

Menelusuri Potensi Ekonomi Tinanggea: Pemetaan Komoditas Unggulan Berbasis Wilayah

(Exploring The Economic Potential Of Tinanggea: Mapping Of Leading Commodities Based On Region)

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ABSTRAK

Kawasan Transmigrasi Tinanggea di Kabupaten Konawe Selatan memiliki potensi ekonomi yang kuat berbasis komoditas kelapa, yang menjadi sumber penghidupan utama bagi rumah tangga transmigran. Kegiatan ini bertujuan mengidentifikasi komoditas unggulan, menganalisis ekosistem bisnis dan rantai nilai, mengidentifikasi hambatan pengembangan daya saing, serta merumuskan peluang hilirisasi dan penguatan kelembagaan lokal. Data dikumpulkan melalui survei, FGD, wawancara mendalam, dan observasi lapang, kemudian dianalisis menggunakan AHP, SWOT, rantai nilai, dan Business Model Canvas. Hasil analisis menunjukkan bahwa kelapa merupakan komoditas unggulan utama berdasarkan luas lahan, kontribusi ekonomi, serta skor prioritas tertinggi pada AHP. Namun, sistem usaha kelapa masih menghadapi tantangan struktural berupa tanaman tua, akses pupuk terbatas, infrastruktur jalan rusak, teknologi pengolahan tradisional, dan posisi tawar petani yang lemah. Kondisi ini membatasi nilai tambah karena masyarakat masih menjual kelapa dalam bentuk mentah atau kopra dengan mutu tidak stabil. Analisis BMC dan SWOT pada petani, pedagang, dan pengolah menunjukkan peluang peningkatan nilai tambah yang signifikan melalui pengolahan arang putih, cocofiber, dan cocopeat, terutama dengan ketersediaan alat pengolahan sederhana hingga menengah. Temuan lapang juga menunjukkan adanya minat offtaker terhadap sabut kelapa serta peluang pasar arang putih yang bernilai ekonomi tinggi. Strategi prioritas AHP menekankan pentingnya akses pembiayaan, penguatan koperasi, peningkatan kapasitas SDM, modernisasi teknologi hilirisasi, dan perluasan akses pasar. Secara keseluruhan, pengembangan hilirisasi kelapa di Kawasan Transmigrasi Tinanggea berpotensi meningkatkan pendapatan masyarakat secara signifikan apabila dilakukan melalui replanting, penguatan kelembagaan koperasi, perbaikan infrastruktur logistik, teknologi pengolahan tepat guna, dan kemitraan industri yang berkelanjutan.

Kata kunci: hilirisasi kelapa, kelembagaan ekonomi, nilai tambah

ABSTRACT

The Tinanggea Transmigration Area in South Konawe Regency has strong economic potential based on coconut, which is the primary source of livelihood for transmigrant households. This activity aims to identify superior commodities, analyze the business ecosystem and value chain, identify barriers to competitiveness development, and formulate opportunities for downstreaming and strengthening local institutions. Data were collected through surveys, FGDs, in-depth interviews, and field observations, then analyzed using AHP, SWOT, value chain analysis, and Business Model Canvas. The analysis results indicate that coconut is the main superior commodity based on land area, economic contribution, and the highest priority score on the AHP. However, the coconut business system still faces structural challenges such as old plants, limited access to fertilizer, damaged road infrastructure, traditional processing technology, and weak bargaining power of farmers. These conditions limit added value because communities still sell raw coconuts or copra of unstable quality. BMC and SWOT analysis of farmers, traders, and processors indicate opportunities for significant value-added increases through the processing of white charcoal, cocofiber, and cocopeat, especially with the availability of simple to medium-sized processing equipment. Field findings also indicate offtaker interest in coconut fiber and the high-value white charcoal market opportunity. The AHP's priority strategies emphasize the importance of access to financing, strengthening cooperatives, increasing human resource capacity, modernizing downstream technology, and expanding market access. Overall, developing downstream coconut processing in the Tinanggea Transmigration Area has the potential to significantly increase community incomes through replanting, strengthening cooperative institutions, improving logistics infrastructure, developing appropriate processing technology, and developing sustainable industrial partnerships.

Keywords: added value, coconut downstreaming, economic institutions