

Desain Pengembangan Komoditas Unggulan Spesifik Pada Kawasan Transmigrasi Muara Takung-Kamang Baru Kabupaten Sijunjung, Sumatera Barat

Design for the Development of Specific Superior Commodities in the Muara Takung-Kamang Baru Transmigration Area, Sijunjung Regency, West Sumatera

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis potensi, tantangan, dan merumuskan strategi pengembangan komoditas unggulan spesifik, yaitu Kelapa Sawit, di kawasan Transmigrasi Muara Takung - Kamang Baru, Kabupaten Sijunjung, guna mendukung pengembangan ekonomi desa dan penguatan ketahanan pangan. Metode pelaksanaan yang digunakan meliputi analisis keunggulan komparatif sektoral menggunakan *Location Quotient/LQ* dan *Shift Share*, analisis kelayakan usaha menggunakan *Benefit/Cost Ratio*, analisis rantai pasok menggunakan model *Supply Chain Operations Reference (SCOR)*, dan *Analytic Hierarchy Process (AHP)* untuk mengambil sebuah keputusan. Hasil penelitian menunjukkan bahwa Sektor pertanian, kehutanan, dan perikanan merupakan sektor unggulan komparatif di Sijunjung, dan kelapa sawit memiliki kelayakan usaha tertinggi (B/C Ratio 1.41) serta potensi sebagai motor ekonomi desa. Titik kritis dalam rantai pasok sawit terletak pada keterbatasan infrastruktur logistik seperti infrastruktur jalan dan transportasi yang belum optimal sehingga menyebabkan rendahnya *reliability* dan *responsiveness*, serta skala usaha petani yang kecil, yang membatasi *economies of scale*. Kesimpulan dari kegiatan ini adalah perlunya mengadopsi strategi agresif (Kuadran I SWOT) yang menekankan pada pembangunan fasilitas pengolahan lokal seperti hilirisasi CPO menjadi RBDPO dan Minyak Goreng dan perbaikan infrastruktur jalan utama untuk meningkatkan efisiensi dan nilai tambah, sekaligus memperkuat kelembagaan petani melalui koperasi dan peningkatan kapasitas sumber daya manusia.

Kata kunci: hilirisasi, kelapa sawit, rantai pasok, SCOR, transmigrasi

ABSTRACT

The research aims to analyze the potential, challenges, and formulate strategies for developing the specific superior commodity, namely Oil Palm, in the Muara Takung - Kamang Baru Transmigration area, Sijunjung Regency, to support village economic development and strengthen family food security. The implementation methods used included a sectoral comparative advantage analysis using the *Location Quotient/LQ* and *Shift Share* methods, a business feasibility analysis using the *Benefit/Cost Ratio*, supply chain analysis using the *Supply Chain Operations Reference (SCOR)* model and *Analytic Hierarchy Process (AHP)* for decision making. The results indicate that the Agriculture, Forestry, and Fisheries Sector is a comparative advantage sector in Sijunjung, and Oil Palm has the highest business feasibility (B/C Ratio 1.41) and the potential to be the village's economic engine. Critical points in the oil palm supply chain lie in the limited logistics infrastructure, such as suboptimal road and transport infrastructure, which results in low reliability and responsiveness, as well as the small scale of farmers' businesses, which limits economies of scale. The conclusion from this activity is the necessity of adopting an aggressive strategy (SWOT Quadrant I) that emphasizes the construction of local processing facilities, such as the downstreaming of CPO into RBDPO and Cooking Oil, and the improvement of main road infrastructure to enhance efficiency and added value, while simultaneously strengthening farmer institutions through cooperatives and improving human resource capacity.

Keywords: downstreaming, oil palm, SCOR, supply chain, transmigration