



Marketing Strategy for Processed Coffee at Kahayya II Farmer Group in Kindang District, Bulukumba Regency

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ABSTRACT

Coffee has a vital role in Indonesia's economic activities. Kahayya coffee is an ancestral heritage from the wilderness of Kahayya Village. The purpose of this research is to develop a more effective marketing strategy to increase the selling price of Kahayya coffee through the utilization of the natural tourism sector in Kahayya. In several lines of coffee production centers, farmers and farmer groups in Kahayya sell raw coffee and generally sell their production to intermediary traders at relatively low prices. This is one of the reasons why the price obtained could be more optimal. Also, farmers consider it an advantage because their agricultural products are quickly sold and do not need to incur costs for the distribution process, namely transportation to the market. The results showed that Kahayya Coffee Marketing still needs to be optimal; many farmers still sell at low prices due to the limited ability of farmers to analyze competitor price information. The strategy is to conduct a market survey by visiting Kahayya Coffee's salesplaces, such as coffee shops or other cafes. The purpose of conducting this research is also to find out the price sold in the market, whether it shows profit or even harms farmers. One of the strategies is the existence of a cafe in Kahayya. Nature tourism facilitates farmers' marketing because when visitors go to Kahayya, they can enjoy Kahayya coffee while enjoying the tourist attractions in Kahayya.

Keywords: Coffee, Processed Marketing Strategy, Kahayya, Evaluation

INTRODUCTION

The vast agricultural landscape contributes significantly to national GDP and employment (Khairiyakh et al., 2016). Food and beverage manufacturing and distribution are also significant contributors to national GDP, serving one of the largest domestic consumer markets in the region and mapping the economic footprint of Indonesia's agrifood sector and its current development. The impact of the COVID-19 pandemic on the sector's performance in 2020 and what it means for the future. All values are quoted in USD and adjusted to maintain exchange rates and prices in 2020. This ensures consistency across the years and markets this analysis studies (Change et al., 2021).

Coffee is a trendy drink in Indonesian society because of its distinctive aroma and authentic taste. Coffee is not only favored by the elderly, but now coffee has become a drink that can be enjoyed by the young; even coffee, which was once only a fashion style, has now turned into a necessity and has become a mandatory thing to consume life (Maris, 2019). Coffee is one of the plantation commodities that has an important role in Indonesia's economic activities. Indonesia produces various types of specialty Arabica coffee, such as Gayo coffee, Java coffee, Toraja coffee, Lintong coffee, Bajawa coffee, and Robusta coffee, such as Robusta Java and Robusta Flores.

Local coffee marketing is generally carried out by traditional, non-certified farmers with well-maintained quality, who choose marketing channels to collectors due to distance to the market, ease of sale, and the absence

of special treatment of the coffee being sold. According to Rosiana (2020), coffee farmers generally sell cherry (coffee fruit) or rice coffee. Farmers generally sell in the form directly to collectors. Generally, farmers who sell in the form of cherries get a lower price than those who sell rice. Coffee in grain has gone through husking, sorting, and semi-drying. Domestic coffee consumption is low, with only about 3.3 million bags of green coffee annually. The rest, around 7.7 million, or about 70 percent of the production in green bean and roasted coffee, is exported to Germany, the United States, Japan, and Italy. About 25-30% of the total exports are high-quality Arabica coffee (Outlook, 2017). The majority of coffee producers in Indonesia (96.19%) is smallholders. The rest are cultivated by large private plantations (PBS) at 1.99% and large state plantations (PBN) at 1.82% (ICO, 2017).

Conversely, consumer demand indicates a rise in environmentally friendly and sustainable goods and services. The agriculture industry will benefit from the enthusiasm of numerous parties in establishing connections with the relevant supply chains as they begin to adopt a sustainable system (Lassa, 2012). Coffee farmers in some of Indonesia's leading production centers sell Aslan coffee, which is generally sold to collectors (Arifin, 2019). The ease of the cash economy and the lack of special treatment for coffee sold are the main reasons farmers sell coffee to intermediary traders. On the other hand, the price obtained was different from the farmers' wishes. Therefore, it is important to have coffee marketing patterns that can increase economic benefits for farmers. This can be done, among others, by selling dry coffee beans, allowing farmers to get a higher price than selling half-dried coffee, (Rosiana, 2020).

With the growing awareness of sustainable agriculture, a concern for the international market, many producers are trying to compete to improve their goods from year to year. The government, farmers, especially businesses, and end consumers are paying increasing attention to implementing sustainable agriculture (Carter, 2018). A marketing strategy is a plan that lays out a company's expectations of the impact of various marketing activities or programs on demand for its products or product lines in specific target markets. Marketing programs include actions that can affect product demand, including changing prices, modifying advertising campaigns, designing special promotions, determining the choice of distribution channels, and so on. (Wibowo et al., 2015). The benefits of this behavior have been seen across a variety of businesses. According to several academic sources, agricultural government agencies, farmer organizations, and businesses that have implemented sustainable programs for the implementation of green practices all aim to promote positive industrial prosperity, social cohesion, and protection of the environment and evaluation (Lacobucci, 2020). and these businesses have succeeded in gaining a competitive edge. Key ones include cost savings, improved risk mitigation, and a rise in the market's favorable reputation (Santos, 2021).

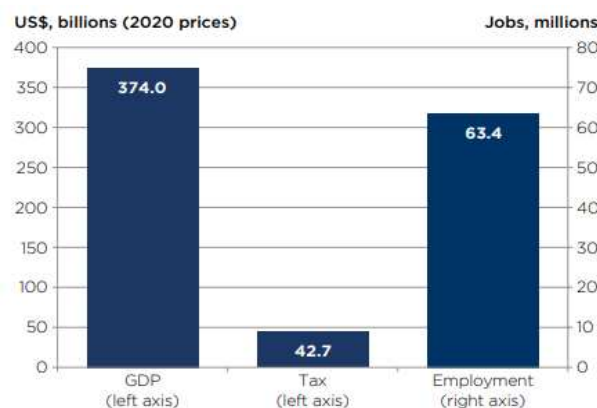


Figure 1. The total economic contribution of the agriculture sector in Indonesia (2019)

According to a report by the Central Statistics Agency (2020), Indonesia's coffee production fluctuated from 2018 to 2020. In 2018, Indonesia's total coffee production reached 756,050 tons, dropping 0.47 percent to 752,510 in 2019. Meanwhile, in 2020, there was an increase of 1.31 percent to 762,380 tons. Several provinces spread across Indonesia, especially South Sulawesi, are the centers of coffee production, both arabica and robusta coffee, according to the Central Statistics Agency Report (2020). South Sulawesi is a center for the development of arabica and robusta coffee types, which has a national coffee plantation area in South Sulawesi of 12%, with robusta coffee production of 9,804 tons and arabica coffee 21,994 tons.

Bulukumba Regency is one of the regencies in South Sulawesi that has started to develop coffee. In the last 5 years, coffee production in Bulukumba Regency, especially in 2015, with a harvest area of 3,910 hectares, produced 1,630 tons. While for 2016, coffee production decreased by 1,413 tons, the area of coffee harvesting land began to increase to 4,217 and experienced an increase again in 2017 because the land area increased to 4,634 Ha

as well as in 2018. The downward trend in coffee production began in 2019 due to a reduction in the harvest area of 4,318 Ha. From 2015 to 2019, coffee production in Bulukumba Regency reached 3,456 tons of robusta coffee and 3,856 tons of arabica coffee. Related to this, it is necessary to have a more accurate strategy in coffee marketing further to increase the added value for coffee products in sales so that the company's position or position in the market can be improved or maintained.

The success of coffee agribusiness requires the support of all parties involved in the production process of coffee processing and marketing of coffee commodities. Efforts to improve coffee productivity and quality continue so that coffee competitiveness in Indonesia can compete in the world market (Rahardjo, 2012). This growth is inextricably linked to the government's involvement in implementing various schemes to raise production. These reforms are implemented top-down, like other sustainable agriculture projects, which cannot be isolated from supervision for farmer welfare (Grab, 2017). The government supports farms to boost their output by providing the necessary production facilities, such as seeds, fertilizer, and agricultural tools, without considering the potential added value of the commodities that farmers can obtain and without considering the involvement and issues that exist in each supply chain so that there are frequently injustices in the supply chain that harm farmers who are the leading players in this supply chain (Nugraha, 2015). The purpose of this research is to develop a more effective marketing strategy to increase the selling price of Kahayya coffee through the utilization of the natural tourism sector in Kahayya.

RESEARCH METHODS

Research Site

This research was conducted at Kahayya II Farmer Group, Kahayya Village, Kindang District, Bulukumba Regency, South Sulawesi Province. The implementation time of the final project is from April to June 2023, using a qualitative descriptive analysis method to collect data analysis that focuses on a phenomenon.

Population and Sampling

The number of respondents taken during the research totaled 27 sources from farmers to obtain results based on the conditions in the field at the time of the research. Sample data collection using the interview method, which is then classified as taking age, education level, number of family dependents, land area, product yield, distribution, and also promotion carried out by farmers and residents in the Kahayya village area, Bulukumba district, to get the results of research what needs to be done to increase farmers' income not only the quality of production is improved but economic improvement so that the sustainability of coffee farming in Kahayya village will continue for the next few years.

Data Collected Method

By using a qualitative descriptive analysis method where this method is used by collecting data analysis that focuses on a phenomenon. Research using observation data analysis (observation) is a data collection method in which the researcher or collaborator records information as they witness it during the research.⁹ From the above understanding, the observation method can be intended as a way of collecting data through direct observation of news or events in the field.

Data Analysis

Data analysis and interpretation in qualitative research has the following characteristics including: (1) natural setting, (2) disclosure of meaning from the point of view of the research subject, (3) holistic and cannot be isolated so that it is separated from its context, (4) the researcher as the main instrument to reveal meaning bound by value and context, (5) qualitative data is disclosed through natural relationships between researchers and informants, (6) samples are selected based on research objectives (purposive sampling) and not using random samples, (7) data analysis is carried out inductively, and (8) directs the preparation of theories from field data.

RESULT AND DISCUSSION

Respondents taken in Kahayya village are coffee farmers totalling 25 people, while the determinants of the identity of respondent farmers in the research area include the age of farmers, education level, number of family dependents, farming experience, age of arabica coffee plants, land area and number of plants/ha.

1. Age

One characteristic that can influence how much work and capacity a person has, both physical and mental, or how decisions about how to run an agricultural enterprise will be made, is age. According to Chamdi (2003), people of productive age between 20 to 45 years still have a lot of energy and are open to trying new things. To find out the age of respondent farmers can be seen in table 1.

Table 1. Age Classification of Farmer Respondents in Kahayya Village

Age (Years)	Number (People)	Percentage (%)
1	5	2
26 – 35	9	3
36 – 45	7	2
46 – 60	4	1
	2	10

Source: Primary Data Kahayya II Farmer Group, 2023

Table 1 shows that respondents aged 15 years to 25 years were 5 people (20%), aged 26 to 35 years were 9 people (36%), aged 36 to 45 years were 7 people (28%), aged 46 to 60 years were 4 (16%). This shows that the age of respondents is still in the productive age category. at that age has the ability to think and work.

2. Education level

Education is one of the important factors in farm management. The level of education can generally affect the way of thinking and behavior of a person in doing something such as managing a business, increasing business productivity and farmer income. The high and low education of a farmer in a village will affect the mindset of many people, the higher a person's education, the better the quality of his mindset. The state of the population based on the level of education can be seen in Table 2 below:

Table 2. Classification of Education Level of Farmer Respondents in Kahayya II Farmer Group, Kahayya Village

Education	Level Number (Person)	Percentage (%)
Not School	3	1
SD	9	3
SMP	8	3
SMA	5	2
	2	10

Source: Primary Data Kahayya II Farmer Group, 2023

Table 2 explains that the condition of formal education of respondents indicates that the level of education of farmers is very influential on the production and profits obtained by farmers, the most level of education of respondents is elementary school education with a total of 9 people or 36% of the total respondents, then junior high school education with a total of 8 respondents or 32% and finally high school education level with a total of 5 people or 20% of the total respondents.

3. Number of Family Dependents

The number of family dependents is determined by the number of family members who are the responsibility of the head of the family or the farmer himself. Such as children, wives and siblings who live together in one house and these family members can function as labour in the family. For more details on the number of family dependents of respondent farmers can be seen in Table 3.

Table 3. Classification of the Number of Family Dependents of Farmer Respondents in Kahayya II Farmer Group, Kahayya Village.

Number of Dependents Family (Person)	Number (Person)	Percentage (%)
1 – 5	17	68
6 – 10	8	32
Total	25	100

Source: Primary Data Kahayya II Farmer Group, 2023

Table 3 explains that farmers who have 1-5 family dependents by 68 d6 and who have 6-10 family dependents by 32%. By looking at these data, it can be concluded that the family conditions are relatively few because the more family dependents the farmer has, the more expenses are needed and the less family dependents, the less costs will be incurred. This is quite beneficial because the income earned is not much for family consumption needs and can be diverted for business capital.

4. Land Area

Land area is one of the production factors in running a farm. Land is the main capital in production. Based on the results of the study, most of the land owned by farmers is self-owned land. Land area can show the magnitude of the possibility of production results, where the more extensive the land, the greater the possibility of production results. The land area of respondent farmers' Arabica coffee plants can be seen in Table 4.

Table 4. Classification of Arabica Coffee Land Area of Farmer Respondents in Kahayya Village

Land Area (Ha)	Number (Person)	Percentage (%)
0,5	3	12
1,5	5	20
2	10	40

Source: Primary Data Kahayya II Farmer Group, 2023

Table 4 explains that based on data on the area of privately owned land owned by respondent farmers, namely 0.5 ha amounting to 3 people with a percentage level of 12%, then 1 ha of land area amounting to 7 with a percentage level of 28%, 1.5 ha of land area amounting to 5 people with a percentage level of 20% and 2 ha of land area amounting to 10 people with a percentage level of 40%. The status of the land owned by farmers are self-owned land. From the land area owned by respondent farmers in one land, not all of them are planted with Arabica coffee plants only, but there are various other types of plants as protective plants such as Teak trees and Clove trees.

5. Research Review Results

Price

Based on the results of interviews conducted with Kahayya II coffee farmers, the price of arabica and robusta coffee in the form of cherry seeds, in the form of gerimbing and the price of coffee in the form of packaged powder can be seen in tables 5 and 6:

Table 5. Purchase Price of Arabica Coffee

No	Marketing	Purchase (Rp/Can/Kg)
1.	Cherry Seed Coffee	55.000/Cans
2.	Starch Coffee	100.000/kg
3.	Ground Coffee	140.000/kg

Source: Primary Data Kahayya II Farmer Group, 2023

Based on Table 5 shows that the purchase price of coffee in the form of cherry beans per can with the contents of 20 liters of coffee at the farm level is IDR 55,000 / can to IDR 60,000 / can to be offered to collecting traders. The purchase price of coffee in the form of gerimbing at collectors or coffee shop is IDR 90,000/Kg to IDR 100,000/Kg to be offered to traders, coffee shop and hotels. Meanwhile, the purchase price in the form of ground coffee is Rp.130,000/Kg to 140,000/kg targeting coffee shop, hotel and caffe. While the market price in general when processing in the form of gerimbing coffee the price reaches Rp160,000 / kg in powder form at a price of 200,000 / kg, with the profit of selling Kahayya II coffee in the form of gerimbing 60,000 / kg and powder 40,000 / kg.

Table 6. Purchase Price of Robusta Coffee

No	Marketing	Purchase Price (Rp/Cans/Kg)
1.	Cherry Seed Coffee	40.000/Cans
2.	Starch Coffee	80.000/kg
3.	Ground Coffee	100.000/kg

Source: Primary Data Kahayya II Farmer Group, 2023

Based on table 6 shows that the purchase price of coffee in the form of cherry beans per can with the contents of 20 liters of coffee at the farm level is IDR 40,000 / can to IDR 50,000 / can to be offered to collecting traders. The purchase price of coffee in the form of gerimbing at collectors or coffee shop is IDR 70,000/Kg to IDR 80,000/Kg to be offered to traders, coffee shop and hotels. While the purchase price in the form of ground coffee is Rp.100,000/Kg, the target is coffee shop, hotel and caffe. While the market price in general when processing in the form of gerimbing coffee the price reaches Rp120,000 / kg and in the form of powder 150,000 / kg, the profit by selling Kahayya II coffee in the form of gerimbing 40,000 / kg and powder 50,000 / kg. Kahayya Coffee marketing is not optimal, there are still many farmers who sell at low prices due to the limited ability of farmers to analyse competitor price information. The strategy is to conduct a market survey by visiting places where Kahayya Coffee is sold, such as coffee shops or other cafes. The purpose of the visit is to find out the price sold in the market, whether it shows a profit or even harms farmers.

Product

Based on the results of interviews conducted with Kahayya II Coffee farmers in Kahayya Village, Kahayya coffee products have a distinctive aroma of spice, cinnamon but there are still many farmers who pick green beans compared to red and there are still some farmers using chemical or inorganic fertilizers that affect the quality of Kahayya II coffee, there are still many farmers who process coffee with traditional tools so that ground coffee products are still not optimal and Kahayya coffee beans are still some attacked by disease and slightly brownish color.

Farmers have more space to handle their crops freely, especially in coffee cultivation. Here, it can be inferred that the commodity, particularly Arabica coffee, has a potentially high value, allowing farmers to increase their profits by engaging in inventive and distinctive processing activities that will increase the economic value, which can result in processed goods with higher added value instead of just selling coffee beans. The current lengthy and intricate supply chain, however, restricts farmers' ability to perform as intended. According to a number of academic studies, this conventional supply chain leads to price disparities at the farm level, which is unfair to the supply chain stakeholders (Seungri, 2018). Several participants in the supply chain manufacture and/or deliver products produced by producers to consumers (Bashiri, 2011) give advice on how to develop sustainable supply networks, concentrating on the role of supply chain participants who have direct access to producers and the strategy is to approach farmers and slowly explain the importance of switching to organic fertilizer and the impact caused by using inorganic fertilizer (Elizabeth, 2018).

The strategy is to approach farmers and slowly explain the importance of switching to organic fertilizer and the impact caused by using inorganic fertilizer, especially reducing the quality of Kahayya coffee which will also affect / reduce market demand and prices or can be detrimental and in the selection of coffee beans, namely the selection of quality coffee beans or red beans then continue the drying process, then the coffee roasting stage and the packaging stage (Zhao, 2011). At this stage, packaging greatly influences purchasing decisions. Attractive packaging can influence consumer decisions to buy products (Tika, 2022). To be able to excel from competitors, companies must make quality products and have advantages. Products launched in the market must of course fulfil the needs, wants and expectations of consumers.

Distribution

Location is one part of the marketing strategy that is a key factor, proximity, ease of reaching and convenience are important factors for consumer purchasing decisions. So, the decision on how to manage the place aspect is about location, facilities and having strategic access for consumers (Sumarauw, 2015). Due to the high expenses associated with transporting their products to other chain participants, farmers find it challenging to gain more value from this lengthy supply chain. Because of this, the sustainable development of the Indonesian supply chain of coffee can have an impact on several social, environmental, and economic factors. Location serves as an attempt to calculate the extent to which location will affect consumer purchases (Suharno, 2020). The results of interviews with Kahayya II coffee farmers, namely farmers have not made *caffe* or *warkop* at Kahayya coffee nature tourism sites, only a small shop where coffee is sold. The strategy is that the existence of a *caffe* in Kahayya natural tourism makes it easier for farmers to market because if visitors to Kahayya they can enjoy kahayya coffee while camping. While the results of interviews with visitors to Kahayya coffee nature tourism said that 'Kahayya coffee nature tourism is really a very strategic place and has comfort and convenience for visitors when enjoying Kahayya coffee.



Figure 2. Nature Tourism Cafe Kahayya

Promotion

Promotion is an activity in an effort to convey product benefits and persuade customers to buy the products offered. Promotion is one of the determining factors regarding the success of a marketing programme. Kotler and Armstrong (2019). Based on the results of interviews conducted with Kahayya II Farmer Group Farmers in Kahayya Village, with regard to advertising and promotion, Kahayya coffee farmers do not know how to advertise their coffee products because some farmers only focus on marketing to collectors, while in online marketing there are still many Kahayya II coffee farmers who have not marketed their coffee on social media, so that farmers' coffee marketing has not been widespread and prices are relatively cheap. The strategy carried out is that Kahayya II farmers collaborate with extension workers and farmer youth in the process of marketing coffee through social media by doing promotions, unique words in packaging so that they can attract consumer attention, establish good relationships with consumers and master the target market, (Tika, 2022). Promotional activities are strongly influenced by the company's marketing strategy planning to retain customers and market share, at least in the short term. Promotions can take the form of advertising, public relations, publications (social media and print media) and sales promotions. Public relations include press releases, sponsorship agreements, workshops or seminars.

CONCLUSION

The marketing strategy for processed coffee in the Kahayya II farmer group in general is to provide assistance to related parties such as extension workers and farmer youth in the marketing process, develop product quality or packaging so that it can attract consumer attention, conduct market surveys and provide assistance in procuring assistance funds or KUR. By improving the welfare of the farming community, it can revive the interest of the younger generation who have never thought of becoming a farmer because they think that being a farmer is very difficult to change, and can also facilitate the community and government in reducing the adverse effects of the farmer crisis which is a very important issue in the future.

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