

**DESKRIPSI**

Artikel ini membahas secara komprehensif proses identifikasi peluang usaha agribisnis dengan menyoroti kerangka teoritis kewirausahaan, konsep dasar agribisnis, serta dinamika pasar komoditas pertanian di Indonesia. Ruang lingkup kajian mencakup analisis potensi sumber daya alam, evaluasi rantai nilai, penilaian kelayakan usaha, serta pemetaan peluang berdasarkan kebutuhan konsumen dan perkembangan teknologi pertanian. Tulisan ini disusun dengan merujuk pada literatur ilmiah terkini, data empiris sektor agribisnis, serta konteks perkembangan usaha pertanian nasional, sehingga menghasilkan pemahaman yang lebih mendalam mengenai strategi pengembangan peluang agribisnis yang berkelanjutan dan berdaya saing.

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Editor in Chief



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