

## Analisis faktor penentu pengembangan komoditas rumput laut di Kabupaten Konawe Selatan = Determinants analysis of commodity development seaweed in Konsel

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### Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini bertujuan untuk menentukan faktor penentu terkait strategi kebijakan prioritas dalam pengembangan komoditi rumput laut di Kabupaten Konawe Selatan, Provinsi Sulawesi Tenggara. Metode yang digunakan dalam penelitian ini yakni menggunakan analisis rantai nilai, analisis SWOT dan analisis proses hirarki (AHP). Pakar yang dijadikan narasumber dalam pengisian kuesioner AHP yakni Bappeda Provinsi Sulawesi Tenggara, Bappeda Kabupaten Konawe Selatan, Dinas Kelautan dan Perikanan Kabupaten Konawe Selatan, Dinas KUMKM Kabupaten Konawe Selatan, BP4K Kabupaten Konawe Selatan, nelayan serta ahli rumput laut (mantan anggota asosiasi rumput laut Indonesia).

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Hasil analisis rantai nilai (value chain analysis) menunjukkan bahwa penguatan dalam pengembangan komoditas rumput laut dilakukan pada tingkat hulu (petani rumput laut). Sementara hasil analisis SWOT menunjukkan bahwa strategi yang dipakai adalah strategi strength- threat (ST) yakni inovasi melalui riset bibit unggulan rumput laut dan optimasi penggunaan lahan budidaya rumput laut. Hasil analisis proses hirarki (AHP) menunjukkan bahwa untuk mencapai tujuan (goal) peningkatan PDRB sektor pertanian dan perikanan melalui komoditi unggulan Kabupaten Konawe Selatan strategi kebijakan prioritas utama yakni melalui riset bibit unggul rumput laut.

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<b>ABSTRACT</b><br>

This research aimed to analysis the determinants related priority policy in development of commodity seaweed in Konawe Selatan, Southeast Sulawesi Province. This research used value chain analysis, SWOT analysis and analytical hierarchy process (AHP). The expert to complete questionnaire are BAPPEDA Southeast Sulawesi Province, BAPPEDA Konsel, Department of Marine and Fisheries Konsel, Office KUMKM Konsel, BP4K Konsel, fishermen, and seaweed experts (former member of the Association of Indonesian seaweed).

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The results of the value chain analysis shows that the reinforcement in the development of seaweed commodities carried on the upper level (seaweed farmers). The results of SWOT analysis shows that the strategy used is strength- threat (ST): innovation through research seaweed?s seeds and optimization for land use of

seaweed farming. The results of the analysis hierarchy process (AHP) shows that to achieve the goal increase in GDP of agriculture and fisheries sector through commodity South Konawe, the main priority of policy strategy is research quality of the seaweed's seeds.;This research aimed to analysis the determinants related priority policy in development of commodity seaweed in Konawe Selatan, Southeast Sulawesi Province. This research used value chain analysis, SWOT analysis and analytical hierarchy process (AHP). The expert to complete questionnaire are BAPPEDA Southeast Sulawesi Province, BAPPEDA Konsel, Department of Marine and Fisheries Konsel, Office KUMKM Konsel, BP4K Konsel, fishermen, and seaweed experts (former member of the Association of Indonesian seaweed).

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