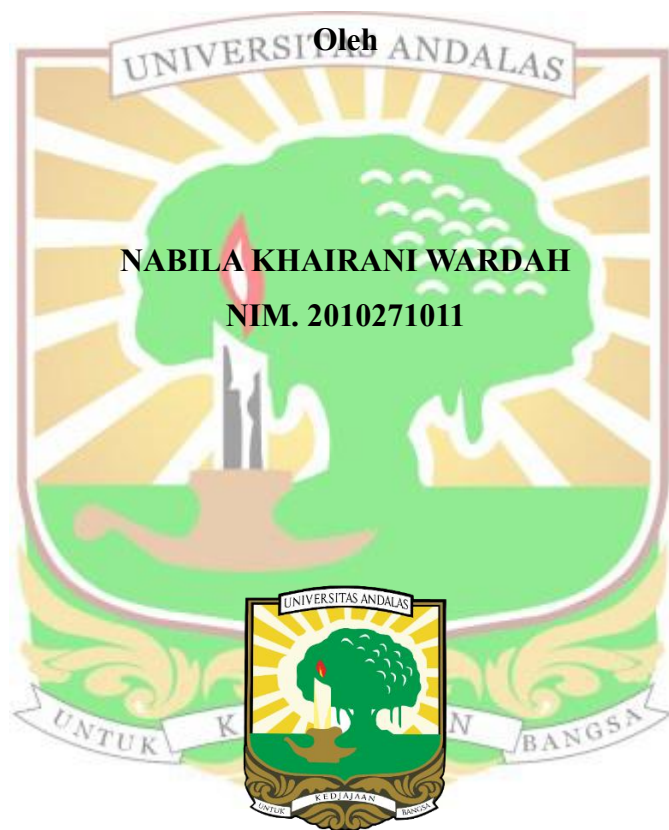


**ANALISIS STAKEHOLDER PADA PENGEMBANGAN USAHA
VANILI ORGANIK DI KENAGARIAN GADUT KECAMATAN
TILATANG KAMANG KABUPATEN AGAM**

SKRIPSI



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Abstrak

Sektor pertanian memegang peranan krusial dalam mendorong pertumbuhan ekonomi Indonesia. Pertanian organik menjadi salah satu pendekatan penting dalam pembangunan berkelanjutan karena menekankan keseimbangan antara aspek ekonomi, sosial, dan lingkungan. Vanili organik merupakan komoditas bernilai tinggi yang berpotensi menjadi produk unggulan ekspor Indonesia, namun pengembangannya masih menghadapi berbagai kendala sehingga keterlibatan stakeholder menjadi krusial. Penelitian ini bertujuan untuk mengidentifikasi stakeholder yang terlibat serta menganalisis bentuk interaksi antar stakeholder dalam pengembangan usaha vanili organik di Kenagarian Gadut, Kecamatan Tilatang Kamang, Kabupaten Agam. Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif. Data diperoleh melalui wawancara mendalam, observasi lapangan, dan dokumentasi. Hasil penelitian menunjukkan keterlibatan Jerigud Farm sebagai stakeholder utama, Tim PKM LPPM Universitas Andalas sebagai stakeholder pendukung, KPHL Agam Raya melalui KTH Gaduik Forest Farm sebagai stakeholder kunci, serta Balai Penyuluhan Pertanian (BPP) yang secara kelembagaan juga termasuk stakeholder kunci namun belum terlibat. Analisis interaksi memperlihatkan hubungan antar stakeholder masih bersifat bilateral, dengan kerja sama akademisi dengan bisnis melalui pendampingan teknis dan MoU, interaksi bisnis dengan pemerintah melalui forum KTH, sementara interaksi akademisi dengan pemerintah belum terbentuk. Temuan ini menekankan perlunya koordinasi lebih intensif untuk memperkuat sinergi triple helix dalam pengembangan vanili organik.

Kata kunci: Interaksi, stakeholder, triple helix, vanili organik

STAKEHOLDER ANALYSIS ON ORGANIC VANILLA BUSINESS DEVELOPMENT IN KENAGARIAN GADUT TILATANG KAMANG SUB-DISTRICT AGAM REGENCY

Abstract

Indonesia's economic growth is largely driven by the agricultural sector. Within this context, organic farming is increasingly recognized as a strategic pattern for sustainable growth, as it integrates economic advancement with social equity and environment factors. Despite the fact that organic vanilla is a valuable commodity with substantial export potential, there are several barriers to its development, one of which is the need to include stakeholders. The study's objective is to identify the stakeholders in the growth of organic vanilla growing in Kenagarian Gadut, Tilatang Kamang District- Agam Regency, and explore the ways in which they interact. In-depth interviews, field observations, and documentation were used to gather data for this qualitative descriptive study. The results show that Jerigud Farm was the main stakeholder, Andalas University PKM LPPM team was a supporting stakeholder, KPHL Agam Raya through the Gaduik Forest Farm farmer group was a key stakeholder, and the Agricultural Extension Center (BPP) was an institutional key stakeholder but had not yet been involved. Interaction analysis shows that stakeholder relationships remain bilateral: academic–business collaboration occurs through technical assistance and MoUs, business–government interaction takes place via farmer group forums, whereas there is still no established relationship between academia and the government. In order to strengthen triple helix synergy in the creation of organic vanilla, our findings emphasize the necessity of greater coordination.

Keywords: Interaction, stakeholder, triple helix, organic vanilla