

## **ABSTRACT**

*CV Sentrautama consulindo is a private company engaged in the field of Consulting Services based in Semarang. CV. Centrautama consulindo was established in 2015 with the Company Establishment Deed No. 29 dated June 29, 2015. CV. Sentrautama Consulindo is involved in several national development activities in 2021, namely profiling, social, technical and institutional (PSETK) activities in Banyumas district. The activity was carried out in the sub-districts of Ajibarang, Purwokerto and Jatilawang. There are still many irrigation channels that are less than optimal, resulting in a lack of water supply for agricultural land. Therefore, it is necessary to optimize irrigation areas so that agricultural land can get sufficient water and get maximum yields. In optimizing irrigation, it is necessary to make the right decisions so that the results obtained are effective. One of the appropriate methods in making decisions is the Analytical Hierarchy Process (AHP) method to determine the profile that has the most influence on irrigation optimization. Based on the results of the analysis of the socio-economic profile, it is the profile that has the most influence on the optimization of irrigation in the Ajibarang area.*

**Keywords:** *CV. Centautama Consulindo, PSETK, Analytical Hierarchy Process*