

Desain Pengembangan Komoditas Unggulan Pada Kawasan Transmigrasi Pulau Morotai, Kabupaten Morotai, Provinsi Maluku Utara

(Development Design of Leading Commodities in the Transmigration Area of Morotai Island, Morotai Regency, North Maluku Province)

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ABSTRAK

Pulau Morotai merupakan salah satu kawasan transmigrasi prioritas nasional yang memiliki potensi ekonomi berbasis sumber daya alam, namun belum sepenuhnya termanfaatkan secara optimal. Penelitian ini bertujuan untuk menyusun desain pengembangan komoditas unggulan daerah tertentu melalui pendekatan analitis, partisipatif, dan berbasis bukti. Metode yang digunakan meliputi pengumpulan data primer melalui survei, wawancara, dan Focus Group Discussion (FGD), serta data sekunder melalui dokumen kebijakan dan publikasi resmi. Analisis dilakukan menggunakan Location Quotient (LQ), Analytical Hierarchy Process (AHP), analisis rantai nilai, dan Business Model Canvas (BMC). Hasil penelitian menunjukkan bahwa sektor pertanian, perkebunan, dan perikanan merupakan sektor basis yang menopang perekonomian daerah. Dari hasil analisis LQ dan AHP, diperoleh tiga komoditas yang teridentifikasi sebagai prioritas pengembangan, yaitu cabai keriting sebagai unggulan hortikultura, kelapa sebagai komoditas perkebunan, dan tuna sebagai komoditas perikanan strategis. Ketiga komoditas tersebut memiliki prospek pasar yang tinggi, namun menghadapi tantangan berupa keterbatasan teknologi, rantai pasok yang belum optimal, minimnya pengolahan pascapanen, serta lemahnya kelembagaan ekonomi masyarakat. Desain pengembangan yang dihasilkan mencakup model ekosistem bisnis terintegrasi berbasis kemitraan multipihak dengan strategi hilirisasi, digitalisasi rantai pasok, dan pemberdayaan kelembagaan lokal. Hasil akhir penelitian ini memberikan arah strategi untuk pengembangan kawasan transmigrasi berbasis potensi lokal yang adaptif, berkelanjutan, dan mampu mendorong pertumbuhan ekonomi wilayah.

Kata kunci: analisis multi-kriteria, analisis basis ekonomi, ekosistem bisnis, kawasan transmigrasi, komoditas unggulan, Pulau Morotai, rantai nilai

ABSTRACT

Morotai Island is one of Indonesia's prioritized transmigration areas with significant natural resource potential that has not yet been optimally utilized. This study aims to develop a strategic design for leading commodity development based on local potential through analytical and participatory approaches. Primary data were obtained through surveys, in-depth interviews, and Focus Group Discussions (FGDs), supported by secondary data from official reports and regional publications. The analysis employed Location Quotient (LQ), Analytical Hierarchy Process (AHP), value chain analysis, and Business Model Canvas (BMC). The findings indicate that agriculture, plantation, and fisheries are the region's dominant economic sectors. Based on combined LQ and AHP results, three commodities were identified as development priorities: curly chili pepper, coconut, and tuna fish, each demonstrating strong potential in terms of production capacity, market orientation, and downstream processing opportunities. Challenges encountered in the development process include limited adoption of cultivation technology, inefficient supply chains, insufficient post-harvest handling, and weak local economic institutions. The resulting development model proposes an integrated business ecosystem framework through product down streaming, institutional strengthening, supply chain optimization, and multi-stakeholder collaboration supported by digital-based market access. The study contributes strategic direction for future policy formulation and program implementation to accelerate sustainable, locally driven economic development in Morotai's transmigration areas.

Keywords: business ecosystem, economic base analysis, leading commodities, Morotai Island, multi-criteria analysis, transmigration area, value chain