

Pengembangan Ekosistem Bisnis Kawasan Melalui Inovasi Hilirisasi Komoditas Unggulan Lokal di Kawasan Transmigrasi Subah

(Development of the Regional Business Ecosystem Through Downstream Innovation of Local Superior Commodities in the Subah Transmigration Area)

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ABSTRAK

Kawasan Transmigrasi Subah merupakan salah satu kawasan transmigrasi di Kabupaten Sambas, Kalimantan Barat, memiliki luas area 75.274 hektar yang didominasi lahan pertanian dan perkebunan. Potensi komoditas unggulan pada sektor pertanian dan perkebunan perlu dikembangkan agar meningkatkan perekonomian masyarakat serta keberlanjutan ekosistem bisnis. Riset rekomendasi potensi pengembangan ekosistem bisnis komoditas unggulan lokal melalui program Ekspedisi Patriot Kementerian Transmigrasi bekerjasama dengan IPB University di Kawasan Transmigrasi dilakukan sebagai upaya dalam mendorong potensi tersebut. Kegiatan Tim Ekspedisi Patriot Output 2 dilakukan selama 4 bulan dari Agustus hingga Desember 2025 dengan tujuan memetakan potensi, rekomendasi skema hilirisasi, serta pemetaan peluang investasi dalam pengembangan ekosistem bisnis komoditas unggulan lokal. Skema riset pengembangan ekosistem bisnis berbasis komoditas ini dilakukan beberapa tahap yaitu observasi lapang, wawancara, *Focus Group Discussion* (FGD), serta rekomendasi berbasis data. Berdasarkan hasil observasi lapang serta pengolahan data primer menggunakan metode *Analytical Hierarchy Process* (AHP) dan analisis usaha tani didapatkan bahwa komoditas unggulan lokal di kawasan yaitu komoditas kelapa sawit, pinang, dan padi. Serangkaian forum diskusi bersama penduduk setempat dan para *stakeholders* dilakukan untuk memvalidasi komoditas unggulan lokal yang hasilnya dirumuskan ke dalam penyusunan matriks SWOT, BMC, analisis rantai pasok, serta uji spesifikasi produk komoditas unggulan. Rekomendasi skema yang telah dirancang kemudian dilakukan validasi kembali melalui kegiatan FGD agar skema hilirisasi relevan untuk diaplikasikan di kawasan.

Kata kunci: ekspedisi patriot, kawasan transmigrasi Subah, komoditas unggulan

ABSTRACT

The Subah Transmigration Area is one of the transmigration regions in Sambas Regency, West Kalimantan, covering an area of 75,274 hectares dominated by agricultural and plantation land. The potential of leading commodities in the agriculture and plantation sectors needs to be developed to improve the local economy and ensure the sustainability of the business ecosystem. Research on recommendations for developing the local leading commodity business ecosystem through the Patriot Expedition Program of the Ministry of Transmigration in collaboration with IPB University in the Transmigration Area is being conducted as an effort to promote this potential. The activities of the Patriot Expedition Team Output 2 were carried out over four months from August to December 2025, aiming to map potential, recommend downstreaming schemes, and identify investment opportunities in the development of the local leading commodity business ecosystem. The research scheme for developing a commodity-based business ecosystem was conducted in several stages: field observation, interviews, Focus Group Discussions (FGD), and data-based recommendations. Based on field observations and primary data analysis using the Analytical Hierarchy Process (AHP) method and farm business analysis, it was found that the leading local commodities in the area are oil palm, areca nut, and rice. A series of discussion forums with local residents and stakeholders were held to validate the leading local commodities, the results of which were formulated into the preparation of SWOT matrices, Business Model Canvas (BMC), supply chain analysis, and product specification testing of the leading commodities. The recommended schemes that have been designed were then revalidated through FGD activities to ensure that the downstreaming schemes are relevant for application in the area.

Keywords: patriot expedition, potential commodities, Subah transmigration area