

ABSTRAK

USULAN PENGEMBANGAN SEKTOR BASIS DENGAN PEMETAAN IKM OLAHAN AGROINDUSTRI MENGUNAKAN METODE *LOCATION QUOTIENT* (LQ) DAN PEMETAAN ARCGIS

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Penelitian ini didasari oleh terbatasnya informasi mengenai distribusi potensi Industri Kecil Menengah (IKM) olahan agroindustri, sehingga diperlukan upaya pemetaan secara sistematis. Studi ini bertujuan untuk memetakan persebaran IKM agroindustri melalui analisis Location Quotient (LQ) dan pemetaan spasial guna mengidentifikasi sektor basis sebagai dasar penentuan komoditas unggulan daerah. Metode LQ digunakan sebagai alat diagnostik untuk menentukan keunggulan komoditatif wilayah, sementara aplikasi ArcGIS digunakan untuk menyajikan visualisasi spasial sebaran komoditas tersebut. Hasil penelitian mengidentifikasi 27 IKM olahan di Kabupaten Purbalingga yang berbahan baku kelapa, kopi, glagah arjuna, dan nanas. Berdasarkan analisis LQ, ditemukan 13 IKM kategori Basis dan 14 IKM kategori non-Basis. Komoditas kopi di Kecamatan Karangmoncol tercatat sebagai sektor basis dengan nilai tertinggi (5,153), diikuti oleh olahan glagah arjuna di Kecamatan Padamara (4,734), olahan nanas di Kecamatan Karangreja (3,058), dan olahan kelapa di Kecamatan Bojongsari (1,287). Sebagai langkah strategis, keempat komoditas tersebut direkomendasikan sebagai sektor unggulan melalui program integrasi teknologi, sertifikasi, penguatan kelembagaan, serta perluasan akses pasar digital.

Kata kunci : Agroindustri, IKM, *Location Quotient*, Purbalingga, Sektor Basis

ABSTRACT

PROPOSAL FOR THE DEVELOPMENT OF THE BASIC SECTOR BY MAPPING AGRO-INDUSTRIAL PROCESSING SMEs USING THE LOCATION QUOTIENT (LQ) AND ARCGIS MAPPING

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This study is based on the limited information available on the distribution of small and medium-sized enterprises (SMEs) in the agro-industry sector, which necessitates a systematic mapping effort. This study aims to map the distribution of agro-industrial SMIs through Location Quotient (LQ) analysis and spatial mapping to identify the base sector as the basis for determining the region's leading commodities. The LQ method is used as a diagnostic tool to determine the commodity advantages of the region, while ArcGIS is used to present a spatial visualization of the distribution of these commodities. The results of the study identified 27 processed SMIs in Purbalingga Regency that use coconut, coffee, glagah arjuna, and pineapple as raw materials. Based on the LQ analysis, 13 SMIs were found to be in the Base category and 14 SMIs in the non-Base category. Coffee commodities in Karangmoncol Subdistrict were recorded as the base sector with the highest value (5.153), followed by processed glagah arjuna in Padamara Subdistrict (4.734), processed pineapple in Karangreja Subdistrict (3.058), and processed coconut in Bojongsari Subdistrict (1.287). As a strategic measure, these four commodities are recommended as leading sectors through technology integration programs, certification, institutional strengthening, and expansion of digital market access.

Keywords: Agroindustry, SMEs, *Location Quotient*, Purbalingga, Basic Sector