

Pengembangan Komoditas Unggulan Berbasis Potensi Lokal di Kawasan Transmigrasi Rasau Jaya, Kabupaten Kubu Raya, Kalimantan Barat

(Development of Superior Commodities Based on Local Potential in the Rasau Jaya Transmigration Area, Kubu Raya Regency, West Kalimantan)

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ABSTRAK

Pengembangan kawasan transmigrasi berbasis potensi lokal menjadi strategi penting untuk memperkuat ketahanan ekonomi masyarakat dan mengurangi ketergantungan pada satu komoditas. Penelitian ini bertujuan mengidentifikasi komoditas unggulan serta menganalisis rantai nilai dan kelayakan ekonomi di Kawasan Transmigrasi Rasau Jaya, Kabupaten Kubu Raya, Kalimantan Barat. Penelitian menggunakan pendekatan *mixed methods* dengan pengumpulan data melalui survei lapangan, wawancara mendalam, *Focus Group Discussion* (FGD), dan *Participatory Rural Appraisal* (PRA). Penentuan komoditas unggulan dilakukan menggunakan metode *Analytical Hierarchy Process* (AHP), sedangkan analisis lanjutan meliputi analisis rantai nilai, nilai tambah, efisiensi rantai pasok, dan kelayakan ekonomi. Hasil analisis AHP menunjukkan bahwa komoditas pinang dan kelapa memperoleh skor total tertinggi (>4,0) sehingga dikategorikan sebagai komoditas unggulan paling prospektif. Analisis nilai tambah menunjukkan bahwa usahatani pinang dan kelapa menghasilkan nilai tambah positif pada tingkat petani, meskipun distribusi nilai masih terkonsentrasi pada pelaku hilir. Analisis rantai nilai mengidentifikasi titik kritis pada penanganan pascapanen dan struktur pasar yang bersifat oligopsoni, yang menyebabkan rendahnya posisi tawar petani. Analisis kelayakan ekonomi menunjukkan bahwa pengembangan pinang dan kelapa layak secara finansial, ditunjukkan oleh nilai NPV positif, Net B/C > 1, serta IRR yang lebih tinggi dibandingkan tingkat suku bunga acuan. Strategi pengembangan diarahkan pada perbaikan mutu pascapanen, penguatan kelembagaan ekonomi petani, dan pengembangan hilirisasi guna meningkatkan distribusi nilai tambah yang lebih adil dan berkelanjutan di kawasan transmigrasi.

Kata kunci: kelayakan ekonomi, komoditas unggulan, nilai tambah, rantai nilai, transmigrasi

ABSTRACT

Development of transmigration areas based on local potential is an important strategy to strengthen community economic resilience and reduce dependence on a single commodity. This study aims to identify leading commodities and analyze value chains and economic feasibility in the Rasau Jaya Transmigration Area, Kubu Raya Regency, West Kalimantan. The research employed a mixed-methods approach, with data collected through field surveys, in-depth interviews, Focus Group Discussions (FGDs), and Participatory Rural Appraisal (PRA). The determination of leading commodities was conducted using the Analytical Hierarchy Process (AHP), while further analyses included value chain analysis, value-added analysis, supply chain efficiency, and economic feasibility assessment. The AHP results indicate that areca nut and coconut achieved the highest total scores (>4.0), categorizing them as the most prospective leading commodities. Value-added analysis shows that areca nut and coconut farming generates positive value added at the farmer level, although value distribution remains concentrated among downstream actors. Value chain analysis identifies critical points in post-harvest handling and an oligopsonistic market structure, which weakens farmers' bargaining position. Economic feasibility analysis demonstrates that the development of areca nut and coconut is financially viable, as indicated by positive NPV values, Net B/C ratios greater than 1, and IRR values exceeding the prevailing benchmark interest rate. Development strategies should therefore focus on improving post-harvest quality, strengthening farmers' economic institutions, and promoting downstream processing to achieve a more equitable and sustainable distribution of value added in transmigration areas.

Keywords: added value, economic feasibility, superior commodities, transmigration, value chain