

INTISARI

Provinsi Riau menghadapi masalah dalam pengelolaan sumber daya alam akibat dominasi perkebunan kelapa sawit yang menimbulkan ketergantungan ekonomi pada satu komoditas. Ketergantungan struktural ini menjadikan ekonomi daerah rentan terhadap fluktuasi harga sawit dan penurunan produktivitas lahan. Selain itu, tekanan ekologis akibat ekspansi sawit semakin meningkat, ditandai dengan degradasi lahan gambut, pencemaran limbah pabrik, serta hilangnya keanekaragaman hayati. Praktik pertanian konvensional yang mengandalkan pupuk kimia dan pestisida sintetis memperparah penurunan kualitas tanah serta mengabaikan prinsip keberlanjutan lingkungan.

Rendahnya inovasi dan kapasitas kewirausahaan di tingkat petani memperburuk kondisi tersebut. Sebagian besar petani masih bergantung pada cara bertani tradisional dan belum mampu memanfaatkan potensi ekonomi dari limbah kelapa sawit seperti tandan kosong, pelepah, atau serat. Lemahnya akses terhadap teknologi ramah lingkungan, keterbatasan permodalan, serta minimnya kelembagaan kelompok tani menyebabkan peluang inovasi tidak berkembang optimal. Akibatnya, masyarakat tani di berbagai wilayah, termasuk di Kabupaten Kampar, mengalami kerentanan ekonomi dan sosial yang tinggi karena tidak memiliki diversifikasi usaha yang dapat menjaga stabilitas pendapatan. Kondisi tersebut melatarbelakangi lahirnya Program SAMADE di Kabupaten Kampar sebagai bentuk inovasi pemberdayaan berbasis *green entrepreneurship*. Program ini dirancang untuk mendorong transisi menuju pertanian berkelanjutan melalui pengelolaan limbah sawit, produksi pupuk organik, dan pengembangan diversifikasi usaha hijau. Dengan demikian, program ini menjadi instrumen strategis dalam mengintegrasikan aspek ekonomi, sosial, dan lingkungan menuju ekosistem pertanian berkelanjutan di wilayah pedesaan Riau.

Berdasarkan kompleksitas permasalahan tersebut, penelitian ini bertujuan untuk menggambarkan dinamika dan relasi antaraktor dalam proses pengembangan institusionalisasi Program SAMADE di Kabupaten Kampar, Provinsi Riau. Selain itu, penelitian ini juga mengidentifikasi berbagai faktor pendukung dan penghambat yang memengaruhi institusionalisasi program, mulai dari aspek kelembagaan, modal sosial, akses teknologi, kapasitas inovasi, hingga dukungan regulasi, guna memahami kondisi yang memperkuat atau melemahkan transformasi *green entrepreneurship* di tingkat komunitas.

Penelitian ini menggunakan metode kualitatif pendekatan fenomenologi dengan teknik wawancara mendalam, observasi partisipatif, dan studi dokumentasi terhadap berbagai aktor, antara lain petani, penyuluh, pemerintah daerah, serta lembaga keuangan. Jumlah informan yang dilibatkan dalam penelitian ini sebanyak 18 orang. Pendekatan ini dipilih untuk menggali secara mendalam proses institusionalisasi Program SAMADE dan bagaimana nilai-nilai kewirausahaan hijau diinternalisasi oleh komunitas petani sawit rakyat.

Hasil penelitian menunjukkan bahwa proses institusionalisasi Program SAMADE berlangsung secara dinamis melalui tujuh tahap: kontak awal, kesadaran, pemahaman, uji coba, adopsi, dan pelembagaan hingga internalisasi nilai *green entrepreneurship*. Peran penyuluh pertanian menjadi kunci dalam setiap tahap, berfungsi sebagai fasilitator dan pendamping utama dalam penerapan praktik pertanian berkelanjutan. Faktor pendukung utama keberhasilan program meliputi solidaritas komunitas, dukungan kebijakan pemerintah daerah yang pro-lingkungan, dan kemitraan dengan lembaga keuangan. Sementara itu, hambatan muncul dalam bentuk keterbatasan modal, budaya bertani konvensional yang sulit diubah, serta keterbatasan teknologi. Secara keseluruhan, penelitian ini menyimpulkan bahwa SAMADE berhasil mentransformasi pola pikir dan praktik petani menuju diversifikasi usaha ramah lingkungan serta memperkuat kemandirian ekonomi masyarakat di sektor sawit rakyat.

Kata Kunci: Program SAMADE, Institusionalisasi, *Green Entrepreneurship*, Pemberdayaan Komunitas, Pembangunan Berkelanjutan

ABSTRACT

The Province of Riau faces persistent challenges in natural resource management due to the dominant presence of oil palm plantations, which has created structural economic dependence on a single commodity. This dependence makes the regional economy highly vulnerable to fluctuations in palm oil prices and declining land productivity. Moreover, ecological pressures arising from the expansion of oil palm cultivation continue to intensify, evidenced by peatland degradation, industrial waste pollution, and the loss of biodiversity. Conventional farming practices that rely heavily on chemical fertilizers and synthetic pesticides further deteriorate soil quality and disregard environmental sustainability principles.

The lack of innovation and limited entrepreneurial capacity at the farmer level exacerbate these conditions. Most farmers remain reliant on traditional cultivation methods and have not yet been able to capitalize on the economic potential of oil palm waste, such as empty fruit bunches, fronds, and fibers. Weak access to environmentally friendly technologies, limited capital, and the absence of strong farmer-based institutions impede the development of innovation. Consequently, farming communities in various regions, including Kampar Regency, experience high social and economic vulnerability due to the absence of diversified livelihood strategies that could stabilize household income. These conditions underpin the emergence of the My Palm Oil, My Future Program in Kampar as an empowerment initiative grounded in green entrepreneurship. The program is designed to promote a transition toward sustainable agriculture through palm oil waste management, organic fertilizer production, and the development of diversified green-based enterprises. Thus, My Palm Oil, My Future serves as a strategic instrument for integrating economic, social, and environmental dimensions into a sustainable agricultural ecosystem in rural Riau.

Given the complexity of these issues, this study aims to describe the dynamics and relational interactions among actors involved in the institutionalization process of the My Palm Oil, My Future Program in Kampar Regency, Riau Province. In addition, the study identifies the supporting and inhibiting factors that influence the institutionalization of the program, ranging from institutional capacity, social capital, access to technology, innovation capability, to regulatory support providing a comprehensive understanding of conditions that strengthen or hinder the transformation of green entrepreneurship at the community level.

This study employs a qualitative method with a phenomenological approach, using in-depth interviews, participatory observation, and document analysis involving various actors, including farmers, extension officers, local government officials, and financial institutions. A total of 18 informants participated in this research. This approach was chosen to explore in depth the institutionalization process of the My Palm Oil, My Future Program and how green entrepreneurship values are internalized within the smallholder oil palm farming community.

The findings reveal that the institutionalization of the My Palm Oil, My Future Program progresses dynamically through six stages: initial contact, awareness, comprehension, trial use, adoption, and full institutionalization culminating in the internalization of green entrepreneurship values. Agricultural extension officers play a pivotal role across all stages, serving as facilitators and primary mentors in implementing sustainable farming practices. Key supporting factors include strong community solidarity, environmentally oriented local government policies, and partnerships with financial institutions. Meanwhile, challenges arise from limited capital, entrenched conventional farming habits, and technological constraints. Overall, the study concludes that My Palm Oil, My Future has successfully transformed farmers' mindsets and practices toward environmentally friendly business diversification while strengthening economic independence within smallholder oil palm communities.



**INSTITUSIONALISASI PROGRAM GREEN ENTREPRENEURSHIP, STUDI : PROGRAM SAMADE DI
KABUPATEN KAMPAR, RIAU**

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