ABSTRACT

**Hardiman Arif (D1A1 12 025). “Strategy Analysis of Ornamental Crop Farming in Kali Kadia Park Kendari City”. Under guidance of Lukman Yunus as a supervisor I and La Ode Alwi as a supervisor II**

This study aims to identify and analyze the internal environmental factors and external environmental factors of ornamental plant farming in the city of Kendari Park and formulate the most appropriate and important strategy for the development of ornamental plant farming in the Park of the City of Kendari. The population in this study were 28 ornamental plants business in the Park of Kadia, the sampling method was carried out by the census method because it had a relatively small population. namely all entrepreneurs (farming owners) ornamental plants in the research area.

Based on the results of the SWOT analysis of ornamental crop farming in the Kali Kadia Park, Kendari City has the power that can be used on certain strategies and utilizes the right opportunities and simultaneously minimizes or avoids existing weaknesses and threats. This position greatly benefits the company by improving conditions above the average capability, so that the farming of ornamental plants in the Kali Kadia Park in Kendari City can control existing competitors and fairly strong competitors.

*Keywords*: Development Strategy of Farming, Ornamental Plants