

ABSTRACT

Uniting two business sectors into one is an activity carried out by Durian Krajan. The hybrid of agriculture and tourism can also be referred to as agrotourism. This activity is one of the business efforts taken by Durian Krajan. In carrying out its business in the agricultural sector, Durian Krajan grows durian fruit with three varieties, namely, musang king, bawor, and super tembaga with a total of 700 trees on an area of 5 hectares in the Gunung Pati area, Semarang City. In carrying out business development in the tourism sector, Durian Krajan rents land for camping ground.

The purpose of this report is to determine the future business steps that will be taken by Durian Krajan and make this report as a reference for the company in evaluating its performance. The business plan carried out is divided into several viewpoints, namely production aspects, market and marketing aspects, human resources aspects, operational aspects, legal aspects, financial aspects, and social and economic aspects. The report indicates from these various aspects are implemented into reports using descriptive qualitative methods.

The results of the research that has been carried out show that the implementation that has been carried out by Durian Krajan has positive results and promising business potential. The results of this study imply several potentials that companies can consider in developing their business.