

ANALISIS KELAYAKAN DAN STRATEGI PENGEMBANGAN INDUSTRI  
PENGOLAHAN KELAPA (*COCOS NUCIFERA* L) BERSKALA IKM DI  
KABUPATEN INDRAGIRI HILIR, RIAU

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ABSTRAK

Kelapa merupakan komoditas perkebunan yang sangat potensial di Kabupaten Indragiri Hilir, Riau dengan luas areal mencapai 340,774 hektar yang menjadikan daerah ini dikenal sebagai hamparan kelapa dunia. Namun, belum optimalnya hilirisasi produk kelapa di tingkat petani membuat petani selama ini sangat bergantung dari sektor hulu perekonomian kelapa yang fluktuatif dan nilainya relatif rendah, seperti sekadar menjual kelapa butiran atau menjadikannya kopra asalan. Penelitian ini bertujuan untuk : 1) Menentukan prioritas industri dari berbagai alternatif industri pengolahan kelapa prospektif berskala IKM di Kabupaten Indragiri Hilir, 2) Menganalisis kelayakan usaha pada industri pengolahan kelapa yang terpilih sebagai IKM Pengolahan Kelapa Prioritas di Kabupaten Indragiri Hilir, dan 3) Menganalisis strategi pengembangan pada industri pengolahan kelapa yang terpilih sebagai IKM Pengolahan Kelapa Prioritas di Kabupaten Indragiri Hilir.

Penentuan prioritas industri pengolahan kelapa dianalisis menggunakan metode *Analytic Hierarchy Process* (AHP). Industri pengolahan kelapa terpilih selanjutnya dianalisis kelayakan usahanya, yang meliputi kelayakan aspek pasar, aspek teknis, dan aspek finansial. Adapun strategi pengembangan industri pengolahan kelapa dianalisis menggunakan matriks Internal-Eksternal dan matriks SWOT.

VCO terpilih sebagai industri prioritas dengan bobot global AHP tertinggi, yakni sebesar 0.448. Industri VCO layak secara teknis, pemasaran, dan finansial. Berdasarkan aspek finansial, industri VCO Nyiur Terpadu dinyatakan layak dengan hasil perhitungan *Payback Period* 1.23 tahun, *Net Present Value* sebesar Rp 169,418,811.65, *Internal Rate of Return* 66.42%, *Benefit / Cost Ratio* 1.76, dan *Break Even Point* sebanyak 3720.18 unit VCO 250 ml atau setara Rp 111,605,470.95. Agroindustri VCO Nyiur Terpadu dapat dikelola dengan baik menggunakan strategi *hold and maintain*, yakni melalui strategi penetrasi pasar dan pengembangan produk. Strategi yang paling tepat berdasarkan analisis SWOT adalah strategi *Strengths-Opportunities* (SO).

Kata kunci : agroindustri kelapa, *Virgin Coconut Oil* (VCO), *Analytic Hierarchy Process* (AHP), kelayakan industri, SWOT.

ANALYSIS OF FEASIBILITY AND DEVELOPMENT STRATEGY FOR THE  
SMI SCALE COCONUT (*COCOS NUCIFERA* L) PROCESSING INDUSTRY  
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ABSTRACT

Coconut is a very potential plantation commodity in Indragiri Hilir Regency, Riau with an area of 340,774 hectares which makes this area known as a stretch of coconut. However, the downstreaming of coconut products at the farm level is not optimal, so that farmers have been very dependent on the upstream sector of the coconut economy which is volatile and relatively low in value, such as just selling coconut grains or processing into “asalan” copra. This study aims to: 1) Determine the priority of industry of various prospective SMI-scale coconut processing industries in Indragiri Hilir Regency, 2) Analyze the business feasibility of the coconut processing industry which has selected as the priority SMI-scale coconut processing industry in Indragiri Hilir Regency, 3) Analyze the development strategies in the coconut processing industry which has selected as the priority SMI-scale coconut processing industry in Indragiri Hilir Regency.

The priority determination of coconut processing industry is analyzed using the Analytic Hierarchy Process (AHP) method. The selected coconut processing industry is then analyzed for business feasibility, which includes the feasibility of market, technical, and financial aspects. The coconut processing industry development strategy is then analyzed using the Internal-External matrix and SWOT matrix.

VCO has chosen as a priority industry with the highest AHP global weight, which is equal to 0.448. The VCO industry is technically, marketing and financially viable. Based on the financial aspect, the “VCO Nyiur Terpadu” industry is declared feasible with the calculation of Payback Period of 1.23 years, Net Present Value of Rp 169,418,811.65, Internal Rate of Return 66.42%, Benefit / Cost Ratio 1.76, and Break Even Point 3720.18 units of VCO 250 ml or equal to Rp 111,605,470.95. “VCO Nyiur Terpadu” agroindustry can be managed well using a hold and maintain strategy, namely through market penetration and product development strategy. The appropriate strategy based on SWOT Analysis is Strengths-Opportunities (SO) strategy.

Keywords: coconut agro-industry, Virgin Coconut Oil (VCO), Analytic Hierarchy Process (AHP), industry feasibility, SWOT