

## ABSTRACT

This research aims at revealing the difference between the income of *Salak Pondoh* farmers and the income of *Salak Nglumut* farmers, and to analyze the external (opportunity and threat) and the internal factor (weakness and strength) in developing *Salak Nglumut* in Magelang Regency.

The method used in this research is a quantitative one. The sample was determined using the technique of purposive sampling. The districts of Srumbung and Salam were determined to be the district sample of this research. The data were collected by means of interview to 60 respondents consisting of 1) Policy makers in Magelang Regency; 2) farmers cultivating *Salak Nglumut*; 3) farmers cultivating *Salak Pondoh*; 4) *salak* consumers.

The result of a t-test shows that the income of *Salak Pondoh* farmers is lower than the income of *Salak Nglumut* farmers. The result of SWOT analysis is in quadrant 1 position. It means that *Salak Nglumut* is in a profitable position as it has higher opportunity and strength. In this condition *Salak Nglumut* farmers should apply aggressive Growth Oriented Strategy.

The recommended growth strategy in developing *Salak Nglumut* is using appropriate location for tourism, marketing salak in provincial roads, developing special market for *salak* close to tourism objects, increasing funding aids for *salak* farmers, developing infrastructure to agrotourism *Salak Nglumut*, develops home industry *salak*, that more longer resistant and practically.

**Key Words :** SWOT (Strength, Weakness, Opportunity and Threat).