

MUKHTAROM BAKHRUDIN. 2026. Strategi Pengembangan Usaha Minyak Kayu Putih Secara Lestari di Balai Kesatuan Pengelolaan Hutan (BKPH) Yogyakarta. Dibimbing oleh Dwi Aulia Puspitaningrum dan Antik Suprihanti.

ABSTRAK

Usaha minyak kayu putih (MKP) di Balai Kesatuan Pengelolaan Hutan (BKPH) Yogyakarta merupakan pemanfaatan hasil hutan bukan kayu melalui penyulingan daun kayu putih menjadi MKP. Usaha ini berkontribusi terhadap Pendapatan Asli Daerah (PAD) sektor kehutanan, tetapi menghadapi kendala serapan pasar, penurunan target produksi, dan persaingan usaha. Penelitian ini bertujuan: (1) menganalisis tingkat efektivitas kinerja BKPH Yogyakarta dalam mendukung masyarakat sejahtera dan hutan lestari; (2) menganalisis faktor internal dan eksternal kunci dalam strategi pengembangan usaha MKP secara lestari di BKPH Yogyakarta; dan (3) merumuskan strategi prioritas pengembangan usaha MKP secara lestari di BKPH Yogyakarta. Penelitian menggunakan pendekatan deskriptif kuantitatif dengan jenis studi kasus. Data diperoleh dari sembilan responden yang dipilih secara *purposive* dan merepresentasikan BKPH sebagai organisasi publik, mencakup pelaksana kebijakan, pembina BKPH, kelembagaan dan organisasi, penganggaran, serta perencanaan pembangunan. Teknik analisis yang digunakan meliputi penilaian efektivitas Kesatuan Pengelolaan Hutan (KPH), IFE, EFE, CPM, Matriks IE, SWOT, dan QSPM. Hasil penilaian KPH menunjukkan bahwa BKPH Yogyakarta diklasifikasikan sebagai organisasi KPH yang efektif dalam mendukung masyarakat sejahtera dan hutan lestari dengan nilai 83,13. Nilai IFE sebesar 2,846 dan EFE sebesar 2,762 menempatkan usaha MKP pada Matriks IE Sel V, yaitu posisi *hold and maintain*. Hasil CPM menunjukkan skor BKPH Yogyakarta sebesar 2,026, lebih tinggi dibandingkan MKP Perhutani sebesar 1,952, tetapi masih tertinggal dari minyak *eucalyptus* impor sebesar 3,586, terutama pada kadar 1,8-*cineole*, rendemen, harga dan kapasitas produksi. Kuadran SWOT menunjukkan posisi strategi agresif. QSPM menetapkan strategi prioritas berupa peningkatan mutu dan efisiensi produksi MKP berbasis bibit unggul.

Kata kunci: Strategi Pengembangan Usaha, Balai Kesatuan Pengelolaan Hutan Yogyakarta, Kinerja KPH, Minyak Kayu Putih, Pengelolaan Hutan Lestari

MUKHTAROM BAKHRUDIN. 2026. *Sustainable Business Development Strategy for Cajuput Oil at the Yogyakarta Forest Management Unit (BKPH). Supervised by Dwi Aulia Puspitaningrum and Antik Suprihanti.*

ABSTRACT

The cajuput oil business at the Yogyakarta Forest Management Unit (BKPH) was a utilization of non-timber forest products through the distillation of cajuput leaves into cajuput oil. This business contributes to regional revenue (PAD) in the forestry sector but still faces constraints in market absorption, declining production targets, and business competition. This study aimed: (1) analyze the effectiveness level of BKPH Yogyakarta's performance in supporting prosperous communities and sustainable forests; (2) analyze the key internal and external factors in the sustainable development strategy of the cajuput oil business at BKPH Yogyakarta; and (3) formulate the priority strategy for the sustainable development of the cajuput oil business at BKPH Yogyakarta. The research method used was a quantitative descriptive study with a case study approach. Data were obtained from nine purposively selected respondents representing BKPH as a public organization, including policy implementers, BKPH supervisors, institutional and organizational affairs, budgeting, and development planning. The data analysis techniques used were Forest Management Unit (KPH) effectiveness assessment, IFE, EFE, CPM, IE Matrix, SWOT, and QSPM. The KPH Assessment results showed that BKPH Yogyakarta was classified as an effective KPH organization in supporting prosperous communities and sustainable forests, with a score of 83,13. The IFE score of 2,846 and EFE score of 2,762 placed the cajuput oil business in Cell V of the IE Matrix, namely the hold and maintain position. The CPM results showed that BKPH Yogyakarta obtained a score of 2,026, higher than Perhutani cajuput oil at 1,952, but still lagging behind imported eucalyptus oil at 3,586, particularly in 1,8-cineole content, yield, price, and production capacity. The SWOT Quadrant showed an aggressive strategy position. QSPM determined the priority strategy as improving the quality and production efficiency of cajuput oil based on superior seedlings.

Keywords: *Business Development Strategy, Yogyakarta Forest Management Unit (BKPH), Forest Management Unit Performance, Cajuput Oil, Sustainable Forest Management.*