IRDH International Journal of Technology, Agriculture & Natural Sciences
https://irdhjournals.com/ijtans
Vol 2, No 2 (2025) : July. E-ISSN : 3032-2286

Comparison Of The Robusta Coffee Trade Value Chain In The Pakel And Kenongo Village Farmer Groups, Gucialit Sub-District, Lumajang Regency

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INDEXING

Keywords:
Keyword 1; Marketing Efficiency
Keyword 2; Commerce Value Chain
Keyword 3; Robusta Coffee
Keyword 4; *SWOT Analysis*
Keyword 5; Comparison

ABSTRACT

This research aims to analyze the system and efficiency of robusta coffee trading systems in Pakel Village and Kenongo Village, Gucialit District, Lumajang Regency, with a focus on marketing channels from farmers to consumers. The methods used include descriptive analysis, marketing margin and SWOT, with 64 respondents taken through proportional random sampling. The research results show that Pakel Village has 4 marketing channels with a production of 277 kg, while Kenongo Village has 5 channels with a production of 410 kg. The level of marketing efficiency in both villages is optimal, with a K/B ratio (>1) in each marketing institution. Development strategies show the dominance of strengths and opportunities over weaknesses and threats. It was concluded that marketing of robusta coffee in both villages was efficient, but marketing strategies needed to be improved through strengthening farmer institutions and diversifying marketing channels.

Article History
Received 26 June 2025; Revised 18 July 2025; Accepted 19 July 2025 ;
Publish 21 July 2025

INTRODUCTION

Coffee is one of the strategic plantation commodities that has important economic value for Indonesia. Coffee is an important export commodity for Indonesia that can contribute quite a large amount of foreign exchange (Zakaria et al. 2017). As one of the largest coffee producing countries in the world, Indonesia is known for its two main varieties of coffee, namely robusta (Coffea canepora) and arabica (Coffea arabica) (Andini *et al*, 2021). These two types of coffee are not only in demand in the domestic market but also have significant export value. Based on data from the United States Department of Agriculture (USDA) in 2020, Indonesia is ranked third in the world's coffee producing countries with a production reaching 11.85 million 60 kg bags. The high coffee production in Indonesia reflects the great potential of this commodity in supporting the national economy (Nugroho et al. 2021).

East Java Province is one of the national robusta coffee production centers. Malang, Banyuwangi, Jember, Bondowoso, and Lumajang Regencies are the five main regencies in East Java that contribute significantly to robusta coffee production (Tjondro Winarno and Sri Harijani, 2022). Lumajang Regency, with an area of 3,988.70 hectares, produced 1,915.32 tons of robusta coffee in 2022. Gucialit District is one of the largest coffee producing districts in Lumajang, where Pakel Village and Kenongo

Village recorded the highest production (BPS, 2022). This great potential shows that robusta coffee is a superior commodity that can support improving community welfare. However, the problems faced by coffee farmers are quite complex, ranging from low productivity to the weak bargaining position of farmers in determining prices. One of the main causes is the suboptimal use of cultivation technology and post-harvest handling. Farmers often harvest unripe coffee beans because they are worried about the risk of theft, so the quality of the coffee produced tends to be low (Maulana et al. 2021). In addition, challenges in the marketing system, such as lack of market access and inefficient distribution channels, also affect farmers' income. Therefore, strategies are needed to increase productivity, quality of results, and efficiency of the robusta coffee marketing chain.

In Gucialit District, Pakel Village and Kenongo Village present great opportunities in the development of robusta coffee trade. With an area of 190 hectares and 124 hectares respectively, these two villages recorded the highest production in the district, namely 76 tons and 49.6 tons respectively. However, the success of coffee development in these villages is highly dependent on the efficiency of marketing channels involving farmers, traders, and end consumers. An efficient marketing system can increase farmers' income, strengthen competitiveness, and encourage village economic growth (Murtiningrum and Gabrienda, 2019). Through a comparative analysis of the robusta coffee trade system and efficiency between Pakel Village and Kenongo Village, the most profitable marketing channel pattern for farmers can be identified. Thus, the results of this study are expected to provide strategic recommendations to increase productivity, coffee quality, and farmer welfare in the two villages, as well as make robusta coffee a driving force for the local economy in Gucialit District.

LITERATURE REVIEW

Robusta Coffee Value Chain

Coffee contributes significantly to Indonesia's economy and plays a crucial role. Indonesia produced 793 thousand tons of coffee beans in 2022, which will give 1.89 million farming households a source of income. It promotes farmers' livelihoods by offering prospects for income, serving as a source of industrial raw materials, and supporting regional development and the nation's export revenue. However, thecoffeeindustry faces numerous sustainability obstacles across environmental, social, and economic aspects.

Indonesia confronts hurdles along the value chain, just like other coffee-producing nations. At the upstreamstage, coffee farmers often encounter obstacles such as limited access to financing, inadequate market access, and insufficient skills in modern agricultural management. Furthermore, pest attacks and climate change may jeopardize Indonesia's coffee production's sustainability and output (Suryana *et al*, 2023).

The interaction between the players in the downstream and upstream sections of the The coffee value chain also faces difficulties, including power imbalances and uneven market access can lead to farmers, processors, merchants, and coffee companies paying unjust.

Farmers' profitability may be impacted by the higher bargaining power of exporters. Sustainability The supply chain for coffee in Indonesia is likewise centered on issues.

Unmanaged Deforestation, excessive water use, and poor waste management can all have detrimental affect nearby populations and the environment. Implementing sustainable practices (Suryana and Syaukat, 2023).

RESEARCH METHOD

This research was conducted in the robusta coffee production center of Gucialit District, Lumajang Regency, covering Kenongo Village and Pakel Village, in September-October 2024. The location was selected purposively as it is a major robusta coffee-producing area. The research population involved 174 supply chain actors, consisting of 42 farmers from each village, 15 collectors, 10 wholesalers, 10 retailers, 5 retailers, and 5 consumers from each village. A sample of 64 respondents was determined using proportional random sampling technique with Slovin's formula (10% margin of error) and proportions calculated based on the population in each group. (Sugiyono, 2013)

Data was collected through observation, interviews, open questionnaires, and documentation. Primary data were obtained directly from farmers, traders, and consumers, while secondary data came from related documents, such as data from local authorities. Descriptive analysis was used to identify marketing channels, while marketing efficiency was analyzed using marketing margins, margin distribution, farmer price share, marketing cost share, marketing profit share, profit-cost ratio, price efficiency, and operational efficiency, where a ratio greater than 1 indicates efficient marketing.

The marketing development strategy is formulated using a SWOT analysis to evaluate strengths, weaknesses, opportunities, and threats. This analysis includes internal factors such as products, prices, partnerships, and human resources, as well as external factors such as government support, socio-economic conditions, technology, and competition (Rangkuti 2009). The results of the SWOT are presented in a matrix that produces four main strategies: SO (optimizing strengths and opportunities), WO (minimizing weaknesses to take advantage of opportunities), ST (addressing threats with strengths), and WT (reducing weaknesses and facing threats). This strategy is expected to serve as a recommendation for increasing the efficiency and sustainability of robusta coffee marketing. The SWOT matrix is illustrated as follows:

RESULT AND DISCUSSION

Robusta Coffee Marketing Channel

Coffee marketing in Pakel Village and Kenongo Village, Gucialit District, Lumajang Regency is carried out by farmers as producers to the end consumers through marketing institutions that act as distributors of coffee to consumers. The marketing institutions involved in the coffee marketing activities create the length of the marketing channel. The more marketing institutions involved, the higher the marketing costs incurred, which in turn diminishes the price received by farmers and increases the price at the end consumer level. The marketing channels for robusta coffee in Pakel Village and Kenongo Village, Gucialit District, Lumajang Regency are as follows:

Robusta Coffee Marketing Channel in Pakel Village

The marketing channels for robusta coffee in Pakel Village, Gucialit District can be seen in the following image:

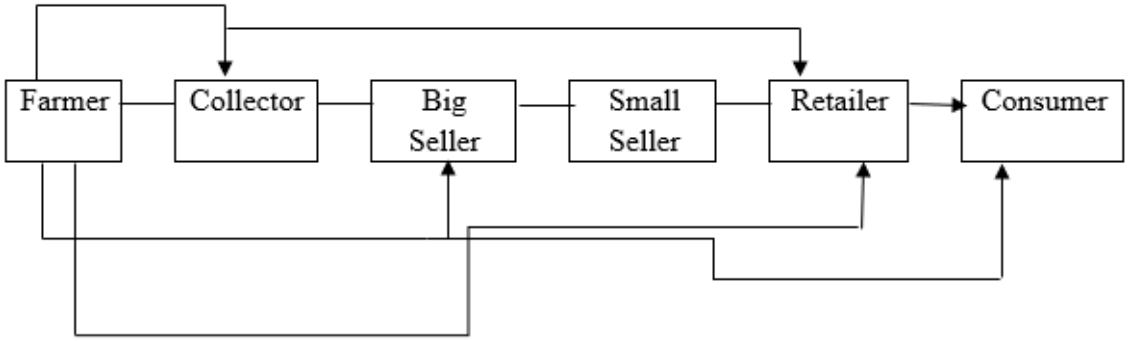

Figure 1. Marketing Channel of Robusta Coffee in Pakel Village
Source: Primary Data Processed, (2024).

Based on the above gambit 1, it identifies four marketing channels for robusta coffee in Pakel Village, involving various institutions such as farmers, collectors, large traders, small traders, retailers, and consumers. Marketing channel I involves 5 institutions, channels II and III involve 3 institutions, while channel IV involves 2 institutions. Farmers do not set the selling price of coffee and depend on traders. Most farmers have difficulty marketing coffee directly to consumers due to limitations in transportation and relationships, so their coffee harvest is distributed to Gucialit District.

Robusta Coffee Marketing Channel in Kenongo Village

The marketing channels for robusta coffee in Kenongo Village, Gucialit District can be seen in the following image:

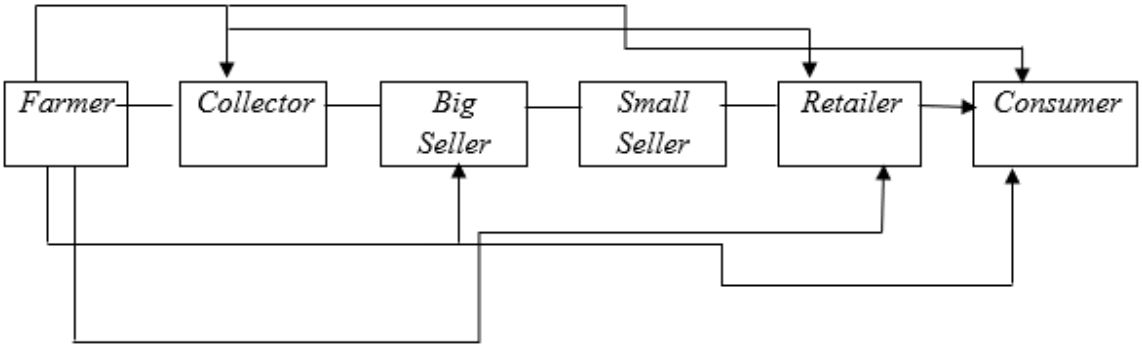

Figure 2. Marketing Channels of Robusta Coffee in Kenongo Village
Source: Processed Primary Data, (2024).

This research identifies five marketing channels for robusta coffee in Kenongo Village, involving various institutions such as farmers, collectors, wholesalers, retailers, and consumers. Farmers generally rely on marketing institutions due to transportation limitations and relationships. Kenongo Village has one more channel than Pakel Village, which affects value and profit margins.

Efficiency of Robusta Coffee Marketing

Marketing efficiency is one aspect of marketing in the effort to enhance the movement of goods from producers to consumers (Maulana et al. 2021). In marketing efficiency, the price differences received by producers compared to what is paid by end consumers will be observed, as well as the adequacy of the income received by producers relative to the commodities produced (Latuan 2022).

Table 1. Results of Margin Analysis and Distribution of Marketing Channel I Shares

No	Description	Value (Rp/Kg)	Margin (Rp/Kg)	*Share* Margin (%)	*Share* Price (%)	*Share Cost* (%)	*Share Profit* (%)
1	Farmer				71,75		
	Selling Price	44.267					
2	Collector		7.382	37,40	11,96	80,70	28,46
	Purchase Price	44.267					
	a.Transport Cost	541,51					
	b.Packaging Cost	5.540					
	Total Cost	6.082					
	Profit	1.300					
	Seller Price	51.649					
3	Big Seller		6.269	31,77	10,17	9,30	6,30
	Selling Price	51.649					
	a.Transport Cost	613,72					
	b.Packaging Cost	4.155					
	Total Cost	4.769					
	Profit	1.500					
	Selling Price	57.918					
4	Small Seller		3.775	19,13	2,51	6,39	21,11
	Buying Price	57.918					
	a.Transport Cost	200					
	b.Packaging Cost	1.875					
	Total Cost	2.075					
	Profit	1.700					
	Selling Price	61.693					
5	Retailer		2.307	11,70	3,61	3,61	44,13
	Buying Price	61.693					
	a. Transport Cost	150					
	b. Packaging Cost	100					
	Total Cost	250					
	Profit	2.057					
	Selling Price	64.000					
6	Consumer						
	Buying Price	64.000					
	Total		**19.733**	**100**			

Source: Processed Primary Data, (2024).

Based on table 5, the selling price of coffee at the farmer level in Kenongo Village is Rp. 44,267/kg, with a farmer price share of 71.75%. Farmers sell coffee to collectors on a cash basis. Collectors sell coffee to wholesalers for Rp. 51,649/kg, wholesalers to small traders for Rp. 57,918/kg, and small traders to retailers for Rp. 61,693/kg. Retailers sell coffee to end consumers at a price of Rp. 61,693/kg after adding transportation and packaging costs.

Table 6. Results of Margin Analysis and Distribution of Marketing Channel II Shares

No	Description	Value (Rp/Kg)	Margin (Rp/Kg)	*Share* Margin (%)	*Share* Price (%)	*Share Cost* (%)	*Share Profit* (%)
1	Farmer				81,82		
	Selling Price	45.000					
2	Collector		7.582	75,82	13,78	95,60	19,78
	Purchase Price	45.000					
	a.Transport Cost	541,51					
	b.Packaging Cost	5.540					
	Total Cost	6.082					
	Profit	1.500					
	Seller Price	52.582					
3	Retailer		2.418	24,18	4,40	4,40	89,45
	Buying Price	52.582					
	a. Transport Cost	150					
	b. Packaging Cost	100					
	Total Cost	250					
	Profit	2.163					
	Selling Price	55.000					
4	Consumer						
	Buying Price	55.000					
	Total		**10.000**	**100**			

Source: Processed Primary Data, (2024).

Based on table 6, the selling price of coffee at the farmer level in Kenongo Village is Rp. 45,000/kg with a farmer price share of 81.82%. Farmers sell coffee to collectors in cash. Collectors buy coffee at a price of Rp. 45,000/kg, with transportation and packaging costs amounting to Rp. 6,082/kg, and sell it to retailers at a price of Rp. 52,582/kg. Retailers add transportation and packaging costs of Rp. 250/kg and sell the coffee to consumers at a price of Rp. 55,000/kg.

Table 7. Results of Margin Analysis and Distribution of Marketing Channel III Shares

No	Description	Value (Rp/Kg)	Margin (Rp/Kg)	*Share* Margin (%)	*Share* Price (%)	*Share Cost* (%)	*Share Profit* (%)
1	Farmer				83,70		
	Selling Price	45.200					
2	Big Seller		6.269	71,23	11,61	82,18	87,81
	Selling Price	45.200					
	a.Transport Cost	613,72					
	b.Packaging Cost	4.155					
	Total Cost	4.769					
	Profit	1.500					
	Selling Price	51.469					
3	Retailer		2.531	28,77	4,69	17,82	12,19
	Buying Price	51.469					
	a. Transport Cost	150					
	b. Packaging Cost	100					
	Total Cost	250					
	Profit	2.281					
	Selling Price	54.000					
4	Consumer						
	Buying Price	54.000					
	Total		**8.800**	**100**			

Source: Processed Primary Data, (2024).

Based on table 7, the selling price of coffee at the farmer level in Kenongo Village is Rp. 45,200/kg with a farmer price share of 83.70%. Farmers sell coffee to wholesalers in cash. Wholesalers buy coffee at Rp. 45,200/kg, with transportation and packaging costs of Rp. 4,769/kg, selling it to retailers at Rp. 51,469/kg. Retailers add transportation and packaging costs of Rp. 250/kg, selling coffee to consumers at Rp. 54,000/kg.

Table 8. Results of Margin Analysis and Distribution of Marketing Channel Shares IV

No	Desription	Value (Rp/Kg)	Margin (Rp/Kg)	*Share* Margin (%)
1	Farmer		100	100
	Selling Price	45.800		
3	Retailer		3000	96,77
	Buying Price	45.800		
	a. Transport Cost	150		
	b. Packaging Cost	100		
	Total Cost	250		
	Profit	2.750		
	Selling Price	48.800		
4	Consumer			
	Buying Price	48.800		
	Total		**3100**	

Source: Processed Primary Data, (2024).

Based on Table 8, the price of coffee at the farmer level in Kenongo Village is Rp. 45,800/kg, with a farmer's price share of 100%. Farmers sell coffee directly to retailers for cash. Retailers buy coffee at Rp. 45,800/kg, adding transportation and packaging costs of Rp. 250/kg, so the selling price to the final consumer becomes Rp. 48,800/kg.

Table 9. Results of Margin Analysis and Distribution of Channel Marketing Share

No	Description	Value (Rp/Kg)	Margin (Rp/Kg)	*Share* Margin (%)
1	Farmer		100	100
	Selling Price	46.500		
2	Consumer			
	Buying Price	46.500		
	Total		**100**	

Source: Processed Primary Data, (2024).

Based on table 9, the price of coffee at the farmer level in Pakel village is Rp.46,500/kg, with a farmer price share of 100%. Farmers sell directly to consumers in cash. The research shows the efficiency of the marketing channel, with channel V being the most efficient because farmers sell directly to consumers without intermediaries, resulting in smaller margins. Meanwhile, in other channels, farmers sell coffee to several marketing institutions at lower prices, resulting in higher margins.

Efficiency of Robusta Coffee Prices

The price efficiency approach can be used to measure the level of efficiency of marketing channels where the market is assumed to be a perfectly competitive market such that prices reflect the costs incurred. This price efficiency can be calculated from

transportation costs. If the price difference between two institutions is greater than or equal to the transportation costs incurred, it can be said to be efficient. The price efficiency of robusta coffee in Pakel Village and Konongo Village is:

Price Efficiency of Pakel Village

The price efficiency level in Pakel Village based on transportation costs in each marketing institution can be seen in the following table:

Table 10. Price efficiency level in Pakel Village

Marketing Channel	Institution	price difference (Rp/kg)	Transport Cost (Rp/kg)
I	Collector	7382	541,51
	Big Seller	6269	613,72
	Small Seller	3775	200
	Retailer	2307	150
II	Collector	7582	541,51
	Retailer	2418	150
III	Big Seller	6269	613,72
	Retailer	2531	150
IV	Retailer	3000	150

Source: Processed Primary Data, (2024).

Based on Table 10, it is known that each marketing institution incurs relatively low transportation costs compared to the price difference received by each marketing institution. Therefore, the transportation function carried out by each coffee marketing institution in terms of price is already efficient.

Price Efficiency of Kenongo Village

Table 11. Price efficiency level in Kenongo Village

Marketing Channel	Institution	price difference (Rp/kg)	Transport Cost (Rp/kg)
I	Collector	7382	541,51
	Big Seller	6269	613,72
	Small Seller	3775	200
	Retailer	2307	150
II	Collector	7582	541,51
	Retailer	2418	150
III	Big Seller	6269	613,72
	Retailer	2531	150
IV	Retailer	3000	150
V	-	0	0

Source: Processed Primary Data, (2024).

Based on Table 11, it is known that each marketing institution incurs relatively low transportation costs compared to the price difference received by each marketing institution. Therefore, the transportation function carried out by each coffee marketing institution in terms of price is already efficient. There are several marketing institutions that do not perform the transportation function, resulting in transportation costs of Rp0,- but it is still said that these marketing institutions are considered efficient.

Operational Efficiency of Robusta Coffee

Operational efficiency is measured using load factor efficiency. This measurement is carried out using the capacity standards for each activity, namely the transportation used by each marketing institution.

Operational Efficiency of Pakel Village

Table 12. Analysis of operational efficiency in Pakel Village

Marketing Channel	Institution	Transportation	Normal Capacity	Average Capacity	Percentage Capacity
I	Collector	Pick up	1000	277	27,7%
	Big Seller	Pick up	1000	277	27,7%
	Small Seller	Motorcycle	150	150	100%
	Retailer	Motorcycle	150	150	100%
II	Collector	Pick up	1000	277	27,7%
	Retailer	Motorcycle	150	150	100%
III	Big Seller	Pick up	1000	277	27,7%
	Retailer	Motorcycle	150	150	100%
IV	Retailer	Motorcycle	150	150	100%

Source: Processed Primary Data, (2024).

According to the operational efficiency provisions, if the carrying capacity reaches 100% (full capacity) or more than 100% (over capacity), then the marketing channel is said to be efficient. If the carrying capacity is less than 100% (under capacity), then the marketing channel is considered inefficient.

Operational Efficiency of Kenongo Village

Table 13. Analysis of operational efficiency in Kenongo Village

Marketing Channel	Institution	Transportation	Normal Capacity	Average Capacity	Percentage Capacity
I	Collector	Pick up	1000	277	27,7%
	Big Seller	Pick up	1000	277	27,7%
	Small Seller	Motorcycle	150	150	100%
	Retailer	Motorcycle	150	150	100%
II	Collector	Pick up	1000	277	27,7%
	Retailer	Motorcycle	150	150	100%
III	Big Seller	Pick up	1000	277	27,7%
	Retailer	Motorcycle	150	150	100%
IV	Retailer	Motorcycle	150	150	100%
V	Consumer	Motorcycle	150	150	100%

Source: Processed Primary Data, (2024).

According to the operational efficiency provisions, if the carrying capacity reaches 100% (full capacity) or more than 100% (over capacity), then the marketing channel is said to be efficient. If the carrying capacity is less than 100% (under capacity), then the marketing channel is considered inefficient.

Development Strategy for Robust Coffee Marketing

Table 14. Internal Factor Analysis Summary (IFAS)

No	Internal Strategies (Strongs)	Sub Total	Weight	Rating	Score	Sub Total
1	Plantation products (robusta coffee) have a large market potential.	264		0,10	4,1	0,41
2	The price of robusta coffee depends on market demand.	250		0,10	3,9	0,39
3	Fertile environmental conditions and a wide environment support the success of the harvest.	250		0,10	3,9	0,39
4	Marketing institutions make product promotions have a wide distribution network.	252		0,10	3,9	0,39
5	Experienced human resources in the field of agriculture and plantations can be a strength in increasing production.	260		0,10	4,1	0,41
	Total	**1276**		**0,50**	**19,9**	**1,99**

Source: Processed Primary Data, (2024).

Table 15. *Internal Factor Analysis Summary* (IFAS)

No	Internal Strategies (Weaknesses)	Sub Total	Weight	Rating	Score
1	The high costs in the cultivation and management of coffee plants	245	0,09	3,8	0,34
2	The fluctuating price of robusta coffee	236	0,09	3,7	0,33
3	Stable environmental conditions	250	0,10	3,9	0,39
4	Marketing institutions are needed in addition to the expansion of promotional networks; training and support from relevant agencies are also required.	250	0,10	3,9	0,39
5	The knowledge and skills of farmers greatly influence the quality of the products.	234	0,09	3,7	0,33
	Total	**1215**	**0,50**	**19**	**1,79**

Source: Processed Primary Data, (2024).

In the table above, the strength factors have a score of 1.99 while the weakness factors have a score of 1.79, indicating that the robusta coffee business in Gucialit District has greater strengths compared to weaknesses in determining its competitive strategy.

Table 16. *Eksternal Factor Analysis Summary* (EFAS)

No	External Strategies (Opportunies)	Sub Total	Weight	Rating	Score
1	The role of the government or relevant institutions in accompanying and training	130	0,14	3,7	0,52
2	Social, the emergence of awareness by the community	125	0,13	3,6	0,47

3	The economy, coffee products continue to develop.	145	0,15	4,1	0,62
4	Technology, opportunities to develop processed coffee products	94	0,10	2,7	0,27
5	Competitors, farmers can enhance their knowledge, skills, and manage their business.	131	0,14	3,8	0,53
	Total	**625**	**0,66**	**17,9**	**2,41**
No	**External Strategies (Threats)**	**Sub Total**	**Weight**	**Rating**	**Score**
1	Tight competition among farmers and marketing institutions	97	0,10	2,8	0,28
2	Prices are uncertain, causing profit margins to become thin.	108	0,13	3,0	0,39
3	Changes in weather make environmental conditions unstable, affecting the quality of coffee.	104	0,11	3,0	0,33
	Total	**309**	**0,34**	**8,8**	**1**

Source: Processed Primary Data, (2024).

No External Strategy (Threat) Weight Rating Score1 Intense competition among farmers and marketing institutions 97 0.10 2.8 0.282 Uncertain prices, resulting in thin profit margins 108 0.13 3.0 0.393 Weather changes create unstable environmental conditions affecting coffee quality 104 0.11 3.0 0.33Total 309 0.34 8.8 1

CONCLUSION

The conclusion of this research are :

1. There are differences in marketing channels between Pakel Village and Kenongo Village, where the difference lies in the marketing channels; Pakel Village has 4 marketing channels with a production of 277kg, while Kenongo Village has 5 marketing channels with a production of 410kg.
2. The level of marketing efficiency of robusta coffee in the Farmer Group of Pakel Village and Kenongo Village, Gucialit District, Lumajang Regency, with a K/B ratio (>1) indicates that each marketing institution operating in each marketing channel is already efficient. The price efficiency of the marketing institutions is efficient, and operational efficiency in Pakel Village and Kenongo Village is efficient in the marketing channels.
3. The marketing development strategy for robusta coffee in the Farmers Group of Pakel Village and Kenongo Village, Gucialit Subdistrict, Lumajang Regency has strengths that are higher compared to the weaknesses in determining its competitive strategy, and the threat factors have a score of 1, which means that in the effort to determine its competitive strategy, the robusta coffee business in Gucialit Subdistrict has quite significant opportunities compared to the threats that arise.

The suggestion of this research are :

1. It is recommended that the coffee harvested from the villages of Pakel and Kenongo be managed together with local farmer groups so that the coffee can be sold directly to distributors, thereby increasing the profits obtained by the farmers.
2. It is advisable for the farmers of Pakel and Kenongo to regularly attend training on

the coffee sorting process conducted by Agricultural Extension Workers so that the farmers can sort the coffee themselves, thus increasing the selling price of coffee at the farmer level.

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