

# **Desain Pengembangan Komoditas Unggulan Spesifik di Kawasan Transmigrasi Cahaya Baru, Kabupaten Barito Kuala, Kalimantan Selatan**

## **Development Design for Specific Leading Commodities in the Cahaya Baru Transmigration Area, Barito Kuala Regency, South Kalimantan**

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### **ABSTRAK**

Kajian ini dilaksanakan untuk mengidentifikasi komoditas unggulan spesifik kawasan yang memiliki potensi ekonomi tinggi di wilayah transmigrasi Cahaya Baru sebagai dasar pengembangan ekosistem bisnis lokal. Penelitian ini bertujuan merancang model ekosistem bisnis yang terintegrasi dari hulu ke hilir berbasis potensi sumber daya lokal dan kebutuhan pasar, serta memperkuat kapasitas kelembagaan ekonomi masyarakat, termasuk kelompok tani, BUMDes, dan UMKM, agar mampu menjalankan fungsi produksi, distribusi, dan pengolahan secara efektif. Selain itu, kajian ini mendorong peningkatan nilai tambah produk unggulan melalui inovasi dan teknologi tepat guna, serta membangun jejaring kemitraan multipihak, serta mendorong pertumbuhan ekonomi inklusif sejalan dengan SDGs poin 8 dan agenda pembangunan nasional Asta Cita. Metode yang digunakan mengombinasikan data primer dan sekunder melalui pendekatan komprehensif. Data primer dikumpulkan melalui Focus Group Discussion (FGD), wawancara mendalam, dan observasi lapangan yang melibatkan unsur pemerintah daerah, petani, pelaku usaha, praktisi, dan akademisi, sehingga menghasilkan gambaran empiris yang objektif. Data sekunder dihimpun melalui studi literatur, dokumen resmi, statistik daerah, pemetaan spasial, dan uji laboratorium produk untuk memperkuat analisis dan validitas temuan. Hasil kajian menunjukkan bahwa Kawasan Transmigrasi Cahaya Baru memiliki struktur wilayah strategis dengan luas pengembangan 60.426 hektar yang terbagi ke dalam enam Satuan Kawasan Pengembangan (SKP). Kondisi geografis dan potensi sumber daya yang tersedia menjadi landasan penting dalam pengembangan komoditas unggulan serta perancangan ekosistem bisnis kawasan secara terintegrasi.

Kata kunci: cahaya baru, ekosistem bisnis, kawasan transmigrasi, komoditas unggulan

### **ABSTRACT**

This research was conducted to identify specific leading commodities with high economic potential in the Cahaya Baru transmigration area as a basis for developing the local business ecosystem. This research aims to design an integrated business ecosystem model from upstream to downstream based on local resource potential and market needs, as well as to strengthen the economic institutional capacity of the community, including farmer groups, village-owned enterprises (BUMDes), and MSMEs, so that they are able to carry out production, distribution, and processing functions effectively. In addition, this study encourages increasing the added value of leading products through innovation and appropriate technology, as well as building multi-stakeholder partnerships and promoting inclusive economic growth in line with SDG point 8 and the Asta Cita national development agenda. The method used combines primary and secondary data through a comprehensive approach. Primary data was collected through Focus Group Discussions (FGDs), in-depth interviews, and field observations involving local government officials, farmers, business actors, practitioners, and academics, thereby producing an objective empirical picture. Secondary data was collected through literature studies, official documents, regional statistics, spatial mapping, and product laboratory tests to strengthen the analysis and validity of the findings. The results of the study show that the Cahaya Baru Transmigration Area has a strategic regional structure with a development area of 60,426 hectares divided into six Development Area Units (SKP). The geographical conditions and available resource potential are important foundations for the development of leading commodities and the design of an integrated regional business ecosystem.

Keywords: business ecosystem, cahaya baru, leading commodities, transmigration area