A Model of Coffee Commerce in Jambi Province, Indonesia

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Abstract. Jambi Province is one of Indonesia's coffee producing provinces, producing three varieties of coffee: Robusta Coffee, Arabica Coffee, and Libtukom Coffee (composite tungkal liberika). Each of these three varieties of coffee is cultivated in a distinct place. Robusta coffee is grown in Merangin Regency, Arabica coffee is grown in Kerinci Regency, and Libtukom coffee is grown in West Tanjung Jabung Regency. The purpose of this study is to identify the coffee trade path in Jambi Province. According to the findings of this study, each coffee-producing area has distinct trading routes. Robusta coffee and liberika both have a business chain that begins with the farmer and ends with the collector and export. The second line connects Farmer to MSME/Persero then sold to the general public. The distribution route for Arabica coffee consists of four lines: farmers to cooperatives and exports, farmers to UPH, then to cooperatives and exports, farmers to corporation, then to major merchants and exports, and farmers to consumer. The study's findings include a model of coffee trading that is most successful for farmers in increasing the selling price of coffee.

Keywords: Model · Coffee · Commerce

1 Introduction

Indonesia is one of the world's coffee producers (Bashiri et al., 2021; Fortunika et al., 2021). The area of coffee plantations in Indonesia currently reaches 1.2 million hectares, 98.6% are smallholder coffee plantations, 0.8% are large state plantations and 0.4% are owned by large private plantations (BPS, 2019).

Jambi Province is one of Indonesia's coffee-producing provinces. Jambi Province produces three varieties of coffee: Robusta Coffee, Arabica Coffee, and Libtukom Coffee (composite tungkal liberica). These three varieties of coffee are grown in different parts of the world. In Merangin Regency, Robusta coffee is farmed, Arabica coffee in Kerinci Regency, and Libtukom coffee in West Tanjung Jabung Regency (Rosmeli, 2019).

Jambi coffee is a favorite of people all over the world, including Malaysia, Singapore, Belgium, and the Netherlands, due to its distinct characteristics that set it apart from other coffees.

The area of coffee plantations in Jambi province is 26,666 hectares, including 22,521 hectares of robusta coffee, 1,535 hectares of Arabica coffee, and 2,610 hectares of arabica

coffee. Hectares of Libtukom coffee. Coffee Production in Jambi Province in 2017 is amounted for 14,323 tons, with a productivity of 2,043 kg/Ha. The number of coffee farmers in Jambi Province is 20,814 families. Hence it is not surprising that coffee is one of the leading commodities in Jambi Province (Dinas Perkebunan, 2019). In developing coffee in Jambi Province, several problems were encountered, including: the selling price of coffee that was not determined by the farmer; coffee sales are still through middlemen; the types of products produced are still lacking and there is a lack of promotion and distribution networks (Rosmeli, 2019). The same problem is faced by coffee farmers in Jember, namely low selling prices due to limited market information, and coffee quality that does not meet standards, that the lack of information about the market was a problem faced by farmers in the trade system (Ariwibowo et al., 2013; Budihardjo, 2015). (Tanan & Limbongan, 2013) concluded that farmers as coffee producers still receive prices set unilaterally by coffee traders, (Matthee, 2011) revealed that local traders can buy lower prices because they buy directly from coffee farmers. This difference in selling price is in line with research conducted by (Valkila & Nygren, 2010) which states that in 2005–2006 when the price of Nicaraguan coffee in free trade decreased, most coffee farmers who had previously sold coffee on the free market switched to the general market.

In Jambi Province, farmers get a much lower price than the price received in the market. This can be seen from the selling price of Libtukom coffee at the farmer level of Rp. 25,500/kg, Robusta coffee Rp. 18,000 and Arabica coffee for Rp. 10,000. The results of the surveys showed that the average selling price of Libtukom coffee at the merchant level is Rp. 40,000/kg, while Robusta coffee is Rp. 22,000/Kg and Arabica 19,500/Kg (Rosmeli, 2019). The size of price difference between the price received by farmers and the price that consumers buy indicates a gap in the coffee trading system. The coffee commodity trading system is aimed at increasing added value in the coffee marketing channel. So that it can have an impact on the income of coffee farmers. For this reason, it is necessary to identify the actors of coffee commodities from upstream to downstream and their relationship to find out how the marketing channels are. Thus, it can increase the selling value of coffee commodities in each of its selling value chains. Based on that background, this research will analyze Coffee Trading System: Case Study of Jambi Province, Indonesia.

2   Methods

2.1   Research Sites

This research was conducted in 3 districts within Jambi Province, including Merangin Regency, Kerinci Regency and West Tanjung Jabung Regency, Indonesia. The selection of these 3 regions is based on the coffee produced, for Merangin Regency produces Robusta coffee, Kerinci Regency produces Arabica coffee and Tanjung Jabung Barat is a producer of Composite Liberica Tungkal Coffee. The three types of coffee are top grade coffee from Jambi Province.

2.2 Types and Sources of Data

This study uses secondary data and primary data. Secondary data were taken from the Central Statistics Agency of Jambi Province, Jambi Province Plantation Institution, Bank of Indonesia and other sources related to this research. While the primary data was taken by using cluster sampling method and snowball technique. For primary data collection, it is done by interviewing coffee farmers, from one coffee farmer will be found where the farmer sells coffee, from coffee buyers 1 will be found where else they sell coffee, until finally coffee wholesalers are found who will sell to final consumers, or to other consumers. Large factories or to exporters. For that, there are 3 methods used, namely (Suhon & Al Fatta, 2020):

1. Observation Method
2. Interview Method
3. Questionnaire Method

Sampling using the Cluster Sampling method and Snowball Sampling technique. The number of coffee farmers in Merangin Regency is 45 people, for Kerinci is 44 people and for west Tanjug Jabung is 10 people. Moreover, in order to find out the trade system route at the level of traders, wholesalers and exporters, we used using snowball techniques. Snowball sampling technique (snowball) is a sampling method in which samples are obtained through a rolling process from one respondent to another (Aryanti, 2016).

2.3 Data Analysis Method

The method used in this research is descriptive-qualitative. Qualitative descriptive is a method used by describing writing based on interpretation based on the current situation. From the results of the answers given by the respondents, the coffee trade system in Jambi Province will be obtained, starting from the producer level to the final trader or consumer.

3 Result

3.1 Coffee Trading System in Jambi Province

Each region has a different coffee trading system. The coffee trading system generally starts from upstream to downstream starting from the producer to the domestic coffee supermarket/retailer (Kustiari, 2010). The coffee trading system in Jambi Province can be distinguished by the types of coffee available, namely Robusta, Arabica and Libtukom.

3.1.1 Robusta Coffee

Rosbusta coffee is one type of coffee that is in great demand. Merangin is the largest Robusta coffee producing area in Jambi Province. The Robusta coffee plant is scattered in several sub-districts that are in Merangin, namely Jangkat, Masurai Valley and East Jangkat. This coffee from Merangin district has a different taste from Robusta coffee from other regions. Jangkat Robusta coffee has also been awarded as the best Indonesian
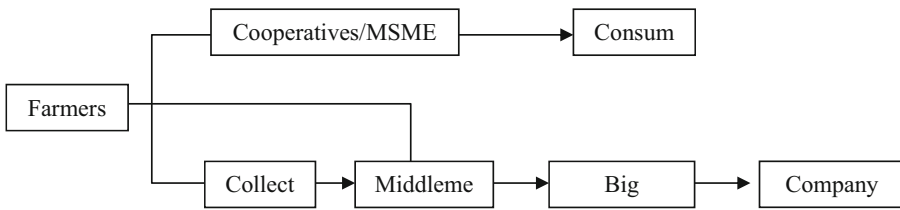
Fig. 1. Robusta Coffee Trading System in Merangin Regency

coffee given at the Specialty Coffee Association of Indonesia (SCAI) EXPO 2018 event in Bali (Amalia, 2019).

The results show that 53.3% of the coffee farmers samples are female and the remaining 46.7% are male. When viewed from the age of the respondents 66.7% of the respondents were 20–30 years old, 13.3% were 30–40 years old, 13.3% were 50–60 years old and the rest were 40–50 years old. The area of land owned by the respondent farmers was 1–3 Ha, covering an area of 86.7%, 3–6 Ha as much as 6.7% and more than 9 Ha as much as 6.7%. At the time of the coffee harvest, the coffee farmers sell to Middleman in their neighborhood with a selling price of around Rp. 15,000–Rp. 18,000/kg. The coffee that is sold to middlemen is coffee that is already in the form of grain. The results reveal that there were 10 middleman who bought coffee from farmers. The following picture will illustrate the coffee trading system in Merangin district (Fig. 1).

The trading system for Robusta coffee in Merangin Regency consists of 2 routes. The first trade system route starts with coffee farmers who sell coffee in the form of grain coffee. Grain coffee is coffee beans that have been separated from the fruit flesh that is dried simply (Panggabean, 2019). The unhulled coffee is sold to cooperatives/MSMEs that are still on a micro scale. The coffee grain is roasted and then turned into ground coffee and sold directly to consumers as souvenirs in the region. In the first trade system line, it does not involve many parties, however the amount of farmer production that can be accommodated by cooperatives and MSMEs is still very limited. The coffee that is sold is only used as souvenirs from the regions in a very small amount and following exhibitions held at local, national and international levels. On the one hand, this trade system route provides much greater benefits to farmers, because the distribution channel is quite short. On the other hand, this pathway is still very limited to accommodate farmer production, this is because yields cannot be sold on a large scale and continue. The results of the same study were also presented by (Maharani et al., n.d.) who stated that the Robusta coffee trade route in the Cilumping Village district. Cilacap, in the first channel, namely: Farmers — Collector Traders — consumers.

The second trading route, it starts from farmers who sell to collector traders and can go directly to middlemen, from collector traders in villages sold to middlemen, who sells the coffee to wholesalers in the cities of Padang, Jambi and Bangko. From these wholesalers the coffee is sold to coffee processing companies. The second coffee trading system chain is quite long involving many parties, the weakness is that farmers still get low prices from collectors or middleman traders, but they are willing to accept the amount of farmer production in large quantities. The results of research conducted by (Pangestuti et al., 2020) stated that coffee farmers in the UB Forest area also sell
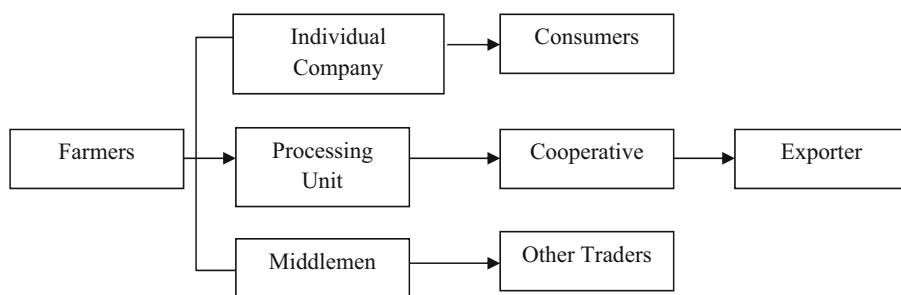
Fig. 2. Arabica Coffee Trading System in Kerinci Regency

their coffee to middlemen who play the price of coffee sold, the same research results were also presented by (Silmi et al., 2020; SUGIONO, 2015) who stated that in the marketing channel for Robusta coffee middlemen still plays a large enough role in every coffee marketing channel, and a fairly long coffee marketing path involving many parties. Robusta coffee marketing channels in some regions still involve a lot of traders before it reaches consumers, good supply chain management will have an impact on existing farmers and industry (Caesara et al., 2017; Kouadio et al., 2021; Rasoki & Nurmalia, 2021).

3.1.2 Arabika Coffee

Arabica coffee is one of the main commodities in Kerinci Regency, almost all farmers in Kerinci district have coffee plantations. Kerinci Arabica coffee is the best Arabica coffee variant that is cultivated at the foot of Mount Kerinci which is located at an altitude of 1500 m above sea level, Kerinci Arabica coffee has a high taste and has received Geographical Indications at the Ministry of Law and Human Rights with more than 84 and won the best Indonesian specialty coffee (Permadi et al., 2021; Widyawati, 2019).

In this study, the number of respondents was 44 people, 80% of the respondents were male and 20% were female. They ranged from the age of 80% of the respondents are 20–40 years old, and 20% are 41–50 years old. As many as 60% of farmers have a land area of 1–3 ha and 40% have a land area of 3.1–6 ha, 70% of coffee production is sold to middleman or Persero while the other 30% sells to UPH/cooperatives.

Arabica coffee farmers sell coffee in the form of cherries to middlemen, and persero and UPH at a price of Rp. 5,000–Rp. 7,500/kg, the coffee merchant then dried into coffee grain and some sell it in the form of roasted coffee. Based on the research results, there are 8 Middleman, 2 cooperatives and 3 coffee processing companies. Arabica coffee trade system route can be seen in Fig. 2.

The coffee trade system in Kerinci Regency consists of 3 routes. First, coffee from farmers in the form of cherries is sold to the company, which will process coffee in the form of roasting, which they then sell themselves as ground coffee which is deposited in a gift shop and is also used as ready-to-drink coffee in the cafes or coffee shops. Coffee purchased from farmers costs Rp. 5000–Rp. 7.5000/Kg and when roasted it becomes

Rp. 150,000–Rp. 300,000/kg already sold to Rp. 10,000 per cup with 1 cup uses 10 g of coffee.

The second trade system route starts with farmers selling their coffee to UPH. Farmers who sell coffee either already become the member of coffee farmer cooperatives or not. Processing Unit is a product processing unit that accommodates farmer's cherry coffee which the cooperative then processes into green been as the main focus. Although the main focus of the cooperative is still green bean, this cooperative has also carried out the coffee roasting process which is used as souvenirs by the region. After the green beans are processed, they are packed and exported to foreign countries such as Belgium, America and Australia. There are 2 cooperatives that process coffee, namely the Alco Cooperative and the Kerinci Berkah Cooperative. Before 2020 the Kerinci Berkah cooperative sold green beans to companies located in Medan, but since 2020 after an MOU with buyers from Belgium was established, the Kerinci Berkah Cooperative immediately sold green beans to Belgium. The results of this study are in line with (Busthanul et al., 2021; Kaido et al., 2021) showing that the marketing of Arabica coffee in Kerinci and Enrekang districts is carried out through the second route, namely, farmers, cooperatives and consumers/exporters.

The third trade system route starts with farmers who sell to Middlemen, by coffee shops in the form of cherries after they have been collected in large quantities and are immediately taken to collectors in Medan. This distribution channel is detrimental to farmers, because farmers get a lower selling price than the selling price of the middlemen to the collector traders, this is due to the coffee drying process carried out by the middlemen.

3.1.3 Liberika Tungkat Komposti Coffee

Besides robusta and Arabica, liberica is one of the most popular types of coffee in the world trade market (Kyaw et al., 2020). In Jambi Province, Liberika coffee is known as Liberika Tungkal Composite (libtukom). Libtukom coffee is coffee located in West Tanjung Jabung Regency, precisely in the village of Batara. This coffee has a different taste with Arabica and Robusta coffee, the acidity level in this libtukom coffee is higher than the two coffees.

The respondents of this research were 100% male, most respondents were aged 30–40 years as much as 50%; 40–50 years as much as 41.7% and 8.3% aged 50–60 years. 83% of farmers have land area of 1–3 Ha; 8.3% more than 9 Ha and 8.3% covering 3–6 Ha. As 83.3% of coffee was sold to Middleman; 16.6% was sold to coffee processors or MSMEs. There are 2 small shops that collect coffee from farmers at the village level and 1 cooperative and 1 MSME. Figure 3 will show the route of Libtukom coffee trading in West Tanjung Jabung Regency.

Libtukom coffee trading system consists of 2 lines, First farmers sell coffee in the form of unhulled coffee to a shop in their village for Rp. 20,000–Rp. 25,000/kg, the coffee shop is sold to collectors in the city of Tungkal who then export to Malaysia and Singapore in the form of rice. Apart from selling to grocery stores, farmers can also sell directly to collector traders, only very few farmers are willing to sell to wholesalers even though there is a price difference of Rp. 5,000/kg of rice coffee, this is because the collector traders only want to buy coffee in an amount of at least 1,000 kg, while the
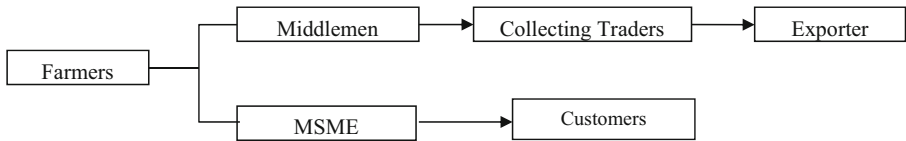
Fig. 3. Libtukom Coffee Trading System in West Tanjung Jabung Regency

farmers' harvest cannot reach the target. The results of the same study were also carried out by (Wulandari & Karmayanto, 2019) which stated that the Libtukom coffee trade system route was still simple, namely farmers to collecting traders then brought back to other collector traders new to the industry.

The second trade system route starts with farmers selling to MSMEs in their villages, by MSMEs roasting coffee and making ground coffee with the Paresto brand which is sold to consumers through souvenir outlets, and online media. Paresto coffee is sold in packs weighing 200 g at a price of Rp. 25,000. However the scale of sales dengan jumlah UMKM yang sangat sedikit juga menjadi permasalahan in the development of Libtukom coffee.

3.2 Trading System Model Coffee in Jambi Province

In Indonesia, the coffee trading system still uses traditional methods and partnerships (Sugiarti, 2010). The coffee trade system in Jambi Province is quite varied and still utilizes traditional methods. Middlemen's role is always there in every trade system route, this is due to the lack of knowledge of farmers to sell to other places, the distance to the village is far away and the existence of kinship ties between farmers and middlemen.

The closer farmers are to consumers, the more efficient marketing will be (Suharyanto et al., 2008). From the several coffee trade routes in Jambi Province, there are fairly good routes involving Coffee Processing Farmers (MSMEs) and consumers. In this trading system coffee processing/MSME coffee has taken a fairly large role, namely processing coffee into coffee roasting so that it can be sold directly to consumers, it is just that the trading system like this is underdeveloped because the amount of coffee purchased by coffee processors/MSMEs is still on a small scale, so that the farmers' crops cannot be fully accommodated by the coffee processors.

Coffee trading system that involves cooperatives is one of the best trade systems, because coffee farmers can sell coffee to Processing unit at a much higher price than the price they receive from Middlemen. In addition, Processing unit and the cooperative process coffee, so that the added value becomes greater. Green Bean that has been processed for export also cuts off the trade system with other parties. This kind of Arabica trading system also has weaknesses both from farmers and from cooperatives. From farmers, the majority of Arabica farmers sell cherries at very cheap prices, the processing must be carried out by the farmers so that the farmers' income they receive is greater. Although the main focus of the cooperative is in the form of green beans, the cooperative can process Arabica coffee in the form of roasting which is used as souvenirs, if the business capacity and equipment of the cooperative is larger, the cooperative can also process arabica coffee in roasting form on a large scale and will have an impact
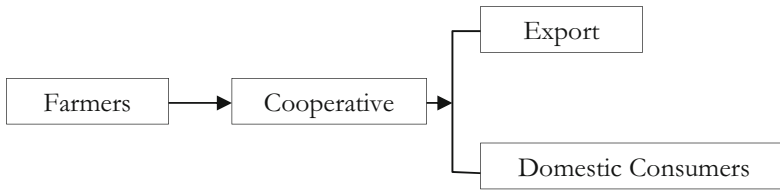
Fig. 4. Trading System Model Coffee in Jambi Province

on the coffee farmers themselves. Based on the results of the above research, the ideal Jambi Province coffee trading system model is (Fig. 4).

This trading model starts with farmers selling coffee to cooperatives, the coffee that is sold by farmers must be coffee in the form of unhulled coffee or dried coffee, so that farmers get a higher price than selling coffee in the form of cherries. The cooperative will help farmers to get a good price and accommodate the farmers' coffee production. The cooperative will process the coffee grains into green beans followed by the roasting process, thus producing ground coffee that is ready to be packed and sold for both export and domestic consumers. To process green beans into roasting and into ground coffee requires complete advice and infrastructure with human resources that require training and skills. With the existence of a better coffee trade system, it is hoped that the income of coffee farmers in Jambi Province will increase. The findings of the same study by (Gerard et al., 2020; Neeraj Bali et al., 2021; Sabari et al., 2020) stated that farmers who sell coffee to cooperatives get higher profits when compared to selling to other traders.

4 Conclusions

The coffee trading system route can be divided into robusta coffee, arabica coffee and libtukom coffee. Robusta coffee consists of 2 trade system routes, Arabica coffee consists of 3 trading system routes and Libtukom coffee consists of 2 trading system routes. The ideal model in the Jambi province coffee trade system starts with farmers selling coffee to cooperatives, the cooperative will process coffee into ground coffee which will be sold for export and domestic consumers.

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