ANALYSIS OF ROBUSTA COFFEE MARKETING CHANNELS IN ULUWAE VILLAGE, EAST LAMBA LEDA DISTRICT, EAST MANGGARAI REGENCY, EAST NUSA TENGGARA PROVINCE

Flavianus Pankrasius Syukur[1*], Ni Gst. Ag. Gde Eka Martiningsih[2], Farida Hanum[3]

[1-3] Agribusiness Study Program, Faculty of Agriculture and Business,
Universitas Mahasaraswati Denpasar, Indonesia
E-mail: [1)] flavianuspankrasiussyukur@gmail.com

Abstract

Price fluctuations are a significant challenge for coffee farmers when selling their crops. These fluctuations affect the stability of producers' incomes and consumption levels, thereby increasing marketing risks. The method used in this research involves data analysis through observations, interviews with farmer respondents, literature review, and documentation throughout the study. Based on the research conducted with the Ulu Wae Village coffee farmer group, several obstacles were identified. These include rapid and unpredictable weather changes, pests, and diseases that commonly attack coffee plants, such as coffee fruit borers, leaf rust disease, and nematode infestations. One crucial aspect of marketing that needs attention to improve the flow of goods from producers to consumers is marketing efficiency. Improved marketing efficiency can reveal the price differences between what farmers receive and what final consumers pay. Coffee farmers are recommended to market Robusta coffee directly to consumers or form an association that can sell their production directly to consumers. Additionally, agricultural extension officers are expected to continuously provide strategies to manage pests and diseases and to anticipate adverse weather conditions, which are often significant obstacles for farmers cultivating Robusta coffee.

Keywords: *Marketing Efficiency, Constraints, Coffea Robusta, Farmer Groups, Price Fluctuations*

1. INTRODUCTION

The agricultural sector plays a crucial role in national development, with a focus on the management and utilization of agricultural products in a more organized manner to benefit the entire population of Indonesia (Batubara & Pane, 2023). Coffee holds significant importance in the national economy as a key source of foreign exchange, evident from its ability to compete in the international market as an export commodity (Wahyudi et al., 2018). Indonesia ranks third globally in coffee exports, following Brazil and Vietnam, with an export volume of 10,627,654 bags, each equivalent to 60 kg, showcasing the country's position in the global coffee market (Sitanini et al., 2020).

The plantation subsector is crucial in fulfilling the population's needs, supplying industrial raw materials, creating business and job opportunities, and boosting farmers' income. Flores is renowned for its robusta coffee production, representing 20% of robusta coffee exports in Indonesia. Robusta coffee plantations are widespread across the Flores archipelago, with the following distribution and area percentages: East Manggarai 66%, Bajawa 12%, Central Manggarai 8%, Alor 7%, Ende 4%, and Lembata 1% (Directorate General of Plantations, 2013). Manggarai holds a significant share of the national coffee plantation area compared to other regions. It serves as the focal point for coffee production in NTT Province, contributing 26% of the province's total production, the

highest among all districts in NTT. Coffee stands out as Manggarai's primary commodity, surpassing others like coconut, cloves, rice, vanilla, and rice fields.

There are four different types of coffee that are cultivated, which include arabica coffee, liberica coffee, canephora (robusta) coffee, and hybrid coffee (Dechassa, 2019). However, the majority of coffee farmers in Manggarai choose to grow robusta or canephora coffee and arabica coffee. The term "Robusta" is used for trading purposes, as this type of coffee has the advantage of higher production compared to arabica and liberica coffee. Robusta coffee can be grown at higher elevations than arabica coffee, allowing it to thrive and produce well. Planting robusta coffee in lowland areas will result in reduced production and increased susceptibility to leaf rust disease. In the Manggarai area, robusta coffee is best planted at an altitude between 300-600 meters above sea level. The total area of robusta coffee plantations covers 173,690 hectares, spread across all districts and cities in the NTT province. East Manggarai Regency is one of the largest robusta coffee production centers due to its extensive area and high coffee production. The hilly terrain and altitude of 1100-1300 meters above sea level in East Manggarai Regency make it an ideal location for coffee cultivation. According to data from the Agriculture and Plantation Office of East Manggarai, the coffee plantation area in 2010 was recorded at 16,997 hectares, making it the largest in the Manggarai region, with a production of 5,289 tons.

The coffee plantations in East Manggarai Regency consist of 3,790 hectares of arabica coffee and 13,167 hectares of robusta coffee. All six sub-districts in the regency have coffee plantations, with the largest area located in East Lamba Leda sub-district. In this sub-district, there are 2,365.65 hectares of robusta coffee and 885 hectares of arabica coffee. The total area of East Lamba Leda sub-district is 403.43 km², comprising of 18 villages. Among these villages, Ulu Wae Village was selected as the research location due to its status as the largest robusta coffee producer in the sub-district. The coffee production in Ulu Wae Village reaches hundreds of tons, which are sold by farmers to collectors or other marketing institutions. This process incurs costs for the farmers, but they also earn income from the sale of robusta coffee. Robusta coffee farming serves as a livelihood for the local population, meeting their needs. The level of robusta coffee production directly impacts the income of the farmers (Amisan et al., 2017).

The marketing system in Indonesia must still be considered because it is the weakest part in the economic chain or in the flow of goods, especially agricultural products (Lestari, 2016),(Asmarantaka et al., 2017). Its implementation or commonly referred to as a commodity exchange, its presence and form need to be adjusted not only to be used by entrepreneurs including exporters and farmers as a forum for hedging in protecting and securing their business to reach contracts with a longer delivery period in the future, but also to perfect a transparent price formation system, so that it can truly support the continuity and development of the production sector by providing a fair market price as a role model price. Price fluctuations are one of the problems often faced by coffee farmers, this is the cause of instability in producer income and consumption levels so that this will increase marketing risk (Lestari, 2016). Under conditions that cause the price of coffee to rise from the previous price, most farmers will sell their coffee to collectors or other marketing institutions.

2. RESEARCH METHODS

The research was conducted in Ulu Wae Village, East Lamba Leda District, East Manggarai Regency, East Nusa Tenggara (NTT) Province, starting from September 2023. Ulu Wae Village was chosen purposively for this research due to its status as one of the largest coffee producers and a central hub of coffee production in East Manggarai Regency.

Sampling of marketing institutions was taken from marketing institutions directly involved in coffee marketing in Ulu Wae Village, East Lamba Leda Subdistrict, using the snowball technique, which is a sampling technique that initially has a small number, then gets bigger. The sampling method with this technique is done in chains. The implementation was first conducted interviews to provide information about other potential respondents, namely coffee traders so that a marketing chain was obtained. Research data collection was conducted in September 2023.

3. RESULTS AND DISCUSSION

The characteristics of respondents in the results of this study are described in the discussion below. All respondents used in the robusta coffee marketing research were 20 people from the Melati Farmer Group of Ulu Wae Village who were robusta coffee farmers. Coffee farmers in Ulu Wae Village, East Lamba Leda District, then farmers as producers concerned or all respondents are divided into several characteristics described based on age, education and land area. The characteristics of respondents can be described as follows. Age is classified into three classes according to the national labor force, namely unproductive age (<15), productive age (15-65), and unproductive age (>65). Table 1 below shows the number of respondent farmers by age group in Ulu Wae Village in 2023.

Table 1. Number of Respondent Farmers by Age Group Ulu Wae Village in 2023

No	Age	Total	Precentage (%)
1	39-43	4	20
2	44-48	6	30
3	49-53	2	10
4	54-58	4	20
5	59-63	2	10
6	64-68	2	10
Total		20	100

Source: Primary data 2023

Based on Table 1, it shows that the age of respondents of robusta coffee farmers in the jasmine farmer group (POKTAN) ranges from 39-68 years. The average age of respondents aged 54-58 years was 8 people (40%), the age range of 44-48 years was 6 people (30%), while the age of respondents aged 49-53 years, 59-63 years and 64-68 years were 6 people (30%) each. This shows that in general, relatively younger people will be more dynamic in action and have a strong physique, have the courage to make decisions and dare to take risks compared to older age. Included in the productive age group. The age of most respondents is in the age range of 39-43 years and the range of

education is a deliberate, conscious and planned effort to help improve the development of a person's potential and ability to be useful for the benefit of his life as an individual and as a citizen/society, by selecting content (material), activity strategies, and appropriate assessment techniques. The level of education of robusta coffee farmers in the melati farmer group (POKTAN) can be seen in the following table:

Table 2. Education Level of Farmer Respondents in Ulu Wae Village in 2023

No	Education	Number (people)	Precentage (%)
1	Elementary School	2	10
2	Junior High School	5	25
3	Senior High School	13	65
	Total	20	100

Source: Primary data 2023

Table 2 above indicate that the level of education taken by robusta coffee farmers in the farmer group (POKTAN) jasmine which is the respondent of this study more at the high school level, namely 13 people (65%). Education is very influential on the mindset of a farmer. In this case, if a farmer's education is higher, then the farmer is more dynamic, risk-taking and innovative compared to the farmer's lower education. Ownership of farmland is very influential on the results of farming. The following is a table of land area of farmer groups (POKTAN) jasmine Ulu Wae Village.

Table 3. Characteristics of Farmers by Land Ownership

No	Land area (are)	Number (people)	Precentage (%)
1	>25	2	10
2	25-50	17	85
3	<50	1	5
	Total	20	100

Source: Primary data 2023

Table 3 shows that the area of farmland > 25 are as many as 2 people (10.00%), land area 25-50 are as many as 17 people (85.00%), and land area < 50 as many as 1 person (5.00%). This shows that the area of agricultural land owned by Robusta coffee farmers, the Jasmine Farmer Group (POKTAN) has the potential to produce a lot of Robusta coffee.

Marketing institutions are business entities or individuals that organize marketing activities, distribute services and agricultural products to end consumers and have networks and connections with business entities and or individuals (Firmansyah et al., 2021). Respondents of marketing institutions or intermediaries used in robusta coffee marketing research were 5 people. All respondents are divided into several characteristics described by age, and education. The characteristics of the respondents can be described as follows.

Productive age has the ability to carry out routine activities. Humans are said to have productive abilities when the population is aged 15-65 years before the age of 15 or after the age of 65 is not included in the productive age. Productive age will help in

smooth marketing in an area. The age of respondents of marketing institutions can be seen in Table 4 as follows:

Table 4. Characteristics of Marketing Institutions by Age

No	Age	Number (people)	Precentage (%)
1.	45	2	40
2	65	1	20
3	67	1	20
4	69	1	20
Total		5	100

Source: Primary data 2023

Table 4 reveal the majority of the age group of marketing institutions or intermediaries involved in Robusta coffee marketing is in the range of 45-69 years as many as 5 people (100%). This shows that the marketing institutions involved are in the productive age group. The level of education and skills of respondents is one of the factors that cause a person to get a job. The level of education in detail can be seen in the following table.

Table 5. Characteristics of Marketing Institutions Based on Education Level

No	Education	Number (people)	Precentage (%)
1.	Elementary School	2	10
2	Junior High School	5	25
3	Senior High School	13	65
Total		20	100

Source: Primary data 2023

Based on Table 5, it can be seen that marketing agency respondents with the dominant level of education in junior high school and senior high school are 5 people (100%), and elementary school is 0 people (0%). This shows that marketing agencies have the ability to carry out marketing activities well.

Robusta coffee distribution activities from farmers to consumers require intermediary traders or also known as marketing institutions that have an important role in marketing activities. The distribution of production from farmers to consumers through more than one marketing channel where each channel involves marketing institutions that are not the same. The length of the marketing channel that is traveled depends on several factors, such as the distance between producers and consumers, product durability, production scale and the financial position of producers (Sofanudin & Budiman, 2017).

The robusta coffee marketing channel in the jasmine farmer group in Ulu Wae village only involves a few marketing institutions so that marketing is short. The robusta coffee marketing channel in the jasmine farmer group involves two marketing institutions, namely collecting traders and retail traders. Marketing channel institutions involved in the robusta coffee marketing channel must perform marketing functions, with functions that can make it easier for consumers to get what they need (Sambuaga & Rumagit, 2016). In marketing, goods flow from producers to final consumers, accompanied by the addition of the use of space through the transportation process and the use of time through the storage process.

Marketing channel pattern I is farmers directly selling robusta coffee to consumers. This marketing channel is a small channel from the producer. This marketing channel does not use any marketing institutions, and therefore marketing channel I is a channel that has a short marketing chain. This type of marketing channel is carried out by Robusta coffee farmers because it is easier and the profits obtained are quite high, besides that in marketing channel I does not incur marketing costs. Where farmers sell robusta coffee directly to consumers in the Ulu Wae Village area and its surroundings. In this marketing channel, the selling price of Robusta coffee from farmers to consumers is Rp. 35,000/Kg.

This first marketing channel targets consumers who are around the cultivation location of the producer/farmer where consumers can buy Robusta Coffee directly from the producer without having to go to the market. This channel form is the shortest and simplest channel form because it does not use intermediaries. Marketing channel pattern II has three flows, namely farmers-traders, collectors-traders, and retailers-consumers. This marketing channel is a marketing channel that uses two marketing institutions between producers and consumers, namely 1 collector trader and 4 retailer traders. The collectors buy Robusta coffee from farmers in large quantities and then sell to retailers and from retailers directly to consumers.

The selling price of Robusta coffee from producers to collectors ranges from Rp. 30,000/Kg, the selling price of collectors to retailers is Rp. 35,000/Kg and the selling price of retailers to consumers ranges from Rp. 45,000/Kg. According to Stanton (2012), producers sell to collectors, then collectors sell to retailers and consumers buy directly from retailers. Marketing costs are costs incurred for marketing purpose (Stanton, 2012). In delivering goods from producers to consumers, marketing costs will be required. Marketing costs include a number of expenses incurred for the purposes of implementing activities related to the sale of production and the amount of expenditure by marketing institutions as well as profits received by marketing institutions (Sudaryono, 2016).

In marketing channel I does not use intermediaries or marketing institutions where farmers sell robusta coffee directly to consumers and in marketing channel II there are two intermediaries, namely producers/farmers-collecting traders-retailers and consumers. To find out more clearly the cost components in marketing channel I can be seen in Table 6:

Table 6. Cost, Margin, and Farmer Share in the Robusta Coffee Marketing Channel of the Melati Farmer Group, Ulu Wae Village, East Lamba Leda Subdistrict, East Manggarai Regency

No	Description	Channel I(1-4)	Channel II (1-2-3-4)
1	Robusta Coffee Farmers		
	Selling Price	Rp.35.000/kg	Rp.30.000/kg
2	Trader Collector		
	Purchase Price		Rp.30.000/kg
	Selling Price		Rp.35.000/kg
	Transportation Costs		Rp. 1.000/kg
	Marketing Margin		Rp.5.000/kg
	Advantages		Rp. 4.000/kg
	Farmer Share		86%
3	Retailer		
	Purchase Price		Rp.35.000/kg

No	Description	Channel I(1-4)	Channel II (1-2-3-4)
	Selling Price		Rp.45.000/kg
	Transportation Costs		Rp 1.500/kg
	Labor Costs		Rp.1.000/kg
	Marketing Margin		Rp.10.000/kg
	Advantages		Rp 7.500/kg
	Farmer Share		77%
4	Consumer		
	Consumer Purchase Price	Rp.35.000/kg	Rp.45.000/kg
	Total Marketing Cost	0	Rp.3.500/kg
	Marketing Margin	0	Rp.15.000/kg
	Farmer Share	100%	66%

Source: Primary Data After Processing, 2023

Table 7. Average Marketing Cost of Channel I (Farmer-Consumer) of Robusta Coffee at the Melati Farmer Group in Ulu Wae Village

No	Description	Rp/Kg
	Farmers	
1.	Farmer Selling Price	Rp.35.000/kg
	Consumer	
	Consumer Purchase Price	Rp.35.000/kg
2.	Total Marketing Cost	0
	Marketing Margin	0
	Farmer Share	100%

Source: Primary Data After Processing, 2023

Table 7 shows that in marketing channel I farmers directly sell their products to consumers. In marketing channel I, the selling price from farmers is IDR 35,000/Kg and the consumer purchase price is IDR 35,000/Kg. The cost and margin of marketing channel 1 is Rp. 0. This is because consumers buy Robusta coffee directly from producers. The size of the marketing margin has a big effect on the price at the farm level. If the total margin is high, it causes the price received by farmers to be low and vice versa if the total margin is low, the price received by farmers is high.

Table 8. Average Marketing Costs of Channel II (Farmers-Collecting Traders-Retailers-Consumers) of Robusta Coffee in the Melati Farmer Group of Ulu Wae Village

No	Description	Saluran II (1-2-3-4)
1	Robusta Coffee Farmers	
	Selling Price	Rp.30.000/kg
	Trader Collector	
	Purchase Price	Rp.30.000/kg
	Selling Price	Rp.35.000/kg
2	Transportation Costs	Rp.1.000/kg
	Marketing Margin	Rp. 5.000
	Advantages	Rp 4.000

No	Description	Saluran II (1-2-3-4)
	Farmer Share	86 %
3	Retailer	
	Purchase Price	Rp. 35.000
	Selling Price	Rp. 45.000
	Transportation Costs	Rp.1.500
	Labor Costs	Rp.1.000
	Marketing Margin	Rp.10.000
	Advantages	Rp.7.500
	Farmer Share	77%
4	Consumer	
	Consumer Purchase Price	Rp. 45.000
	Total Marketing Cost	Rp 3.500
	Marketing Margin	Rp .15.000
	Farmer Share	66%

In marketing channel II there are two intermediaries, namely producers/farmers selling Robusta coffee to collectors with a selling price of Rp. 30,000 / kg from collectors to retailers with a selling price of Rp. 35,000 / kg and retailers selling to consumers at a price of Rp. 45,000 / kg. The total marketing costs of channel II, namely the costs incurred by farmers to the final consumer for transportation costs and labor costs are Rp.3,500. marketing costs are costs incurred to sell products to the market, in this sense marketing costs only include costs incurred, namely transportation costs and labor costs.

Channel II marketing margins are obtained from the results of reducing the selling price at the consumer level with the selling price at the producer/farmer level, namely Rp.15,000, marketing margins are often used as an indicator of marketing efficiency. The amount of marketing margin in various marketing channels can be different because it depends on the length of the marketing channel and the activities that have been carried out as well as the profits expected by the marketing institutions involved in marketing. The size of the margin will have a big effect on the price at the farm level, if the total margin will cause the price received by farmers to be low.

Marketing margin is the difference between the price received by farmers. The marketing margin component consists of the costs incurred by each marketing agency in carrying out marketing functions and the profit that the marketing agency wants to obtain, so that the amount of marketing margin is basically the sum of the costs and profits received by the marketing agency. The margin can be defined as the price difference between what the producer receives. The short length of a road can suggest its margin, the longer the marketing entry, the greater the marketing margin.

The amount of the share received by farmers or farmer share in marketing channel II is 66%. Because channel II uses more than one intermediary service. Therefore, the more institutions or intermediary services in the marketing channel, the smaller the farmer share received by farmers. By knowing the share received by farmers, we can see the relationship between marketing and the production process. Farmer share is the difference between the price at the farm level and the marketing margin or the percentage of the price paid by the farmer to the price paid by the final consumer. In general, the amount of marketing farmer share varies between commodities and depends on the marketing costs incurred. The size of the farmer share is not always relied upon as a measure of

marketing efficiency because of the complex handling of products that must be done to increase end consumer satisfaction and take into account the form, function and attributes of the product until it reaches the end consumer. The size of the farmer share will affect the value of the marketing margin and the more marketing institutions involved in the marketing channel will affect the farmer share.

Marketing efficiency will occur if marketing costs can be reduced so that marketing profits can be higher, the percentage difference between the price paid by consumers and the price received by producers is not too high, the availability of physical marketing facilities and the existence of healthy market competencies. The marketing efficiency of Robusta coffee in the Melati farmer group in Ulu Wae village is shown in the following table:

Table 9. Robusta Coffee Marketing Efficiency Value at
Ulu Wae Village Jasmine Farmer Group

Marketing Channel	Marketing Costs (Rp)	Marketed Product Value (Rp)	Efficiency (%)
I	0	35.000	0,00%
II	3.500	45.000	7,77%

Source: Primary Data After Processing, 2023

From Table 9, the marketing channel efficiency value for marketing channel I of 0% is greater than the marketing efficiency value in channel II of 7.77%. This means that marketing channel I is more efficient than marketing channel II, because marketing channel I does not incur marketing costs. Marketing efficiency can also be seen from the short length of the distribution of goods where the longer the marketing chain, the less efficient it is. It can be concluded that the Robusta coffee marketing marketing channel in the Melati Farmer Group of Ulu Wae village which can be said to be efficient is the marketing channel.

Table 10. Constraints Faced by Robusta Coffee Farmers in the
Ulu Wae Village Melati Farmer Group

No	Farmer Constraints	Total	(%)
1	Pest Disease	9	45,00
2	Weather Change Phenomenon	11	55,00
3	Those Who Do Not Experience Constraints	-	0,00
	Total	20	100,0

Source: Primary Data After Processing, 2023

From Table 10, the obstacles faced by Robusta coffee farmers in the Melati Farmer Group in Ulu Wae village, Robusta coffee farmers experienced the biggest obstacle, namely the phenomenon of weather changes as many as 11 people (55.00%,) while farmers who experienced pests and diseases were 9 people (45.00%), while those who did not experience obstacles were none (0.00%). Pest disease is currently an obstacle that is often faced by farmers pest disease constraints are no longer on the control techniques because most farmers already understand. Rapid and unpredictable weather changes are

often encountered in the last decade. Robusta coffee farmers experience losses due to drastically reduced yields as a result of extreme rainy weather and strong winds.

Marketing in agricultural activities is considered to play a dual role (Ardiana & Agustina, 2021). The first role is the transfer of prices between producers and consumers (Rizaldi & Hidayat, 2020). The second role is the physical transmission and point of production (farmers or producers) to the place of purchase (consumers). However, to play both roles, farmers face various obstacles, among others: a) Transportation; is one of the assets of various regions, so it can help development in the areas it reaches, b) Production quality; one of the causes of various problems in marketing agricultural products is related to the nature and characteristics of agricultural products, namely: small production volumes because they are cultivated with small scale farming, production is seasonal so that it is only available at certain times, the location of farms that are scattered so as to make it difficult in the process of collecting production, the nature of agricultural products that are perishable, heavy and require a lot of space, c) Post-harvest processes; Agricultural products are perishable products, so if not handled properly, they will quickly decline both in quantity and quality.

Post-harvest handling includes drying, cooling, cleaning, sorting, storage and packaging. In Coffee plants after being picked and collected, the next process is stripping the coffee cherry skin and drying techniques. This process is referred to as the post-harvest process. In essence, coffee processing can be divided into two, namely wet process (full wash) and dry process (dry process or natural process), d) Price; the price of agricultural production always fluctuates depending on changes in demand and supply (Alabdullah & Kanaan-Jebna, 2023). Ups and downs can occur in the short term, i.e. per month per week, even per day or can also occur in the long term, and e) Market Access; market information is a factor that determines what is produced, where, why, how, and for whom products are sold at the best profit.

Therefore, proper market information can reduce business risk so that traders can operate with developmental marketing margins which play an important role in the agricultural sector. When transportation is able to deliver agricultural products to the lowest and provide benefits to the traders themselves, producers and consumers.

4. CONCLUSION

Based on the results of research conducted on Robusta coffee marketing in the research area, it can be concluded that the marketing channel in Ulu Wae village, East Lamba Leda sub-district consists of two marketing channels, namely marketing channel I, namely marketing Robusta coffee production from farmers directly to consumers, and marketing channel II is a marketing channel that uses two marketing institutions between producers and consumers, namely 1 collector trader and 4 retailer traders. Collecting traders buy Robusta coffee from farmers in large quantities and then sell to retail traders and from retail traders directly sell to consumers.

The amount of marketing costs and marketing margins obtained in marketing channel I in the Melati farmer group of Ulu Wae village is Rp. 0., while the farmer share is 100%, so the marketing efficiency is 0% while the total cost of marketing channel II is Rp. 3,500, the marketing margin is Rp.15,000 and the farmer share is 66% with a marketing efficiency of 7.77%. There are several obstacles faced by robusta coffee farmers during the robusta coffee production process and when marketing production,

including pest attacks such as coffee fruit borers, leaf rust disease, nematode attack disease. Furthermore, rapid and unpredictable weather changes have often occurred lately. The constraints in marketing robusta coffee production include: a) Transportation, b) Production quality, c) Post-harvest process d) Price fluctuations and e) Market Access.

From the results of research on the Robusta Coffee marketing channel in the Melati Farmer Group, in Ulu Wae Village, East Lamba Leda District, East Manggarai Regency, there are several suggestions that are expected to help farmers, including Robusta coffee farmers in Ulu Wae village focusing more on marketing Robusta coffee directly to consumers or understanding well the marketing flow of Robusta coffee marketed through marketing institutions so as not to experience losses when marketing Robusta coffee. The important role of farmer groups in providing information about the market, coffee price fluctuations so that robusta coffee farmers can easily market coffee production, as well as the importance of counseling on how to overcome pest attacks and also anticipate erratic weather changes. It is expected that all farmer group members can always work together in carrying out agricultural activities so as to advance the farmer group.

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