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COLLABORATIVE GOVERNANCE DALAM PENGEMBANGAN SKINCARE BERBASIS RUMPUT LAUT DI KALURAHAN NGESTIREJO
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ABSTRAK

Penelitian ini mengkaji dinamika *collaborative governance* dalam pengembangan *skincare* berbasis rumput laut di Kalurahan Ngestirejo, Kabupaten Gunungkidul, Daerah Istimewa Yogyakarta. Ngestirejo merupakan sentra produksi rumput laut utama di DIY, namun harga jual bahan mentahnya hanya berkisar Rp.300 per kilogram, mencerminkan paradoks antara kelimpahan sumber daya dan minimnya nilai tambah ekonomi. Penelitian ini menggunakan pendekatan studi kasus kualitatif dengan berpijak pada kerangka integratif *collaborative governance* emerson dan nabatchi (2015), yang mencakup *principled engagement*, *shared motivation*, dan *capacity for joint action*. Pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi, kemudian dianalisis menggunakan perangkat lunak Nvivo 15. Temuan penelitian menunjukkan bahwa kolaborasi diinisiasi oleh LPPM UPN Veteran Yogyakarta melalui program pengabdian masyarakat sejak tahun 2021, membentuk pola yang khas di mana institusi akademik bertindak sebagai titik masuk utama kolaborasi. Lima aktor utama yang terlibat adalah LPPM UPN Veteran Yogyakarta, Dinas Kelautan dan Perikanan DIY, Pemerintah Kalurahan, Bumkal JalaArta, dan masyarakat. Kolaborasi ini berhasil mentransformasi komoditas mentah menjadi 16 varian produk *skincare* merek inasea yang telah terdaftar di BPOM RI, dengan harga jual antara Rp.15.000 hingga Rp.30.000 per produk dan pendapatan mencapai Rp.70.000.000 dalam satu kali proses produksi. Faktor pendukung kolaborasi meliputi kepercayaan antaraktor, kepemimpinan fasilitatif, desain kelembagaan, dan inklusivitas partisipasi. Adapun faktor penghambatnya mencakup dominasi aktor, inkonsistensi motivasi, dan keterbatasan sumber daya. Penelitian ini berkontribusi pada literatur *collaborative governance* dengan memperlihatkan bahwa institusi akademik dapat berperan sebagai inisiator kolaborasi yang sah dalam pengembangan ekonomi lokal, melampaui asumsi pemerintah-sentris dalam model teoritis yang ada.

Kata kunci: *collaborative governance*, rumput laut, *skincare*

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ABSTRACT

This study examines collaborative governance dynamics in the development of seaweed-based skincare products in kalurahan ngestirejo, gunungkidul regency, yogyakarta special region. Ngestirejo is the primary seaweed production center in the province, yet its raw material was previously sold at only IDR 300 per kilogram, reflecting a persistent paradox between resource abundance and limited economic value-added. This research employs a qualitative case study approach, guided by emerson and nabatchi's (2015) integrative framework of collaborative governance, which encompasses principled engagement, shared motivation, and capacity for joint action. Data were collected through in-depth interviews, observation, and documentation, then analyzed using nvivo software. The findings reveal that collaboration was initiated by LPPM UPN Veteran Yogyakarta through a community service program in 2021, representing a distinctive pattern in which an academic institution served as the primary entry point. Five key actors were involved, namely LPPM UPN Veteran Yogyakarta, the department of marine affairs and fisheries of yogyakarta special region, the village government, Bumkal JalaArta, and the local community. Their collaboration successfully transformed seaweed into 16 skincare product variants under the inasea brand, registered with the national agency of drug and food control, with product prices ranging from IDR15,000 to IDR 30,000 and a single production run generating up to IDR 70,000,000 in revenue. Enabling factors included inter-actor trust, facilitative leadership, institutional design, and inclusive participation. Constraining factors encompassed actor dominance, motivational inconsistency, and resource limitations. This study contributes to collaborative governance literature by demonstrating that academic institutions can function as legitimate collaboration initiators in local economic development, expanding beyond government-centric assumptions in existing theoretical models.

Keywords: collaborative governance, seaweed, skincare