

ANALISIS RANTAI NILAI (*VALUE CHAIN ANALYSIS*) DALAM USAHA TENUN MUNA DI DESA MASALILI, MABODO, LIANGKABORI DAN MABHOLU KABUPATEN MUNA

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INTISARI

Tenunan Muna merupakan salah satu kearifan lokal Kabupaten Muna yang kini menjadi sumber mata pencaharian utama masyarakat setempat, sehingga perlu dilakukan analisis rantai nilai. Analisis rantai nilai perlu dilakukan untuk meningkatkan efisiensi operasional dan mengetahui nilai tambah dari suatu produk. Tujuan dari penelitian ini untuk mengetahui pelaku rantai nilai tenun Muna, rantai nilai tenun Muna, distribusi tenun Muna dan strategi pengembangan tenun Muna.

Penelitian ini menggunakan metode campuran (*mix method*) yang menggabungkan pendekatan kuantitatif dan kualitatif. Pengumpulan data dilakukan melalui wawancara terstruktur dan semi-terstruktur. Penelitian ini dilaksanakan di empat desa sentra tenun di Kabupaten Muna, yaitu Desa Masalili, Desa Madodo, Desa Mabholu, dan Desa Liangkabori. Analisis rantai nilai digunakan untuk mengidentifikasi tahapan proses produksi tenun Muna, mulai dari penyediaan bahan baku hingga produk akhir mencapai konsumen.

Hasil penelitian menunjukkan bahwa rantai nilai tenun Muna di Desa Masalili berbeda dengan ketiga desa lainnya dikarenakan perbedaan penggunaan bahan baku dan persebaran pengrajin tenun selaku pelaku rantai nilai. Seluruh proses produksi dilakukan di keempat desa tersebut, dan produk tenun kemudian didistribusikan kepada konsumen melalui tiga jalur: pembelian melalui pengusaha tenun, pembelian langsung dari pengrajin tenun atau melalui distributor. Tenunan Muna kini telah didistribusikan dan dipromosikan hingga ke mancanegara, menunjukkan potensi besar untuk pengembangan lebih lanjut. Hasil analisis matriks IE yang menempatkan usaha tenun Muna dikuadran V menunjukkan bahwa usaha ini dalam kondisi stabil, tetapi masih membutuhkan upaya berkelanjutan untuk menjaga keberlanjutannya dan mempertahankan posisi tersebut.

Kata Kunci: Analisis rantai nilai, distribusi tenunan Muna, pelaku rantai nilai, SWOT, dan tenunan Muna

VALUE CHAIN ANALYSIS IN THE MUNA WEAVING BUSINESS IN THE VILLAGES OF MASALILI, MABODO, LIANGKABORI, AND MABHOLLU, MUNA REGENCY

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ABSTRACT

Muna weaving is one of the local wisdoms of Muna Regency which is now the main source of livelihood for the local community, so a value chain analysis is needed. Value chain analysis needs to be done to improve operational efficiency and determine the added value of a product. The purpose of this study is for actors to know the value chain of Muna weaving, the value chain of Muna weaving, the distribution of Muna weaving and the development strategy of Muna weaving.

This study uses a mixed method that combines quantitative and qualitative approaches. Data collection was carried out through structured and semi-structured interviews. This study was conducted in four weaving center villages in Muna Regency, namely Masalili Village, Madodo Village, Mabholu Village, and Liangkabori Village. Value chain analysis is used to identify the stages of the Muna weaving production process, from the provision of raw materials to the final product reaching consumers.

The results of the study indicate that the value chain of Muna weaving in Masalili Village is different from the other three villages due to differences in the use of raw materials and the distribution of weaving craftsmen as actors in the value chain. The entire production process is carried out in the four villages, and the woven products are then distributed to consumers through three channels: purchasing through weaving entrepreneurs, purchasing directly from weaving craftsmen or through distributors. Muna weaving has now been distributed and promoted to foreign countries, showing great potential for further development. The results of the IE matrix analysis that placed the Muna weaving business in quadrant V indicate that this business is in a stable condition, but still requires ongoing efforts to maintain and sustain this position.

Keywords: *Value chain analysis, Muna weaving distribution, value chain actors, SWOT, and Muna weaving.*