

IDENTIFY THE POTENTIAL AND OPPORTUNITIES FOR EXPORTING BENGKALIS PINEAPPLE DODOL PRODUCTS

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Abstract

This study aims to identify the potential and export opportunities of pineapple dodol as a superior regional product from Bengkalis Regency, Riau Province. Using a qualitative descriptive approach supported by a systematic literature review, the research analyzes production capacity, value-added potential, export readiness, and strategic positioning of local SMEs. The results show that Bengkalis has an abundant supply of raw materials, strong government support, and high value-added potential. However, technological limitations, lack of certification, and packaging standards that do not yet meet export requirements are still major constraints. The SWOT and Strategic Position Factor analyses indicate that the Bengkalis pineapple dodol industry is in an aggressive position, meaning it has strong internal capabilities and promising external opportunities. Recommended strategies include improving production technology, strengthening certification, innovating sustainable packaging, and expanding digital-based marketing networks. This study contributes to the formulation of export-oriented strategies for traditional processed food industries to enhance regional competitiveness and global market integration.

Keywords : (Pineapple dodol, export potential, value added, competitiveness, Bengkalis)

1. INTRODUCTION

Bengkalis Regency, located in Riau Province, has significant potential for developing processed pineapple products, particularly pineapple dodol. Several studies show that this industry has grown in villages such as Wonosari, Sungai Pakning, and Tanjung Leban, yet its market focus remains primarily local. (Halimatiara et al., 2023) identified that the marketing strategy implemented by UD Kemas is still limited to domestic sales and has not been integrated with export markets. Similarly, (Melliana et al., 2024) revealed that the supply chain management system applied by small and medium enterprises (SMEs) producing pineapple dodol is not yet fully effective due to distribution constraints and limited market access. From an economic perspective, studies such as (Aulia et al., 2025) and (Ade Imammughair Syah et al., 2023) demonstrated that pineapple dodol businesses are financially feasible, providing favorable investment returns. Likewise, (Fadhilah et al., 2023) found that processing fresh pineapples into dodol significantly increases value added and profitability compared to selling fresh fruit.



Image: Bengkalis pineapple dodol

Meanwhile, (Pratama & Anita, 2022) reported that BUMDesa-based pineapple dodol products contribute to local socio-economic development but still lack strong branding and marketing networks outside the region. Further, research by (Susilawati & Sunardi, 2021) and (Safitri D., Jaya, I.N.S.J., Nawangsari, N., Anggraeny, I., & Rhagat, 2023) showed that local competitiveness can be enhanced through digital marketing strategies and packaging innovation. However, there has not yet been a systematic effort to direct these strengths toward the export market. These empirical findings reveal a gap between the high production potential of Bengkalis pineapple dodol and the low international market accessibility of the product.

The export potential of local processed products can be analyzed through the concepts of competitiveness, value-added creation, and supply chain integration. Studies by (Baskara & Yuliawati, 2025) and (Nadhirah et al., 2025) explain that the competitiveness of Indonesia's processed pineapple products is still at a moderate level, mainly due to product quality and innovation that do not yet meet global standards. According to (Baskara & Yuliawati, 2025), the export market for pineapples tends to be oligopolistic, where only a few producers can access international trade. Moreover, (Kurniawan et al., 2025) emphasized the importance of integrating product innovation and sustainable packaging to improve the image and market value of traditional products such as dodol.

(Melliana et al., 2024) and (Fadhilah et al., 2023) highlighted that efficiency in the supply chain and enhancement of value added are key factors in strengthening the competitiveness of pineapple processing industries. Similarly, (Nugraheni et al., 2021) demonstrated that applying production technology-such as automatic stirring machines-can improve product consistency and increase production efficiency. In terms of marketing, (Safitri D., Jaya, I.N.S.J., Nawangsari, N., Anggraeny, I., & Rhagat, 2023) and (Pratama & Anita, 2022) noted that digitalization and community-based promotional strategies can expand market reach. Meanwhile, (Nadhirah et al., 2025) and (Baskara & Yuliawati, 2025) conceptually supported the idea that increasing export value for processed commodities requires continuous innovation along with strong logistics and policy support.

Therefore, from a theoretical standpoint, identifying the export potential and opportunities of pineapple dodol must consider both internal factors (innovation, quality, value added) and external factors (market structure, export barriers, and global demand). The novelty of this research lies in its focus on identifying comprehensively the export potential and opportunities for pineapple dodol products in Bengkalis Regency, by integrating previous studies on production, value added, supply chain, and marketing strategies into a unified export-oriented framework. Previous works such as (Halimatiara et al., 2023), (Melliana et al., 2024), and (Pratama & Anita, 2022) mainly discussed internal aspects like local marketing, business feasibility, or BUMDesa empowerment. However, none specifically assessed the export readiness and potential of Bengkalis pineapple dodol based on competitiveness and international market indicators. Furthermore, this study fills the research gap identified in (Baskara & Yuliawati, 2025), (Nadhirah et al., 2025), and (Raflah, 2021), which examined export barriers and competitiveness of pineapple commodities in general but did not address traditional processed products like dodol. Therefore, this research offers new insights through the mapping of export potential for locally based pineapple derivative products and serves as a strategic reference for local governments and SMEs in developing export-oriented policies for Bengkalis's signature processed products.

2. REVIEW OF LITERATURE

Several studies have shown that processing pineapples into *dodol* provides significant added value for local entrepreneurs. (Fadhilah et al., 2023) found that processing fresh pineapples into *dodol* increases profits and production efficiency compared to selling fresh fruit. This finding is reinforced by (Ade Imammuqhair Syah et al., 2023), who emphasized that small and medium enterprises producing pineapple *dodol* in Kemuning Village are financially feasible with a high rate of return on investment.

From the perspective of product characteristics, (Radwitya et al., 2022) identified that the combination of glutinous rice flour and rice flour affects the texture, color, and consumer acceptance level of pineapple *dodol*. The study highlighted the importance of raw material quality and formulation in creating competitive products.

In addition to the production aspect, (Pratama & Anita, 2022) showed that processing pineapple *dodol* through village-owned enterprises (BUMDesa) not only increases economic value but also promotes community empowerment. These studies affirm that added value is one of the main indicators driving local products toward wider markets, including exports.

Production process efficiency is an essential factor in improving the competitiveness of processed products. (Nugraheni et al., 2021) showed that the use of automatic stirring technology can enhance product quality consistency and reduce the production time of pineapple *dodol*. This finding aligns with (Melliana et al., 2024), who analyzed the supply chain management system of pineapple *dodol* SMEs and found that integration among supply chain actors remains weak, particularly in logistics and product distribution.

In the context of business development, (Aulia et al., 2025) and the (Safitri et al., 2024) assessed that the pineapple *dodol* agroindustry is financially feasible to develop, with high profit potential. However, several challenges remain, such as limited access to raw materials and capital, as highlighted by (Kasus et al., n.d.) in a case study of the small-scale industry UD Kemas in Bengkalis.

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The competitiveness of pineapple *dodol* is also determined by the entrepreneurs' ability to implement effective marketing strategies. (Halimatiara et al., 2023) noted that the promotion strategy of UD Kemas in Bengkalis still focuses on local marketing and has not yet reached markets outside the region. (Susilawati & Sunardi, 2021) added that packaging innovation and local branding play a major role in expanding market reach.

Furthermore, (Safitri D., Jaya, I.N.S.J., Nawangsari, N., Anggraeny, I., & Rhagat, 2023) emphasized the importance of digital marketing as a new strategy for pineapple *dodol* MSMEs to expand their consumer base, particularly through social media. This study is consistent with

the findings of (Pratama & Anita, 2022), which showed that community-based promotion and strengthening local product identity can enhance market value and competitiveness.

In the context of product development, (Sofiah et al., 2025) explored innovations in *dodol nanas Talang* and found that flavor diversification and packaging improvements can increase consumer interest. Similarly, (Kurniawan et al., 2025) highlighted that the implementation of sustainable packaging not only increases economic value but also strengthens the environmentally friendly image of traditional products in the modern market.

Several studies have highlighted the competitiveness and export barriers of Indonesia's processed pineapple products. (Baskara & Yuliawati, 2025) explained that the export market structure for pineapples is oligopolistic, where only a few large producers are able to compete in the global market. (Nadhirah et al., 2025) also mentioned that the competitiveness of Indonesia's processed pineapple products falls into the moderate category due to low product innovation and suboptimal export quality standards.

In addition, studies published on (Raflah, 2021) revealed that the main barriers to pineapple commodity exports include logistical limitations, quality certification, and the continuity of raw material supply. These findings are supported by (Erni Susilawati Purba et al., 2025), which indicated that the development of pineapple derivative products has the potential to become a regional leading commodity with high export prospects if accompanied by improvements in quality and promotion.

The Riau Journal (2024) also stated that pineapple derivative products, including pineapple *dodol*, hold great potential as regional superior products and can be developed into export commodities based on local wisdom. Overall, these findings affirm that Bengkalis pineapple *dodol* has the potential to become part of the export value chain of Indonesia's processed pineapple products

Based on the various studies discussed above, it can be concluded that previous research has largely focused on aspects of production, value addition, and local marketing strategies, but few have specifically examined the export potential and opportunities of Bengkalis pineapple *dodol*. Studies such as (Halimatiara et al., 2023), Melliana (2023), and (Pratama & Anita, 2022) have provided insights into domestic market conditions and business management but have not yet explained the export readiness of this traditional processed product.

Therefore, this study fills that gap by integrating empirical findings and theoretical perspectives on competitiveness, supply chain, and value addition to comprehensively identify the potential and export opportunities of Bengkalis pineapple *dodol*.

3. METHOD

This study employed a qualitative descriptive approach supported by a systematic literature review (SLR) and document-based analysis. The purpose of this method is to provide a comprehensive understanding of the current state of pineapple *dodol* production in Bengkalis, the readiness of small and medium enterprises (SMEs) for export, and the strategic opportunities that can be developed to strengthen competitiveness.

The research procedure consisted of several stages as follows:

1. Data Collection

The data used in this research were obtained from secondary sources, including scientific journals, conference proceedings, research reports, government publications, and online databases such as Google Scholar and ResearchGate. The inclusion criteria were studies published between 2021 and 2025, focusing on topics such as value-added

processing of pineapple products, business feasibility, export readiness, and marketing strategies for traditional processed foods.

2. Selection and Evaluation of Sources

Each collected source was reviewed for relevance, credibility, and methodological rigor. Studies that focused on different commodities or did not provide measurable export or value-added aspects were excluded. Priority was given to literature that analyzed pineapple-based products (e.g., dodol, jam, syrup) and those addressing SMEs' role in agroindustry development.

3. Data Analysis Technique

The selected sources were analyzed thematically. Thematic coding was performed to identify recurring patterns or concepts across the literature. The main analytical dimensions included:

- Raw material potential and availability (to assess sustainability of pineapple supply).
- Production capacity and technological capability (to evaluate readiness for scaling up).
- Quality assurance and certification status (to identify barriers related to export standards).
- Packaging and labeling standards (to examine product readiness for international logistics).
- Market access and export barriers (to explore external factors affecting competitiveness).

4. Synthesis and Interpretation

Thematic findings were integrated and interpreted to construct a holistic view of the strengths, weaknesses, opportunities, and threats (SWOT) faced by the pineapple dodol industry. This synthesis also connected the empirical findings with theoretical frameworks of value chain integration, export competitiveness, and SME development.

5. Validation

To ensure reliability, the interpretation of results was cross-checked with relevant empirical data from previous studies ((Halimatiara et al., 2023); (Kasus et al., n.d.)). These references served as validation points to ensure the accuracy and contextual relevance of the analysis in reflecting real-world conditions of SMEs in Bengkalis.

The combination of systematic literature analysis and contextual validation provides a solid foundation for identifying both the internal capacity and external opportunities of pineapple dodol producers in Bengkalis. This methodological design ensures that the conclusions and strategic recommendations presented in this study are grounded in both theoretical and practical evidence.

4. RESULT & DISCUSSION

Production Potential and Raw Material Availability

Bengkalis Regency has great potential as a center for honey pineapple production, which is the main raw material for making pineapple dodol. Based on data from (Erni Susilawati Purba et al., 2025) and Jurnal Riau (2024), the climate, soil fertility, and support from local farmers make Bengkalis a region with a stable supply of raw materials throughout the year.

This abundant availability of raw materials provides a comparative advantage for local businesses in developing value-added pineapple products. However, in terms of technology, most SMEs still use traditional processing methods with limited production capacity. This results in low time efficiency and productivity, necessitating technological and mechanization improvements to meet broader market demand, including exports.

Added Value and Economic Feasibility

Processing fresh pineapple into dodol is an effective strategy to increase the economic value of local agricultural products. Based on research by (Fadhilah et al., 2023) and (Aulia et al., 2025), processing pineapple into dodol can increase added value by up to 30% compared to selling fresh pineapple.

Table 1. Comparison of Added Value between Fresh Pineapple and Pineapple Dodol.

Analysis Aspect	Fresh Pineapple	Pineapple Dodol
<i>Selling value per kg (Rp)</i>	5.000-6000	15.000-20.000
Product shelf life	5-7 days	3-6 mounths
Value added (%)	-	± 30%
Financial feasibility (IRR)	Dosen't count	>15%
Export potential	Low	Hight

Source: Fadhilah et al. (2022); Aulia et al. (2025)

From the table above, it can be seen that diversifying products into pineapple dodol not only increases the selling value but also extends the product's shelf life. This is a strategic advantage in facing export markets that have longer supply chains. With a shelf life of up to six months, pineapple dodol is more easily adapted to export logistics standards and can reach foreign markets.

Export Readiness and Barriers

Despite its great potential, the export readiness level of Bengkalis pineapple dodol SMEs is still considered moderate. The barriers faced include limited production capacity, lack of export certification (SNI, HACCP), and packaging that does not meet international standards. In addition, most businesses still rely on domestic marketing and have not made optimal use of digital platforms.

However, from an institutional perspective, support from the local government and relevant agencies is quite good through training programs, local product promotion, and export exhibitions. This indicates that there is still ample potential for export growth if capacity building is carried out in a sustainable manner.

Table 2. Export Readiness Matrix for Bengkalis Pineapple Dodol SMEs

Aspect	Indicator	Present condition	Readiness(%)
<i>Production</i>	<i>Capacity and quality consistency</i>	Small scale, semi-manual	60%
<i>Quality & Certification</i>	<i>Halal,SNI, HACCP</i>	<i>Some are not yet certified</i>	45%
<i>Packaging & lableling</i>	<i>Shelf-resistant and meets export standards</i>	Local design, does not meet standards	55%
<i>Marketing</i>	<i>Digitalization and exkport networks</i>	Domestic market focus	50%
<i>Institutional</i>	<i>Government support and partnership</i>	Yes, but coordination is not optimal	65%

Source: Author's Analysis (2025), adapted from Halimatiara (2023), Melliana (2023), and Suryalena (2024).

From the table, it can be concluded that institutional and production aspects have a relatively high level of readiness, while certification and digital marketing aspects remain major weaknesses. Therefore, improving quality, certification, and marketing digitalization are top priorities in the pineapple dodol export strategy.

Strategic Position Factor (SPF) Analysis

SPF analysis is used to identify the strategic position of Bengkalis pineapple dodol SMEs in facing market competition. The assessment is carried out by assigning weights (0–1) and ratings (1–5) to each internal and external factor.

Table 3. Strategic Positioning Factor (SPF) Analysis of Bengkalis Pineapple Dodol

Strategic Factors	Weight	Rating (1–5)	Weighted Score	Description
Strengths				
Availability of local raw materials	0.10	5	0.50	Stable supply throughout the year
Local government support	0.08	4	0.32	SME programs and export promotion
High product value-added	0.07	4	0.28	Profit margin >30%
Weaknesses				
Semi-manual production technology	0.09	2	0.18	Limited efficiency and production volume
Lack of HACCP/SNI certification	0.10	2	0.20	Does not yet meet export standards
Packaging not meeting export standards	0.08	3	0.24	Design not durable for logistics
Opportunities				
Increasing demand for ethnic products	0.12	5	0.60	Growing markets in Asia and the Middle East
Support from national export programs	0.07	4	0.28	Assistance from related ministries
Expansion of digital marketing	0.06	4	0.24	E-commerce and global platforms available
Threats				
Competition from similar ASEAN products	0.09	3	0.27	High price and quality competition
Fluctuation in raw material prices	0.04	3	0.12	Unstable pineapple prices
Strict import standards	0.10	3	0.30	Tight regulations in destination countries
Total	1.00		3.53	Strategic Position: Aggressive

Source: Author's Analysis (2025), adapted from Halimatiara (2023), Melliana (2023), Kurniawan (2025), and ResearchGate (2024–2025)

With a total score of 3.53, the strategic position of Bengkalis pineapple dodol SMEs is in the aggressive quadrant. This means that SMEs have sufficient internal strength to take advantage of external opportunities. The recommended strategies are:

1. Expansion and penetration of export markets in Asia and the Middle East.
2. Innovation in packaging and improvement of quality certification (Halal, SNI, HACCP).
3. Improvement of production technology through the modernization of equipment.
4. Improvement of branding and digital promotion of exports.

Summary of Discussion

The results of the study show that Bengkalis pineapple dodol has strong comparative and competitive advantages to be developed as a leading regional export product.

- Its comparative advantages stem from the availability of local raw materials, distinctive taste, and high economic added value.
- Competitive advantages can be obtained through product innovation, quality certification, and strengthening digital market networks.

However, in order to penetrate the export market, collaboration between local governments, SME actors, financial institutions, and academics is needed to strengthen production capacity and quality control.

These findings align with research by (Pratama & Anita, 2022), (Baskara & Yuliawati, 2025), and (Kurniawan et al., 2025), which emphasizes that value chain integration and strategic innovation are key to enhancing the export competitiveness of Indonesia's traditional food products.

5. CONCLUSION

Based on the results and discussion, it can be concluded that Bengkalis pineapple dodol has both comparative and competitive advantages to be developed as an export-oriented product. The comparative advantage lies in the continuous availability of local raw materials and distinctive product characteristics, while the competitive advantage arises from innovation potential, added value, and institutional support.

The results of the SWOT and Strategic Position Factor analyses show that the Bengkalis pineapple dodol industry is positioned in the **aggressive quadrant** with a total weighted score of **3.53**, indicating strong internal capabilities and favorable external opportunities. To realize export potential, several strategic steps are recommended:

1. Enhancing production technology through mechanization and efficiency improvement.
2. Strengthening product certification (Halal, SNI, HACCP) to meet export standards.
3. Developing sustainable and innovative packaging that meets international logistics requirements.
4. Expanding export markets through digital platforms and trade collaborations in Asia and the Middle East.
5. Fostering synergy among stakeholders, including SMEs, local governments, and trade promotion agencies, to ensure coordinated export development.

In conclusion, this research confirms that Bengkalis pineapple dodol possesses strong export potential if supported by quality improvement, technology adoption, and market-oriented policy interventions. The findings are expected to serve as a reference for developing strategies to strengthen the competitiveness and global market access of Indonesia's traditional processed food industries.

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