

## **Coconut-Based Community Economic Development Strategy In Indragiri Hilir Regency**

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### **ABSTRACT**

Indragiri Hilir Regency is an area that has the largest coconut plantation in Indonesia, covering an area of 12% of Indonesian coconuts. Most of the ownership belongs to local farmers. This of course will greatly affect the level of the community's economy because about 70% of the people depend on coconut. The purpose of this study is to develop a strategy for the local government to develop a coconut-based community economy, which is expected to be able to overcome fluctuations in coconut prices. The method used in this research is System Literature Review. This method is used to identify, evaluate, and interpret all journal articles and strategies for coconut-based economic development. The results of the study found coconut management strategies and the pattern of developing BUMD and BUMDes through development programs through related OPD and collaborating with companies both local and outside the region in the short term and exporting for the long term.

**Keywords:** Strategy, Economic Development, Coconut, Local Government

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### **INTRODUCTION**

Regional economic resources are basically a resource owned by an area that can provide benefits and can be used as the basic capital for regional development, which consists of natural resources, human resources, artificial resources and social resources, all of which are the basic capital in regional development. Economic development in an area is determined in addition to having resources, of course, cannot be separated from the ability of policymakers and implementation of policies in the region, namely the Regional Government and Regional People's Representative Assembly (DPRD). The right policy will bring prosperity to the community, but if the policy is wrong, of course, the community will become the victim. Indragiri Hilir Regency is the largest district in Riau Province, with an area of 18,812.97 km<sup>2</sup> consisting of a land area of 11,605.97 km<sup>2</sup>, sea water area of 6,318 km and public waters of 888.97 km and has a coastline of 339.5 km. km where most of the area, which is 93.31%, is a lowland area, dominated by swamp areas, namely river sediment areas, swamp areas with peat soil, brackish forest areas (mangroves), and consists of islands with an average The average height is approximately 0-3 meters above sea level, making this area a very potential area for the growth of deep coconut (*Cocos nucifera*) species. This is proven by the fact that the coconut plantation area here is mostly owned by the community, and only a small part belongs to the company. According to data from the Indragiri Hilir Plantation Agency, 2020, the total area of coconut plantations reaches 400,741.84 hectares (391,745 hectares of deep coconut and 37,365 hectares of hybrid coconut) or amounting to 11.46% of people's coconut plantations nationally 3,742,921 (Data from the Directorate General of Plantations in 2012) this area is the largest coconut producer in Indonesia and the world. Here stands the coconut processing industry, there are 5 industries engaged in the downstream coconut industry with an installed capacity of 1.8 billion grains per year and a production capacity of 1 billion grains per year, which means there are still many coconuts that

have not been accommodated by the local industry. According to the research of Vaulina and Khairizal (2016), coconut is a superior commodity and deserves to be developed in Indragiri Hilir Regency.

The need for coconut every year continues to increase in line with population growth, the number of exports of Indonesian coconut products (Trade Map ITC data, 2018), fresh coconut in shells reaching a value of 56 million USD, desiccated coconut products worth 170 million USD, copra (coconut oil) both raw and processed, Indonesia is able to export raw copra products with a value of 354 million USD, processed copra products with a value of 368 million USD, there was a significant export growth in coconut sugar products by 15% from 2014-2018 which reached a value of 63 million USD, coconut coir is only worth 11 million USD, while the high value VCO of coconut oil products in the export market is rapidly increasing in demand which is sold at a higher premium (Lubis, Winata, & Siregar, 2022; Meliza, Nurhayati, Rahmadani, & Akbar, 2022). Processing of coconut fruit products has a large enough opportunity, coconut flesh which so far has only been processed into copra, crude coconut oil (CCO), and cooking oil, which has been developed into the oleochemical, oleofood, desiccated coconut, and other products that have high value. high economy (Rumokoi and Akuba, 1998; BNI 1946, 1990). Likewise with fruit by-products, such as coir into the coco fiber industry, cocopeat, cocopyber, cocoboard, shell into bio-oil, liquid smoke, activated carbon, shell flour, and handicrafts, and coconut water into nata de coco. These materials are industrial raw materials; mattresses, mattresses, pots, dry compost, various foods and so on (Richtler and Knaut, 1984; Istina et al., 2003; Iskanto & Jenita, 2020; Iskanto & Karim, 2021).

Seeing the large coconut production and high demand, the Indragiri Hilir Regency Government must be able to develop it because the community's economy is based on coconut. For this purpose, it is necessary to formulate a strategy by making policies that encourage the development of the coconut business and its decline either through Regional Apparatus Organizations (OPD), Regional Owned Enterprises (BUMD), Village Owned Enterprises (BUMDes), in collaboration with various parties.

## **2. LITERATURE REVIEW**

### **Community Development**

Blackburn (1989) in (Nasdian, 2014), states that community development is a basic concept that underlines a number of terms that have been used for a long time. Terms such as community resource development, rural areas development, community economic development, rural revitalization, and community based development. Community development, especially rural communities, means two concepts according to (Nasdian, 2014), where the concept;

- a. Community, is the quality of social relations and development.
- b. With changes in the direction of planned and gradual progress, the importance of real community development. Other research says that rural community development is how the conceptualization of development is "bottom up", by empowering and creating aspects of strategic policies with institutions in rural areas such as BUMDes, so that it is expected to be able to empower local potentials in order to reduce poverty in rural areas (Y. W. Sari, 2018).

On the other hand, Chuzaimah and Mabruroh (2008) state that economic development is a process in which a society creates an environment that affects the outcomes of economic indicators such as increased employment opportunities, increased income and improved living standards. More firmly Hidayah (2010) stated that superior commodities are mainstay commodities that have a strategic position to be developed in an area. Therefore, understanding the potential possessed by the City of Sabang is the dominant part of the study in this research.

According to Pantow et.al (2015) states that economic growth has a very important role, so it is necessary to have careful planning in improving performance and development orientation. Economic growth in short is a process of increasing output per capita in the long term (Boediono, 1992; Herman, 2021; Iskanto, 2022; Siregar, 2021).

### **Development of Local Potential**

According to Nurhayati (2017) potential is an ability that has the possibility to be developed such as strength, ability, and power that can be developed to be greater. The term potential is not only indicated for humans but also for other entities, such as the term regional potential, tourism potential and so on (Herman, 2021; Jenita, Andrini, Hamdalah, & Hertina, 2022).

According to Pingkan Aditiawati, et al (2016), local potential is a wealth of natural, cultural, and human resources contained in an area. Furthermore, according to I Nyoman Bharata (1981:122) the village community, both as individuals and in groups, must understand the importance and benefits of developing themselves, by utilizing the potential that exists in themselves and their environment, so as to improve the quality of life for the better.

### Coconut and its Derivatives

- a. Coconut (*Cocos nucifera*) is the sole member of the Cocos clan of the aren-arenan tribe or Arecaceae. This plant is used by almost all of its members by humans so it is considered a versatile plant, especially for coastal communities. Coconut is also the name for the fruit produced by this plant.
- b. Copra, According to the KBBI, copra is the dried pulp of coconut fruit, which consists of copra and white copra, which copra is used as raw material for making coconut oil in a dry way.
- c. Coconut oil, is oil derived from coconut and is widely used for household needs. There are three methods of processing coconut oil, namely the wet method, expression, and oil extraction with solvent.
- d. Dry grated coconut is obtained from coconut flesh which is produced in a hygienic way. Dry grated coconut is often used for various types of food products, such as coconut flour, coconut cream, toasted coconut, candied coconut, and coconut chips.
- e. Coconut shell charcoal is one of the processed coconut products that has the potential to be processed into materials containing activated carbon.
- f. Coconut coir fiber, coconut coir fiber is traditionally processed to make doormats, brooms, and ropes. However, now the processing of coco fiber has been done by modern machines. Like being a cocopeat, cocopyber, and cocoboard.
- g. Coconut sugar, is the result of diversification from coconuts. Sugar is made from coconut sap. the export value of coconut sugar is quite promising. Coconut sugar is the result of the process of evaporation of sap water.

### 3. RESEARCH METHOD

This article is carried out by means of a literature study with the data sources used are secondary data from the Plantation Service of Indragiri Hilir Regency and BPS, data collected through search engines, internet and libraries as well as various journals of previous research results that are relevant to the issues raised and can be accounted for. data analysis using SWOT analysis, according to Freddy Rangkuti (2013) SWOT analysis is a systematic identification of various factors to formulate strategies. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats.

Furthermore, it is carried out with Management Strategy Analysis using the CARL (Capability, Accessibility, Readiness, Leverage) method which is a technique or method used to determine the priority of a problem if the available data is qualitative data. This method is carried out by determining scores on certain criteria, such as ability, accessibility, readiness, and leverage. The greater the score obtained, the greater the problem faced, so that the higher it is in the order of priority. Prioritizing problems is an important part of the problem solving process for two reasons. First, due to the limited resources available, and because it is not possible to solve all problems. Second, because there is a relationship between one problem and another, and therefore it is not necessary to solve all problems (Azwar, 1996). The CARL method is based on a series of criteria that must be given a chord using a linkert scale of 1-5.

### RESULTS AND DISCUSSION

When viewed from the economic aspect, coconut plants have a high economic value, each part of this commodity can produce various products that have a selling value. The business opportunities generated by this commodity are quite a lot, stems (used for building materials, furniture, souvenirs as well as for interior materials), leaves/sticks (woven into brooms, decoration materials), meat (processed into oil, coconut milk, copra, white copra , Dessicated Coconut, Coco Powder and others), shell (shell charcoal, activated carbon, briquettes, and shell flour).

The sale of coconuts in the form of round coconuts from farmers certainly does not have value added, so the Regional Government needs to analyze both the problem and what strategies will be taken to improve the community's economy. To develop the strategy to be chosen, the following SWOT analysis is used.

# SWOT Analysis (Strength, Weakness, Opportunities, and Threats)

Table 1. SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)

ANALYSIS ENVIRONMENT EXTERNAL	(Opportunity – O)	(Threat – T)
	<ol style="list-style-type: none"> <li>1. Coconut has many derivative products that have not yet been developed</li> <li>2. Availability of land</li> <li>3. The high demand for coconut-derived products</li> <li>4. Coconut product development technology is growing</li> <li>5. Availability of BUMDes in every village</li> </ol>	<ol style="list-style-type: none"> <li>1. Seawater intrusion damages coconut plants</li> <li>2. More and more pest attacks</li> <li>3. Land conversion to oil palm</li> <li>4. Uncertain fluctuations in coconut prices</li> <li>5. Many coconut plants are old</li> </ol>
(Strength – S)	Strategi S - O	Strategi S - T
<ol style="list-style-type: none"> <li>1. Local Government commitment to coconut development policy</li> <li>2. Has a Regional Regulation on WRS and Coconut Trading System</li> <li>3. Having a BUMD related to the coconut core business</li> <li>4. Experienced local workforce</li> <li>5. Availability of abundant coconuts</li> </ol>	<ol style="list-style-type: none"> <li>1. Making policies in the context of utilizing available land for coconut plantation development</li> <li>2. Develop BUMD to meet the demand for coconut derivative products.</li> <li>3. Implement the WRS program to capture the market for coconut product demand</li> <li>4. Using experienced local workers to become BUMDes workers in coconut processing</li> <li>5. Coconut fruit is used in the development of coconut processing technology</li> </ol>	<ol style="list-style-type: none"> <li>1. Create a policy to address seawater intrusion that damages coconut plantations</li> <li>2. Making policies to overcome pest attacks on community gardens.</li> <li>3. Make a policy to replant old coconut plantations</li> <li>4. Develop BUMD to overcome the uncertain fluctuations in coconut prices</li> <li>5. Making policies to address land use change</li> </ol>
(Weakness - W)	Strategi W - O	Strategi W - T
<ol style="list-style-type: none"> <li>1. Farmers are used to selling round coconuts that have no added value</li> <li>2. Farmers sell coconuts using the services of a toke</li> <li>3. Low knowledge of farmers on coconut product processing</li> <li>4. The role of extension workers is not optimal</li> <li>5. Very minimal garden maintenance and fertilization</li> </ol>	<ol style="list-style-type: none"> <li>1. Conduct socialization so that farmers sell coconut with added value to meet market demand</li> <li>2. Facilitate coconut farmers to sell coconuts to BUMDes in their respective villages</li> <li>3. Provide training to farmers on the role of coconut product development technology</li> <li>4. Enabling extension workers in the development of coconut derivative products</li> <li>5. Carry out maintenance and fertilization of coconut plantations in utilizing the land</li> </ol>	<ol style="list-style-type: none"> <li>1. Provide training to farmers on how to overcome seawater intrusion that can damage coconut plants</li> <li>2. Enabling extension workers in overcoming pest attacks</li> <li>3. Improve garden maintenance and fertilization so that old coconut plants become productive.</li> <li>4. Conduct socialization so that farmers do not sell round coconuts that do not have added value in order to cope with fluctuations in coconut prices.</li> <li>5. Conducting training to improve the ability of farmers in processing coconut products to avoid land conversion.</li> </ol>

Data source : Processed, 2022

Based on the SWOT matrix, the following strategies can be obtained:

## a. S - O . Strategy

- 1) Making policies in the context of utilizing available land for the development of coconut plantations
- 2) Develop BUMD to meet demand for coconut derivative products.
- 3) Implement the WRS program to seize the market for coconut product demand
- 4) Using experienced local workers to become BUMDes workers in coconut processing
- 5) Coconut fruit is used in the development of coconut processing technology.

## b. S - T Strategi Strategy

- 1) Making policies to address seawater intrusion that damages coconut plantations
- 2) Making policies to overcome pest attacks on community gardens.
- 3) Make a policy to replant old coconut plantations
- 4) Develop BUMD to overcome the uncertain fluctuations in coconut prices
- 5) Making policies to address land use change

## c. W-O . Strategy

- 1) Conduct socialization so that farmers sell coconuts with added value to meet market demand
- 2) Facilitating coconut farmers to sell coconuts to BUMDes in their respective villages
- 3) Provide training to farmers on the role of coconut product development technology
- 4) Enabling extension workers in the development of coconut derivative products
- 5) Perform maintenance and fertilization of coconut plantations in utilizing the land

## d. W - T Strategi Strategy

- 1) Provide training to farmers on how to overcome seawater intrusion that can damage coconut plants
- 2) Enabling extension workers in overcoming pest attacks

- 3) Improving garden maintenance and fertilization so that old coconut plants become productive.
- 4) Conduct socialization so that farmers do not sell round coconuts that do not have added value in order to cope with fluctuations in coconut prices.
- 5) Conducting training to improve the ability of farmers in processing coconut products so that land conversion does not occur.

### CARL (Capability, Accessibility, Readiness, Leverage) analysis

Based on the SWOT matrix above, the chosen strategy is to use the CARL method, which is a technique or method used to determine the priority of the problem if the available data is qualitative data.

Table 2: Matrix of Problem Solving

No	Strategy	C	A	R	L	Total Score	Order
1	Making policies in the context of utilizing available land for the development of coconut plantations	3	3	3	4	13	18
2	Develop BUMD to meet demand for coconut derivative products	4	3	3	5	15	12
3	Implement the SRG program to capture the market for coconut product demand	4	3	4	5	16	3
4	Using experienced local workers to become BUMDes workers in coconut processing	4	4	3	5	16	4
5	Abundant coconut fruit is used in the development of coconut processing technology	5	3	3	4	15	13
6	Making policies to address seawater intrusion that damages coconut plantations	3	3	3	4	13	19
7	Making policies to deal with pest attacks on community gardens	4	4	3	4	15	14
8	Make a policy to replant old coconut plantations	4	4	3	4	15	15
9	Developing BUMD to overcome the uncertain fluctuations in coconut prices	5	4	5	5	19	1
10	Making policies to address land use change	5	3	3	4	15	16
11	Conducting socialization so that farmers sell coconut with added value to meet demand	5	4	3	4	16	5
12	Facilitating coconut farmers to sell coconuts to BUMDes in their respective villages	5	4	4	4	17	2
13	Provide training to farmers on the role of coconut product development technology	4	4	3	5	16	6
14	Enabling extension workers in the development of coconut derivative products	5	4	4	3	16	7
15	Carry out maintenance and fertilization of coconut plantations in utilizing the land	4	4	3	4	15	17
16	Provide training to farmers on how to deal with seawater intrusion that can damage crops	5	4	4	3	16	8
17	Enabling extension workers in overcoming pest attacks	3	3	4	3	13	20
18	Improving garden maintenance and fertilization so that old coconut plants become productive	4	4	5	3	16	9
19	Conducting socialization so that farmers do not sell round coconuts that do not have added value in order to cope with fluctuations in coconut prices	4	4	4	4	16	10
20	Conducting training to improve the ability of farmers in processing coconut products to avoid land conversion.	4	5	4	3	16	11

Data source : Processed, 2022

From Table 2, the analysis of the strategy chosen from the matrix above which has the highest score with the first rank is the S - T Strategy, namely: "Developing BUMD to overcome uncertain fluctuations in coconut prices"

### Problem Solving Strategy

Breakthrough The innovation made in setting the policy of the Regional Government of Indragiri Hilir Regency in the development of a coconut-based community economy is to develop a BUMD to overcome the uncertain fluctuations in coconut prices, which can be seen in the image below.

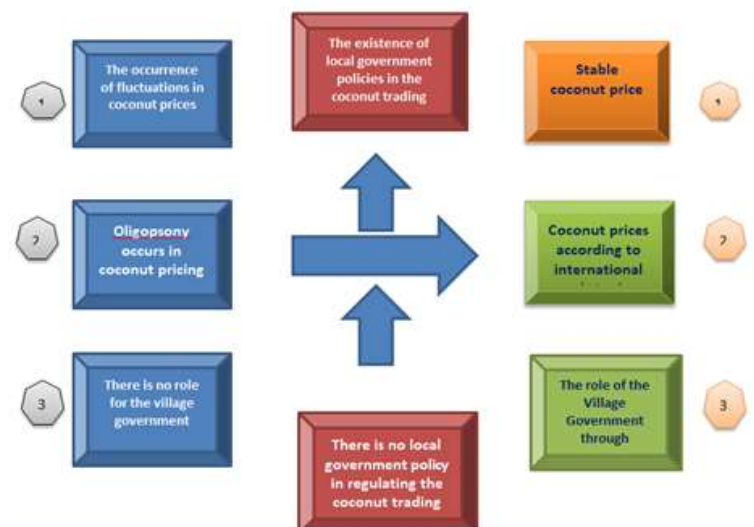


Figure 1: The concept of developing a coconut-based community economy

### **Coconut-based community economic development strategy**

Fluctuations in the price of round coconut which tend to be low in price are certainly detrimental to farmers. This is due to many factors, including the products produced are only main products such as copra and round coconut. While most of the copra is used for raw material needs for processing coconut oil, the development of which is difficult to compete with for cooking oil from palm oil, while round coconut is still limited in demand for household consumption and the coconut processing industry that uses modern technology can produce many coconut derivative products. The problem is that coconut pricing tends to be oligopsony, where the price is set by several buyers and through intermediaries.

Seeing this condition, the Regional Government of Indragiri Hilir Regency needs to formulate a strategy to develop a coconut-based community economy in the form of coconut trading policies and coconut processing by developing a coconut processing business through Regional Owned Enterprises (BUMD) which is supported by local government policies and facilities. The strategies carried out are:

a. Regional Government strategies towards BUMD, namely:

- 1) Making regulations in order to support BUMD to carry out the coconut processing business
- 2) Provide sufficient capital participation
- 3) Encouraging BUMD to use banking facilities
- 4) Authorize BUMD to utilize ports, warehouses, and other facilities
- 5) Facilitating BUMD to cooperate with various parties

b. The Regional Government's strategy towards BUMDes, through the related OPD, are:

- 1) Making policies and regulations that encourage BUMDes to do business in the field of coconut derivative products in a sustainable manner.
- 2) Providing capital assistance
- 3) Provide assistance with coconut coir processing machines
- 4) Provide assistance for pressing processed coir
- 5) Provide assistance with coconut flour making machines
- 6) Provide briquette processing machine assistance
- 7) Assist activated carbon engine
- 8) Assist in the manufacture of shell charcoal processing furnaces
- 9) Provide assistance with coconut water reservoirs that can last a long time
- 10) Assist with equipment for making nata de coco



- 11) Provide assistance with coconut husk peeling machine
  - 12) Provide coconut grater machine assistance
  - 13) Provide grated coconut dryer drier assistance
  - 14) Providing BUMDes capital assistance
  - 15) Cooperation with financial institutions for BUMDes capital
  - 16) Provide technical and management assistance to BUMDes
  - 17) Provide training on processing coconut derivative products
  - 18) Provide training on packaging of coconut-derived products
  - 19) Provide management training for BUMDes
  - 20) Enabling extension workers in guiding the workforce and evaluating the processing of coconut derivative products
- c. Strategy for Cooperation between BUMD and Village-Owned Enterprises (BUMDes)
- Cooperation with Village-Owned Enterprises (BUMDes), for processing semi-finished coconut products where BUMDes buys whole coconuts from coconut farmers and BUMDes processes them into semi-finished products, as follows:
- 1) Coconut Coir Processing
  - 2) Processing coconut shells into shell flour, shell charcoal, activated carbon or briquettes.
  - 3) Processing of peeled coconut meat or dry grated coconut processing
  - 4) Collecting coconut water and or making nata de coco
  - 5) Coconut Sugar Processing
  - 6) Making Virgin Coconut Oil (VCO) on a home scale
  - 7) White copra with warehouse receipt system pattern (SRG)
  - 8) Preparation of packaging for coconut-derived products
  - 9) Purchase all coconut-derived products from BUMDes at the best prices.
- d. Strategy BUMD Cooperation with local entrepreneurs (BUMDes)
- 1) Buy copra and white copra from local entrepreneurs (BUMDes) with a warehouse receipt system (SRS)
  - 2) Provide warehousing and port facilities
  - 3) Making policies and regulations that encourage local entrepreneurs to do business in the field of copra and white copra in a sustainable manner.
- e. Strategy BUMD Cooperation with other parties
- 1) Collaborate / ask for support from the Ministry of Industry, Ministry of Trade, Ministry of Agriculture, Commodity Futures Trading Supervisory Agency (BAPPEBTI), and other institutions.
  - 2) Cooperating with local companies or national companies in the context of selling semi-finished coconut derivative products and finished goods.
  - 3) Exporting semi-finished products and finished goods to foreign markets.
  - 4) Cooperating with banks for working capital and the implementation of the warehouse receipt system (SRG).

## 5. CONCLUSION

Based on the results of the research that has been done, it can be concluded as follows: 1. Coconut plantations in Indragiri Hilir Regency are the largest plantations in Indonesia and are commodities that greatly affect the local community's economy, but price fluctuations often occur which tend to harm coconut farmers. 2. Coconut greatly affects the economy of the people of Indragiri Hilir Regency, so the Regional Government develops a strategy to overcome fluctuations in coconut prices by making policies to develop BUMD and BUMDes in coconut management.

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