HONG KONG JOURNAL OF SOCIAL SCIENCES

香港社會科學學報

第一的第 58 期 (2021 春/夏) Vol. 58 Autumn/Winter 2021

Sustainability Strategy for Robusta Coffee Agribusiness in Southern East Java of Indonesia

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Received: October 13, 2021 ▪ Reviewed: November 18, 2021

▪ Accepted: December 17, 2021 ▪ Published: January 28, 2022

Abstract:
This study aims to examine the coffee agribusiness pattern in East Java of Indonesia and provide a sustainability strategy to promote the development of Robusta coffee farming. This study was conducted in the selected areas in East Java of Indonesia, including the districts of Banyuwangi, Jember, Lumajang, Malang, and Blitar, since Robusta coffee is the primary commodity in these areas. Revenues and sustainability were analyzed using the Multi-Dimensional Scaling (MDS) method and RAP-Coffee, which adapted RAPFish rapid appraisal technique. In addition, the Force Field Analysis (FFA) was also involved in formulating an agribusiness sustainability strategy. The findings indicate that the coffee agribusiness in the southern regions of East Java has huge potential to develop, and it has provided greater welfare for farmers. The sustainability level of coffee agribusiness in East Java was categorized as a sustainable state. Lastly, the development strategy of coffee agribusiness sustainability can be implemented by developing institutions for coffee farmers through functional and institutional relationships reinforcement, especially with government agencies and service agencies input/output for Robusta coffee agribusiness sustainability. This study offers a suitable sustainability model for implementing in East Java of Indonesia.

Keywords: Robusta coffee, sustainability, RAP-coffee, development strategy.

印度尼西亚东爪哇南部罗布斯塔咖啡农业综合企业的可持续发展战略

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摘要:
本研究旨在研究印度尼西亚东爪哇的咖啡农业综合企业模式，并提供可持续发展战略以促进罗布斯塔咖啡种植业的发展。这项研究是在印度尼西亚东爪哇的选定地区进行的，包括外南梦、任柏、卢马让、玛琅和布利塔等地区，因为罗布斯塔咖啡是这些地区的主要商品。使用多维缩放(MDS)方法和说唱咖啡分析收入和可持续性，该方法采用了拉皮鱼快速评估技术。此外，力场分析(FFA)还参与了农业综合企业可持续发展战略的制定。研究结果表明，东爪哇南部地区的咖啡农业综合企业具有巨大的发展潜力，为农民提供了更大的福利。东爪哇咖啡农业综合企业的可持续发展水平被归类为可持续发展。最后，咖啡农业综合企业可持续发展战略可以通过加强功能和制度关系为咖啡农发展机构来实施，特别是与政府机构和服务机构为罗布斯塔咖啡农业综合企业的可持续性投入/输出。本研究为在印度尼西亚东爪哇省实施提供了一个合适的可持续性模型。

关键词：罗布斯塔咖啡、可持续性、说唱咖啡、发展战略。

1. Introduction

Coffee is one of the superior plantation commodities that play a pivotal role in the Indonesian economy (Drajat et al., 2007; Kustisari, 2007). In addition, some works of literature believe that coffee acts as state foreign exchange income (Wulandari et al., 2019; Prajanti et al., 2020). This opinion is reasonable because Indonesia is the world's fourth exporter of coffee, with an average role of 4.76 percent of total world exports, with the United States as the primary export destination (Rosiana et al., 2018; Sofyan et al., 2018). The Indonesia Directorate General of Plantation (2018) data showed that approximately 67 percent of total production is marketed for export purposes, while the rest is provided for domestic coffee needs.

The coffee industries provide greater welfare for society through more significant job opportunities (Muttoharoh et al., 2018) because the Indonesian coffee plantations are dominated by smallholder plantations with a total area of 1.06 million ha, while large state estates and large private estates of 39.3 thousand ha (3.48%) and 26.8 thousand ha (2.38%). The community plantation area is managed by around 2.12 million family heads of farmers (Sarirahayu & Aprianingshih, 2018). However, in its development, it faces a big challenge, especially in an effort to increase the competitive advantage of coffee that leads to the business sustainability of the smallholders (Winarno et al., 2018; Dwiridotjahjono et al., 2017; Hariance et al., 2016). The improvement of sustainability needs to be realized optimally by farmers as an attempt to increase the superiority of coffee commodities.

East Java province, for instance, is a region that focuses on coffee plantations (Sianturi & Wachjar, 2016; Winarno et al., 2018). The basic reason is the significant role in providing job opportunities and income for people in rural areas (Mustapit, 2018). Coffee also promotes business opportunities in the trade, transportation, and beverage industries (Cerruti & Buchi, 2018; Novita et al., 2018). Coffee is a downstream industrial commodity, which people can consume after going through processing. Even coffee farmers must process fresh coffee fruits into dry beans first before selling their crops. For farmers, coffee has also had a high economic value since decades ago as a source of livelihood. Without the use of maintenance, which means the coffee plant has been able to provide satisfactory results for additional income.

Soetriono and Soejono (2013) stated that in addition to climate anomalies that could cause coffee commodities to be displaced, competition with other commodities such as sugar cane. Planters mostly cultivate the coffee commodity in East Java in the southern part of East Java. A coffee commodity is one of the plantation commodities included in the category of strategic commodities because it meets domestic needs and export commodities that produce the country's foreign exchange. Therefore, efforts are needed to preserve the culture and cultivation of coffee commodities to impact income and the environment.

The contributions of this present study are four-fold. First, it contributes to the existing literature on coffee plantations by involving the RAP-Coffee technique to formulate an agribusiness sustainability strategy. In fact, this approach is largely provided in fisheries studies. Second, since the essential role of coffee agriculture both from macro and microeconomic perspectives, the study on coffee plantation sustainability was performed, for instance, in Vietnam (Gaitán-Cremaschi et al., 2018), in India (Mithöfer et al., 2017), in Uganda (Ssebunya et al., 2019), while in Indonesia it was focused on the competitiveness of Coffee commodity. Third, this present study provides a suitable model for sustainable development in East Java of Indonesia.

2. Method

This study combined a descriptive, analytical, and comparative method. This study was conducted in several places in East Java, which determined purposively, including the district of Banyuwangi, Jember, Lumajang, Malang, and Blitar. The fundamental rationale is that the southern regions of East Java are the largest producers of Robusta coffee in the province. First, this study applied analysis of income and profit. Rahardja and Manurung (2000) stated that the total cost consists of total fixed costs and

total variable costs and can be formed as seen in the following formula:

$TC = FC + VC$

where:
TC - total cost (Rp);
FC - fixed cost (Rp);
VC - variable cost (Rp).

The income was obtained through production multiplication with the sale price indicated in the study, formulated as follows:

$TR = P \times Q$

where:
TR - total revenue (Rp);
P - coffee sale price (Rp);
Q - total coffee production (Kg).

The level of income was analyzed by the following formula (Soekartawi, 1999):

$Y = TR - TC$

$TR = P.Q$

$TC = TFC + TVC$

where:
Y - coffee farmers' income (Rp);
P - output unit price (Rp);
Q - sold total output (kg);
TR - total revenue (Rp);
TC - total cost (Rp);
TFC - total fixed costs (Rp);
TVC - total variable costs (Rp).

The second sustainability analysis of Robusta coffee agribusiness was carried out through farming approaches. The problem-solving method was conducted through observation, survey, and the social, economic, technical, and environmental (ecological) aspects. The Sustainability analysis of Multi-Dimensional Scaling (MDS) used the rap fish rapid appraisal technique, also called RAP-Coffee. Agribusiness sustainability strategies use Force Field Analysis (FFA) based on supporting and obstacle factors. The score which determines the supporting aspect and factor linkage aspect used the linkage scale. It deals with supporting and obstacle factors directly identified by experts through quantitative assessment using a scale of values ranging from 1 to 5.

Score 5: Very high (the support value/linkage value).
Score 4: High (the support value/linkage value).
Score 3: Sufficient (the support value/linkage value).
Score 2: Less (the support value/linkage value).
Score 1: Poor (the support value/linkage value).

3. Results and Discussion

3.1. Coffee Agribusiness in the Southern Districts of East Java – Indonesia

Coffee is one of the major commodities in East Java, especially in the southern regions such as in the district of Banyuwangi, Jember, Lumajang, Malang, and Blitar, due to the supports of geographical conditions including climate, temperature, and rainfall. The coffee agribusiness carried out in the regions covers land preparation, cultivation process, and harvest. At the same time, post-harvest actions include marketing, processing of semi-finished coffee products to finished products. Research samples of coffee production were taken from those districts. Their coffee production was decreased in 2011 and increased in 2012. The decline in 2011 is due to climatic influences in Indonesia. The climate change from 2010 to 2011 was remarkable, and it affected the cultivation of coffee plants. Climate change caused the loss of the coffee flowers so that the coffee did not produce as much coffee as the previous production. Climate change has enhanced air temperature and changed weather patterns. The rising temperature causes the movement of the coffee plantation. It should be moved to the higher ground. The uncertain rainy season obstructs the coffee plants from producing fruit. In addition, climate change led to the emergence of pests and plant diseases that obstruct the growth of coffee.

3.2. The Profit of Robusta Coffee Agribusiness in the Southern Districts of East Java

The community welfare can be accelerated through economic growth in the regions, such as the development plan of the southern regions with Southern Trails Access (JLS) provision, especially to reduce the gap of economic growth between the northern regions and the southern areas due to public facilities and infrastructures disparity. Therefore, an alternative solution needs to be taken for economic growth in the areas of southern regions of East Java, such as the development of the coffee commodity as they have a different character, culture, and condition of lands.

Table 1 The profit of Robusta coffee agribusiness

Districts	TR (Rp)	TC (Rp)	π (Rp)
Banyuwangi	37,235,294.12	15,753,431.37	21,481,862.75
Jember	45,127,819.55	14,555,263.16	30,572,556.39
Lumajang	52,369,230.77	23,518,769.23	28,850,461.54
Malang	45,157,89,74	19,266,447.37	25,891,447.37
Blitar	52,000,000,00	19,997,142.85	32,202,857.15

Table 1 indicates that Lumajang was the highest coffee farm with a value price of Rp. 52,369,230.77, while Banyuwangi was the lowest with the value of Rp. 37,235,294.12. Furthermore, Lumajang obtained the highest cost of the coffee farm with Rp value. 23,518,769.23 and Jember can produce the lowest cost of coffee farming with the value of Rp. 14,555,263.16. Lastly, the highest revenue was in Jember, while Banyuwangi provided the last income.

3.3. The Sustainability Level of Robusta Coffee Agribusiness in the Southern Regions of East Java

The importance of the intensification phenomenon of coffee for production has raised the attention of farmers. The implementation issue of sustainable society coffee becomes a challenge. The government must work hard to develop the coffee products without neglecting another establishment development. Further issues that are faced in the society coffee agribusiness

have created greater challenges for the government in embodying the sustainable development of the coffee commodity, in which sustainable development is the development that meets the present need without compromising the ability of future generations to meet their needs.

Therefore, developing a sustainable system should involve incorporating the dimensions such as social, ecological, economic, ethical, and technology dimensions. The final goal of a farming business is to obtain the maximum benefit. The coffee farmers try to achieve welfare for their families through a sufficient income. Suppose the result of analyzing the Rap-Coffee impact on the economic dimensions shows an opportunity for continuity. In that case, the agribusiness of Robusta coffee in the southern region of East Java can be considered a sustainable opportunity. Thus, it can be cultivated for long-term business; thus, the earned profit from the society agribusiness of Robusta coffee variety may be increased from time to time using the optimal and appropriate management techniques. The sustainability level of Robusta coffee agribusiness in the southern region of East Java could be seen from the average level of the interest and Sustainability Indicator Criteria (SIC):

1. The value average of the interest level and the sustainability indicators criteria of Robusta coffee agribusiness in Banyuwangi, such as economic (8.42) and ecology (3.48) dimensions, which obtain the greatest attention to achieve a "sustainable state".

2. The value average of the interest level and the sustainability indicators criteria of Robusta coffee agribusiness in Jember, such as economic (8.47) and ecology (3.45) dimensions, which obtain the greatest attention to achieve a "sustainable state".

3. The value average of the interest level and the sustainability indicators criteria of Robusta coffee agribusiness in Lumajang, such as economic (8.64) and ecology (3.64) dimensions, which obtain the greatest attention to achieve a "sustainable state".

4. The value average of the interest level and the sustainability indicators criteria of Robusta coffee agribusiness in Malang, such as economic (8.39) and ecology (3.82) dimensions, which obtain the greatest attention to achieve a "sustainable state".

5. The value average of the interest level and the sustainability indicators criteria of Robusta coffee agribusiness in Blitar, such as economic (8.42) and ecology (3.38) dimensions, which obtain the greatest attention to achieve a "sustainable state".

3.4. The Model and Development Strategy of Sustainable Agribusiness of Robusta Coffee in the Southern Regions of East Java

According to the strategy mentioned above of FFA analysis results, the power or the substantial support of coffee agribusiness sustainability development focused on the main objectives that are institutional development for coffee farmers through the reinforcement of functional and institutional relationships with governmental institutions and input/output service institution for Robusta coffee agribusiness sustainability in the southern regions of East Java. In more detail, there are five priorities for farmer and farmer community, including ecological, social, and economical.

4. Conclusion

Based on the prior analysis and discussion, it can be concluded that the coffee agribusiness in the southern regions of East Java has huge potential to develop, and it has provided greater welfare for farmers. The value of Robusta coffee income was affected by high production and farming finance. In fact, Robusta coffee production has a lower production cost than other coffee types. The sustainability level of coffee agribusiness, especially as indicated by interest rate average and sustainability indicator criteria, was categorized as a sustainable state. Lastly, the development strategy of coffee agribusiness sustainability can be done by developing institutions for coffee farmers through functional and institutional relationships reinforcement, especially with government agencies and service agencies input/output for Robusta coffee agribusiness sustainability.

These findings suggest that the government agencies' stakeholders to develop the business of coffee commodity in the area of production centers in East Java should be as follows: first, minimizing the gap in the adoption of technological innovation such as post-harvest technology, including technical information for post-harvest handling; the factual and sustainable socialization and mentoring to encourage coffee farmers during post-harvest handling. Second, export-oriented coffee products with international markets will always be in the free market system. Thus, policies supporting the plantation society (farmers) are desperately needed, such as governmental support for international market access. That way, competitiveness in the framework of multilateral cooperation is obviously improved.

5. Limitations and Further Study

This study has limitations in terms of the geographical area in East Java in Indonesia. Further, we can explore the relevant sites in East Java or other regions in Indonesia to gain a different perspective of this phenomenon. Additionally, future researchers can examine using another method, such as a mixed-method to obtain a deeper understanding of the study.

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