit in Central Java has the highest price per kilogram compared to other superior fruits. Based on data from the Department of Agriculture and Plantation of Central Java Province related to the price of main fruit crops, the price of fruit per kilogram of durian fruit in 2017 has increased from the previous year. In addition, prices per other fruit commodities such as mangoes, bananas, and zalacca have increased except for pineapple which has decreased in 2017. The high selling price of durian fruit is very profitable to be developed and improved in the business sector.

The high amount of durian production in Central Java is also due to the high amount of durian production also in the Regency/City. Regencies/Cities that contributed the highest durian production to the Central Java region during 2013-2017 were Wonosobo Regency, Pekalongan Regency, and Semarang Regency. According to Table 1. Wonosobo Regency is the largest contributor of durian fruit in Central Java with a total production of 218,325 ku followed by Pekalongan Regency with a

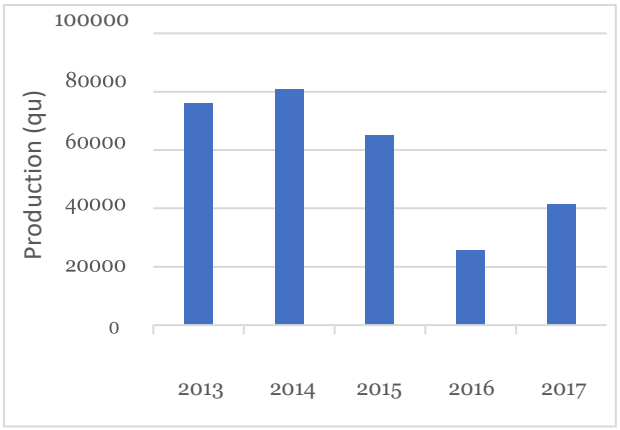
total production of 75,018, Semarang Regency with a total production of 57,814 ku, Batang and Klaten with 40,725 and 33,763 production respectively. In addition to high production yields, Central Java Province also has many durian trees. The suitable geographical location makes durian trees grow well. The numerous hills and mountains in the Central Java region also affect durian tree growth. Durian trees grow a lot at an altitude of 400-600 meters above sea level or around the foot of mountains.

**Table 1.** The average production of Durian Regency/City in Central Java Province in 2013-2017

| Regency/City | Production | Tree |
|---|---|---|
| Wonosobo | 218.325 | 160.320 |
| Pekalongan | 75.018 | 90.132 |
| Semarang | 57.814 | 76.930 |
| Batang | 40.725 | 48.298 |
| Klaten | 33.763 | 45.165 |

Source : The Central Statistic Agency for Central Java Province 2018

Based on table 1. The number of trees that produced the most was Wonosobo District with 160,320 trees, Semarang District with 90,132 trees, Pekalongan District with 76,930 trees, then Batang and Klaten District with 48,298 trees and 45,165 trees respectively. The table shows that the number of trees in Semarang Regency is higher than in Pekalongan Regency. However, in the amount of durian production, Pekalongan Regency has more production than Semarang Regency. One of the Regencies that develops durian as a national flagship commodity is Semarang Regency with a central location in Jambu District. Semarang Regency is a fairly central area in Central Java and is adjacent to Semarang City which is quite densely populated. This is a potential market for Semarang Regency in developing durian in Central Java.

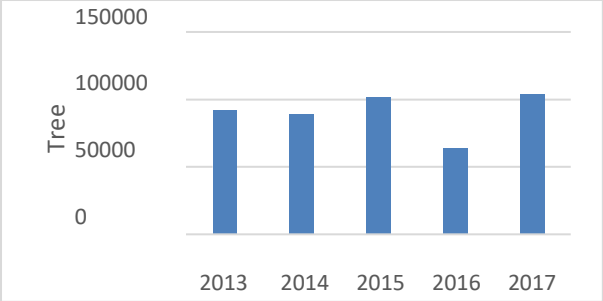



**Picture 1.** Durian Production in Semarang Regency in 2013-2017
Source : The Central Statistic Agency for Central Java Province 2018

Based on Picture 1. shows the production of durian in Semarang Regency is volatile. The highest amount of productivity was shown in 2014 with a total of 81,045 qu. However, in 2015 and 2016 the productivity of Durian fruit always decreased to 65,330 qu and 25,410 qu although in 2017 the productivity of Durian fruit increased to 41,241 qu.

The development of durian fruit in the last five years tends to decrease. The decrease in the number of durian production in 2015-2016 can be caused by the long dry season so that durian flowers that will become durian fruit easily fall out. Whereas in 2017 is the peak of the dry season. In addition to the loss of durian flowers, the dry season can lead to dry and dead trees. However, the number of trees

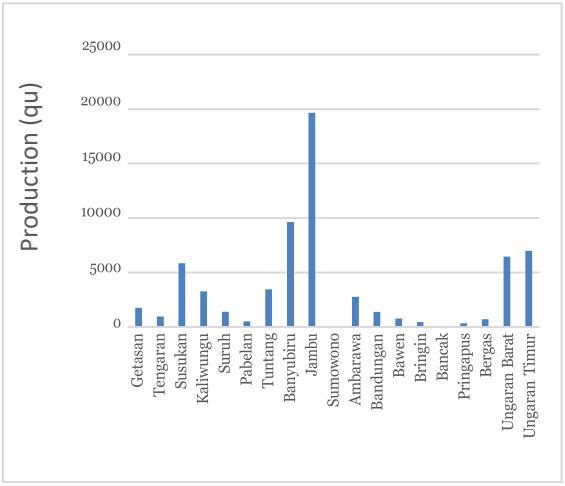
that produce in Semarang Regency is still quite large, this can be seen in Picture 2. which shows Semarang Regency is one of the Regencies/Cities that has a large number of active durian trees.




**Picture 2.** Number of Durian Trees in Semarang Regency in 2013-2017
Source : The Central Statistic Agency for Central Java Province 2018

According to Picture 2. shows the number of durian trees from 2013-2017 is fluctuating. In 2016 durian trees decreased by 38,280 trees from the previous year. The number of active durian trees that experienced a decline made production in 2016 also decreased. Whereas in 2017 durian trees increased by 40,506 more trees than in 2016. In 2017 the number of durian trees was more than in the last 5 years. However, in terms of productivity the amount of durian in 2017 is still less than in 2013, 2014 and 2015.

High and low durian production in Semarang Regency, also caused by depending on the high and low durian production per district. Based on durian production in Semarang Regency, Jambu District is the largest contributor. This can be seen in Picture 3, Based on the picture 3. The most producing durian production districts are Jambu District, Banyubiru District and Ungaran Timur District. Jambu District is the most durian-producing district in Semarang Regency from 2013-2017 with an average production of 19,652 qu. The producers of high durian fruit in Semarang Regency besides Jambu District are Banyubiru District and Ungaran Timur District with production of 9,585 ku and 6,962 qu respectively.

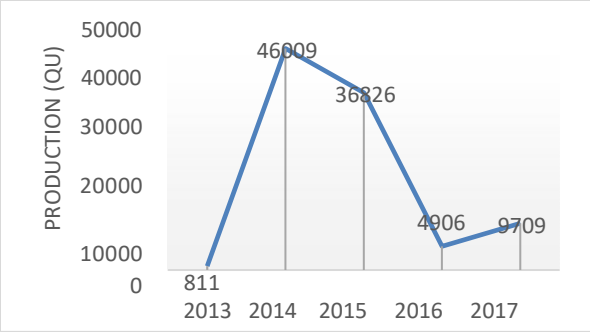



**Picture 3.** Average Durian Production in Semarang Regency in 2013-2017
Source : The Central Statistic Agency of Semarang Regency

Jambu District is the location of the Semarang Regency center in developing durian. The location of Jambu Subdistrict which is close to Temanggung Regency and Mount Kelir makes durian trees often found, especially in the area of 400-600 meters above sea level in the Jambu District area. In addition, along the road District Jambu there are stalls durian traders.

Agriculture in Jambu District is very dependent on income by growing Durian, Avocado and Coffee. Although, the number of Jambu subdistricts production is among the most from other subdistricts, but the number of Jambu sub-district production in the last two years is relatively small. Poor durian

production can have an impact on the income of durian farmers. That is because the number of durian fruit produced by Jambu District in the last two years is not as much as in 2014 and 2015 and the amount of production is far enough.




**Picture 4.** Durian Production of Jambu District in 2013-2017 (qu)
Source : The Central Statistic Agency of Semarang Regency

Based on picture 4. production of durian Jambu District in 2014 and 2015 accounted for more than 50% of durian production in Semarang Regency. However, in 2016 and 2017 the amount of durian production in Jambu District is relatively small and only accounts for around 15% and 18% of durian production in Semarang Regency.

The low durian production in the last two years needs to be improved, therefore efforts are needed to increase durian production in Jambu District. Besides farming income needs to be measured and analyzed to determine the level of income by calculating income (Pd) and R/C ratio. The development of existing durian potential in Jambu District also needs to be improved. In its development it is necessary to determine the right strategy to increase durian farming activities and farm income in Jambu District. Departing from various problems and efforts to increase the income of durian farming in Jambu District, the authors propose research on Income Analysis and Development strategies for durian farming in Jambu District.

Based on this background, the purpose of the study is to analyze the income of durian farming, formulate a strategy to develop durian farming, and identify obstacles and alternative solutions for developing durian farming in Jambu District, Semarang Regency.

## RESEARCH METHODS

This type of research used in this research is quantitative descriptive and qualitative descriptive research. Quantitative descriptive research in this study was used to analyze the results. Data obtained from the results of interviews which are then calculated and systematically described. The purpose of this study is to provide a systematic picture of income and development strategies for durian farming in Jambu District.

According to Moleong (2014) Qualitative research is more emphasized on the process of inductive inference, meaning that data is collected, analyzed and abstracted and theories will emerge as dynamics as relationships between phenomena observed using scientific logic. This qualitative research is used to get a deeper discussion of the problem. For this reason, the qualitative method used is observation, interview and documentation.

This research uses primary data and secondary data. Primary data for analyzing farm income and policy formulation in the Analytical Hierarchy Process (AHP)

obtained from farmers and keypersons from agencies and actors directly related to the development of Durian farming in Jambu District. Meanwhile, secondary data in this study uses or is obtained from the Central Statistics Agency, and other agencies in the form of durian productivity data, and other supporting data.

The locus of research is the location where this research was conducted. The location used as a place in this study is in the Brongkol Village, Jambu District. Brongkol Village was chosen as a place of research because Brongkol Village has more farming and production numbers than other villages in Jambu District. Also, the Brongkol Village is suitable for this study.

The population in this study was the perpetrators of durian farming in Jambu District. The population is the whole object of research (Arikunto, 2006). Population is not only people but also objects and nature. The sample is part of the number of characteristics possessed by the population (Sugiyono, 2016). Determination the sample of income analysis in this study uses a purposive sampling technique.

According to Arikunto (2006) explains that purposive sampling is done by taking subjects not based on strata, random, or regions but based on the existence of certain objectives. Based on Sugiyono (2016) Purposive sampling is a sampling technique with certain considerations. The purposive sampling method is also used in determining farm development strategies, data retrieval will be addressed to Keypersons. The keypersons chosen for the AHP sample are as follows: Department of Agriculture, Agricultural Extension Center, Head of Farmer Groups, Wholesalers, and Academics.

Based on the research of Oktaviana (2016) someone is said to cultivate durian if it has been cultivated for a minimum of 10 years, if farmers plant durian from the beginning of the nursery, arguing that durian trees have a planting period up to 8-10 years of harvest. This is in accordance with the opinion (Wijayanto, 2006) that the first durian flower appears at the age of ± 8 years. The minimum number of ownership of durian trees is 10 trees. With a minimum ownership of 10 trees, it can be shown that the respondent really worked on durian as his livelihood.

Based on the opinion above, the determination of the sample used in the analysis of the income of durian farming is durian farming perpetrators, Jambu District, Semarang Regency. The sample in this study was durian farmers who had the following characteristics: 1) Respondents selected were durian farmers who had at least 10 durian trees and cultivated durian fruit for 10 years. Because durian trees have the first flower ± 8 years. 2) Respondents are still actively cultivating durian and making durian farming as their main job.

Farm income is obtained from the total product multiplied by the selling price at the farm level. The total amount represents the results of sales of products sold as well as sales of byproducts. Farming costs or expenses are the total value of using farming production facilities and others that might be obtained by buying, renting, and paying workers.

Based on the sampling criteria and based on the recommendations of the BPP and the head of the durian farmer group, the author obtained 8 samples of durian

farmers. This study uses the income analysis method and Analytical Hierarchy Process (AHP). Farming income is the difference between revenue and all costs (Soekartawi, 2016), which is written systematically as follows:

$$Pd = TR - TC \quad \text{.....(1)}$$

Information:

Pd : Income of durian farming
TR : Total Revenue
TC : Total Cost

R/C is an abbreviation of Return Cost Ratio, or known as the comparison between revenue and costs. Mathematically, the R/C Ratio can be written as follows (Soekartawi, 2016) :

$$a = \frac{R}{C}$$

$$R = Py.Y$$

$$C = FC+VC$$

$$a = \frac{(Py.Y)}{(FC+VC)} \quad \text{.....(2)}$$

Information :

R : Revenue
C : Cost
Py : Output Cost
Y : Output
FC : Fixed Cost
VC : Variable Cost

FC is usually interpreted as a cost incurred on a farm whose value does not depend on the size of the output obtained. FC in this study such as taxes, agricultural equipment, land rent, and machinery. VC (inaccurate costs) that is the costs incurred in farming whose size is influenced by the acquisition of output. For example labor and production facilities.

Calculation of the results of the R/C ratio is said to be unprofitable or not loss if R/C = 1, said to be loss if the calculation of R/C <1 and said to be profitable if R/C> 1. In this study, the R/C analysis method is used to find out whether the durian farming in Jambu District suffered losses, profitable or not unprofitable.

Then Analytical Hierarchy Process (AHP) to find out which program needs to take precedence in the development of durian farming in Jambu District. In this study there are 5 criteria and 15 alternative programs. The five criteria are aspects of production factors, aspects of cultivation, aspects of post-harvest, marketing aspects, and institutional aspects. Several alternative programs in developing durian farming in Jambu District: Program Investment in providing factors of production; Program Provision of agricultural production facilities on time; Program Factor subsidies; Program Farmer assistance for applying modern durian cultivation technology; Program Enhancing the knowledge and skills of true durian culture; Program Extension of durian land revitalization and superior seedlings assistance; Program Counseling to increase awareness of farmers to conduct proper post-harvest handling and treatment of diseases of durian plants; Program Provide post-harvest technology assistance; Program Post-harvest counseling in the classification, packaging, storage and transportation of durian fruit to maintain good durian conditions; Program Form partnerships with large traders; Program Establish partnership with the private sector directly;

Program Providing counseling and guidance for farmers to conduct marketing independently; Program Coaching courses for farmers who experience obstacles in agricultural activities; Program Counseling and cooperation with institutions in other regions to strengthen farmer institutions; Program Formulate a definitive plan for farmer groups and carry out activities based on efficiency.

## RESULT AND DISCUSSION

The results of the analysis of durian farm income in Jambu District, further discussion and analysis are as follows: Based on the results of the study, the selling price of durian in Jambu District at the time of the study was quite low at Rp12,000 per kilogram. For labor, the farm owner uses a wholesale system by paying Rp2000.00 per piece for binding and fruit maintenance. The average farm receipts amounted to Rp34,710,000 with an average total cost of Rp8,995,938 to obtain an average durian farm income of Rp 25,714,063 per one harvest.

The low production in Jambu Subdistrict in the last two years caused by factors of production such as unfavorable weather and less optimal management make the income received by farmers to decrease even though the income of farmers in the last year is still profitable. This is in accordance with the theory of income where an increase in production will increase the income of farmers. Meanwhile, to determine the priority strategy for farming development using AHP tools. The development strategy itself means that all activities that are within the scope of the company, including the allocation of resources owned by the company. Strategy is one of the tools to achieve goals. Based on Chandler in his book (Rangkuti, 2009). Strategy is an analysis tool regarding the company's goals in relation to long-term goals, follow-up programs and priority allocation of resources.

**Table 2.** The results of the analysis of income analysis data

| No | Explanation | Average(Rp) | Presentation |
|---|---|---|---|
| 1 | A. Revenue | 34.710.000 | |
| 2 | B. Farming Cost | | |
| | 1. Field (tax) | 59.625 | 0,66% |
| | 2. Labor | 3.857.250 | 42,88% |
| | 3. fertilizer | 3.560.000 | 39,57% |
| | 4. Insecticide | 578.500 | 6,43% |
| | 5. Equipment | | |
| | Raffia String | 139.563 | 1,55% |
| | Bamboo | 267.000 | 2,97% |
| | Bufeer strings | 534.000 | 5,94% |
| 3 | C. Total Cost Farming | 8.995.938 | 100,00% |
| 4 | D. Income of Farming | 25.714.063 | |
| 5 | E. R/C Ratio | 3.86 | |

Source : primary data processed, 2019

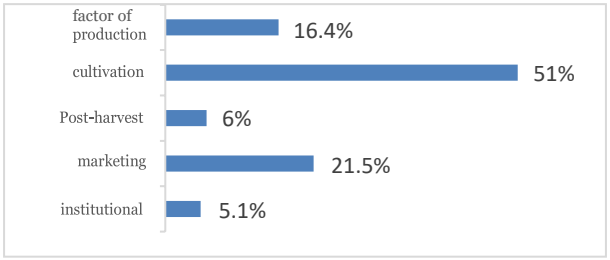
Based on table 2. obtained data on average revenue, costs incurred, income and R/C Ratio value. Regarding durian prices, durian prices are based on data according to Jambu District BPP Rp12,000.00 per kilogram. Based on Pearce & Robinson (1997) strategy is defined as a large-scale, future-oriented manager's plan to interact with the competitive environment to achieve company goals. Although the plan does not precisely specify all future uses of human, financial and material resources, it provides for managerial decisions. The strategy reflects the company's awareness of how, when, what and where it

must compete, against whom, and what purpose. Based on the achievement of development goals, the objectives of durian farming in Jambu District expect an increase in durian farming income, therefore there are five main strategies that need to be carried out in order to develop durian farming, namely the development of cultivation, development of production factors, marketing development, post-harvest development and development institutional. Development of five main strategies for optimal farming development.

Determination of the variables used as criteria and alternatives in the AHP analysis using previous research that is modified based on the state of the object of research. according to Oelviani (2013) who uses five criteria, namely the aspects of procurement and distribution of inputs, cultivation, post-harvest, marketing, and institutional. After that, to ascertain the criteria and determine further alternatives, the authors made preliminary observations with several keypersons such as the Chair of the farmer group, large traders, and BPP.

Based on picture 5. It can be seen that the criteria that prioritized the most in developing durian farming in Semarang Regency was cultivation development with a percentage of 51%. Then the second priority criterion is marketing with a percentage of 21.5%, the third priority criterion is a production factor with a percentage of 16.4%, the fourth priority criterion is post-harvest with a percentage of 6%, and the fifth priority criterion is institutional with a percentage value of 5.1%. The calculation result of Analytical Hierarchy Process (AHP) with expert choice 11.0 can obtain an inconsistency ratio of 0.08 which means that the answers given by keypersons are consistent.

Based on calculations from the analytical hierarchy process (AHP) of all durian farming development criteria in Jambu District, Semarang Regency with an expert choice 11.0 program, obtained as follows:



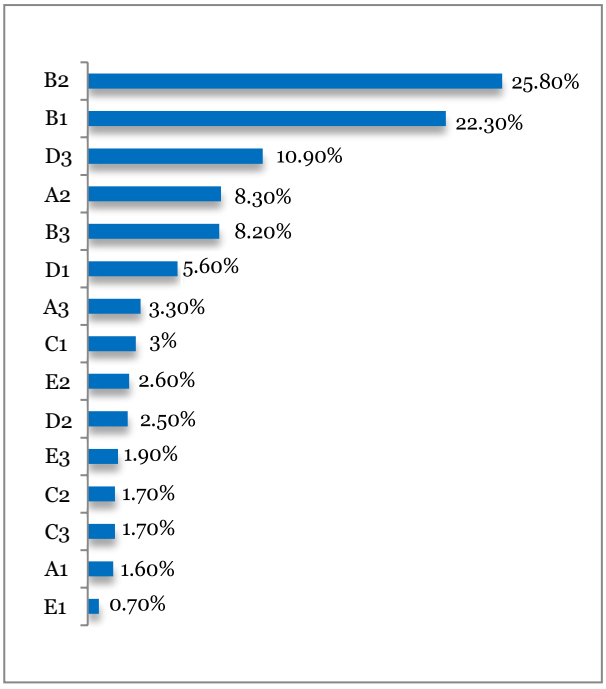

**Picture 5.** AHP Data Process All Criteria
Source : primary data processed, 2019

Based on the analysis of the results of AHP data in picture 5. the criterion that becomes the main priority is the cultivation criteria. The criteria for cultivation become the main priority because with good cultivation criteria, farmers can produce higher quality and quantity of products. That is because the durian farming process in Jambu District is still traditional and there are still some farmers who do not use standard, good and right cultivation.

According to Soesilowati & Prajanti (2015), found that the quantity, quality, and availability of Indonesia's superior fruits is uncertain because production depends on climate and plants are cultivated in small individuals. Improved aspects of cultivation are an important factor in the challenges of climate and traditional cultivation.

Based on picture 6. Analytical Hierarchy Process (AHP) calculation on Expert Choice 11.0 shows that the alternative prioritized in

developing durian farming in Semarang Regency is to increase knowledge of good and correct durian cultivation skills with a percentage of 25.8%. The second alternative alternative is to assist farmers to apply modern durian cultivation technology with a percentage of 22.3%. The third alternative priority is counseling and guidance to farmers to do independent scaling with a percentage of 10.9%. The fourth alternative priority is the provision of agricultural production facilities on time with a percentage of 8.3%. Meanwhile, development priorities based on alternatives used can be seen as follows:




**Picture 6.** Alternative Overall AHP Data Process

Source : primary data processed, 2019

Information:

B2 : Increased knowledge of correct cultivation skills

B1 : Farmer assistance for applying modern durian cultivation technology

D3 : Counseling and guidance to farmers to do independent marketing

A2 : Provision of agricultural production facilities on time

B3 : Extension training for durian land revitalization and superior seedlings assistance

D1 : Form a partnership with large traders

A3 : Production factor subsidies

C1 : Counseling to increase awareness of farmers to conduct appropriate post-harvest handling and treatment of durian plant diseases

E2 : Counseling and cooperation with other regional institutions for institutional strengthening

D2 : Establishment of partnership with the private sector

E3 : Formulate a definitive plan for farmer groups and carry out activities based on efficiency

C2 : Provide post-harvest technology assistance

C3 : Post harvest counseling in the classification, packaging, storage and transportation of durian

A1 : Investment in providing factors of production

E1 : Fostering farmer courses that experience obstacles in agricultural activities

Furthermore, the fifth alternative priority is extension of land revitalization and assistance of superior seeds with a percentage of 8.2%. Then the sixth alternative priority is the formation of partnerships with large traders with a percentage value of 5.6%. The seventh alternative priority is factor production subsidies with a percentage of

3.3%. The eighth alternative priority is counseling to increase awareness of farmers to conduct proper post-harvest handling and treatment of durian plant diseases by a percentage of 3%. The ninth alternative priority is counseling and collaboration with other institutions for institutional strengthening with a percentage of 2.6%. Then the tenth alternative priority is the formation of partnerships with the private sector which has a percentage of 2.5%.

Then the eleventh alternative priority is the preparation of a definitive plan for farmer groups and carrying out activities based on efficiency with a percentage of 1.9%. The twelfth alternative priority is to provide post-harvest technology assistance with a percentage of 1.70%. The thirteenth alternative priority is post-harvest counseling in the classification, packaging, storage, and transportation of durian with a percentage of 1.7%. The fourteenth alternative priority is investment in providing a factor of production with a percentage of 1.6%. Then the fifteenth alternative priority is the formation of farm courses that experience constraints in agricultural activities with a weighting value of 0.7%.

The priority prioritized in developing durian farming in Semarang Regency is to increase knowledge of good and correct durian cultivation skills. According to research according to Prajanti (2015), that farmers who carry out traditional production and hereditary tend to let the orchards grow themselves so that some farmers are not able to produce quality fruit. The seriousness, handling and skills of farming are very important in supporting the quality and quantity of fruit.

## CONCLUSION

Based on the descriptions that have been disclosed in the discussion, several conclusions can be drawn, namely : Based on research Analysis of durian farm income in the District of Jambu, Semarang, shows that farm receipts are Rp34,710,000/year and production costs are Rp8,995,938/years so that the income of durian farming in Jambu District, Semarang Regency is Rp25,714,063/year. For the calculation of R/C ratio of farming in Jambu Subdistrict, Semarang Regency is 3.8584, which shows that durian farming in Jambu Subdistrict is profitable and feasible to be continued because the R/C ratio is> 1.

Based on the results of the Analytical Hierarchy Process (AHP) calculation, it shows that the most prioritized criteria in the durian farming development strategy in Jambu District is the cultivation criteria with a weight value of 0.51 or 51%, this is consistent with the results in the field that durian farmers need standard cultivation methods or according to the correct rules of cultivation and more modern cultivation in cultivating durian. The second criterion is marketing criteria with a weight value of 0.215 or 21.5%, the third criterion is the aspect of production factors with a weight value of 0.164 or 16.4%., then the fourth is the post-harvest aspect with a weight value of 0.06 or 6% and the fifth is the institutional aspect with a value of 0.051 or 5.1%.

As for the alternative that is prioritized is the increase in knowledge of the correct durian cultivation skills with a

percentage of 25.8%. Factors that hinder the strategy of developing durian farming in the District of Jambu, Semarang Regency include factors in the fields of production, cultivation, post-harvest, marketing and institutional, this is the same as the five aspects of the AHP criteria. The most inhibiting factor in the development of farming is the aspect of cultivation. Therefore, the solution that can be done is to first improve the cultivation system in accordance with the priorities of the development strategy.

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