

VALUE CHAIN ANALYSIS AND UPGRADING STRATEGIES OF COPRA: EVIDENCE FROM INDRAGIRI HILIR, RIAU

MUHAMMAD RAIHAN RAMADHAN WIBISONO



**BUSINESS STUDY PROGRAM
SCHOOL OF BUSINESS
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ABSTRACT

MUHAMMAD RAIHAN RAMADHAN WIBISONO. Value Chain Analysis and Upgrading Strategies of Copra: Evidence from Indragiri Hilir, Riau. Supervised by ACHMAD FADILLAH

This qualitative case study examines one traceable copra trading chain in Indragiri Hilir, Riau, and its two supporting institutions, using value chain analysis, a VRIO and PESTEL audit, and a SWOT matrix on in depth interviews with five informants. Reported prices rise from about IDR 14,500 per kilogram for ordinary grade copra to between IDR 27,000 and IDR 40,000 for edible grade, and how the gross margin is shared depends on that grade. The producer keeps the smallest margin per kilogram in the ordinary channel but the largest in the edible channel, so quality upgrading moves margin upstream. Because costs and volumes were not measured, these are price spreads rather than net profit. Better drying and grading, stronger producer institutions, and export financing offer the most plausible route to a larger producer share, subject to a feasibility assessment beyond this study.

Keywords: copra, Indragiri Hilir, SWOT matrix, upgrading strategy, value chain analysis.

ABSTRAK

MUHAMMAD RAIHAN RAMADHAN WIBISONO. *Analisis Rantai Nilai dan Strategi Upgrading Kopra: Bukti dari Indragiri Hilir, Riau. Dibimbing oleh ACHMAD FADILLAH*

Penelitian kualitatif studi kasus ini menganalisis satu rantai dagang kopra yang dapat ditelusuri di Indragiri Hilir, Riau, beserta dua lembaga pendukungnya, menggunakan analisis rantai nilai, audit VRIO dan PESTEL, serta matriks SWOT atas wawancara mendalam dengan lima informan. Harga yang dilaporkan naik dari sekitar Rp14.500 per kilogram untuk kopra ordinary menjadi antara Rp27.000 dan Rp40.000 untuk kopra edible, dan pembagian margin kotornya bergantung pada grade tersebut. Penghasil kopra memperoleh margin per kilogram terkecil pada jalur ordinary, tetapi terbesar pada jalur edible, sehingga upgrading kualitas menggeser margin ke hulu. Karena biaya dan volume tidak diukur, angka tersebut merupakan selisih harga, bukan laba bersih. Perbaikan pengeringan dan grading, penguatan kelembagaan penghasil kopra, serta pembiayaan ekspor menjadi jalur paling masuk akal untuk memperbesar bagian penghasil kopra, dengan syarat penilaian kelayakan finansial di luar cakupan penelitian ini..

Kata kunci: analisis rantai nilai, Indragiri Hilir, kopra, strategi upgrading, SWOT matrix.



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VALUE CHAIN ANALYSIS AND UPGRADING STRATEGIES OF COPRA: EVIDENCE FROM INDRAGIRI HILIR, RIAU

MUHAMMAD RAIHAN RAMADHAN WIBISONO

Final Report
As one of the requirements for obtaining a
Bachelor of Business degree in the
Business Study Program

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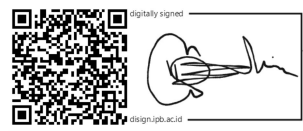
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PREFACE

Praise and gratitude the researcher extends to God Almighty, for by His grace the researcher was able to complete this final report entitled *Value Chain Analysis and Upgrading Strategies of Copra: Evidence from Indragiri Hilir, Riau*. In writing this final report, the researcher is certainly not free from errors and shortcomings. Nevertheless, the writer is grateful to have continuously received guidance and support from various parties, both directly and indirectly.

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Bogor, August 2026

Muhammad Raihan Ramadhan Wibisono

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