

## **ABSTRACT**

*In a tropical country like Indonesia, there are potential sectors of agriculture more particularly the coconut plantation in most regions including the province of Gorontalo. According to Central Bureau of Statistic of Indonesia in 2020, this province has 73,700 hectares of coconut plantation land (BPS.go.id, 2020) that produced only copra as their main coconut product. At the preliminary observation, it was found that every part of coconut fruit can be processed and used for many different purposes in other regions. The shell has been well used in regions such as Bali and West Java. It is then a challenge to inspire the region of Gorontalo to produce an innovative briquette from its coconut shell. With the purpose of helping the economy of local producers, this study is to investigate on the existing condition of the Gorontalo region about how briquette is being used and produced. This research uses a qualitative descriptive method with ethnomethodology approach to collect the data of the existing productivity practice of coconut plants in accordance with the geographical conditions of the area. Using observation and in-depth interview to the restaurant business owners as well as the field note result of coconut plantation management, the findings report that coconut has not been maximised to be transformed into a useful product that augment its value and briquette is not known as a possible product that give a longer period of burn in a steady temperature. It is interesting and challenging to create an innovative product of briquette from coconut shell in compliance with the needs of the users.*

*Keywords: briquettes, coconut, coconut shell, product innovation*