

## **ABSTRACT**

The purpose of the study on the preparation of the PSETK (Socio-Economic Engineering Profile and Institutional) Jatilawang Regional Irrigation Area is for obtain accurate and actual data and information as input in the planning process of the WUA organizational empowerment program towards improving the performance of participatory irrigation management in the Jatilawang DI Irrigation Area (Irigasi Area) based on the potential of local resources. The Jatilawang Irrigation Area is in the administrative area of Banyumas Regency which includes Rawalo Wangon and Lumbir sub-districts. The method used is descriptive research which is a case study and field study (case study and field study). In this study, questionnaires were also distributed to 32 D.I (irrigation areas) covering 6 Lumbir villages, 5 Rawalo villages and 5 Wangon villages. To analyze the important aspects of the strengths, weaknesses, opportunities, and threats in a company, this study conducted a SWOT analysis. The results of the SWOT analysis observations from the internal side of the Jatilawang Irrigation Area (DI) strength are greater than its weaknesses, while from the external side the opportunities are greater than the threats, so the appropriate strategy is the SO strategy, namely using a strategy that takes advantage of existing opportunities by utilizing strengths which are owned. The main focus in developing the S-O strategy at D.I Jatilawang is resources and institutions. If the two components can be optimized, a good management and development strategy of Jatilawang D.I will be obtained.

Keywords: PSETK, *SWOT Analysis*