Research Paper

Robusta Coffee Marketing Channel Analysis Picking Rainbows and Picking Reds in Pagar Alam City

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ABSTRACT

Pagar Alam City is one of the cities in South Sumatra Province located between Bukit Barisan and Mount Dempo. It has the potential for developing Robusta coffee because it has characteristics that match the criteria for growing Robusta coffee. The coffee plantation area in Pagar Alam City is 8,237 hectares, with Robusta coffee productivity reaching 12,782 kg/year, which influences marketing activities, which generally involve farmers, village intermediaries, city intermediaries, exporters, coffee powder industry, roasteries, coffee shops, and consumers. The involvement of various marketing institutions results in differences in the price of robusta coffee between marketing channels due to the implementation of marketing functions. In this research, the technique used in determining the sample was purposive sampling and snowball sampling. The number of informants in the research was 35 people, and the analysis used was descriptive qualitative with marketing channel analysis. There are three marketing channels for rainbow-picked Robusta coffee channels, namely first Farmers – Village Middlemen – City Middlemen – Exporters, second Farmers – City Middlemen – Exporters, and third Farmers – Exporters. There are four marketing channels for red-picked Robusta coffee, namely the first, Farmers – Coffee Powder Industry, second, Farmers – Roastery, third, Farmers – Consumers, and Farmers – Coffee Shop. Keywords: Marketing Channels, Robusta Coffee, Petik Pelangi, Petik Merah The majority of rainbow picked robusta coffee farmers to sell in the first channel Farmers - Village Middlemen - City Middlemen - Exporters because this channel is the longest and most farmers sell, and the majority of red picked farmers sell in the first channel Farmers - Coffee Powder Industry and second Farmers - Roastery because their orders are always there.

Keywords: Marketing Channels, Robusta Coffee, Petik Pelangi, Petik Merah

INTRODUCTION

Pagar Alam City is one of the cities in South Sumatra Province, located between Bukit Barisan and the foot of Mount Dempo. It is famous for its tourism, agriculture, and plantation sectors. In the plantation sector, Pagar Alam City is famous for producing robusta coffee because the majority of the population farms coffee plantations, which is the main source of income. The coffee plantation area is 8,327 hectares with a production output of 12,782 tons (BPS Pagar Alam 2020). The types of coffee cultivated are robusta and arabica coffee. The majority of farmers cultivate robusta coffee because robusta coffee is easy to cultivate, is suitable in the highlands, and is resistant to disease. The demand for this coffee is also greater than for arabica coffee. Robusta coffee is a superior commodity in the city of Pagar Alam. It is popular with residents in the South Sumatra region because it has a distinctive taste and aroma that is different from other regions. It is a typical souvenir of the city of Pagar Alam.

Superior commodities need to be developed in a region with the ability to produce and sell these products efficiently and effectively by using local resources for export, generating regional wealth, and creating job opportunities (Ameriyani 2014). Indonesian coffee has comparative advantages, which are supported by conditions of natural resources, capital, labor, science and technology, and related industries that support the role of the government (Nalurita et al., 2014).

Several factors in developing farming harvest patterns, namely, the availability of large areas of land, labor, the existence of local, regional, and international markets, local government support, and the availability of liaison facilities. The development of robust coffee farming is necessary for the role of city government in providing inputs, on-farm, off-farm, and supporting subsystems in the form of government institutions and financial institutions (Hariance et al. 2016).

Coffee farmers who manage coffee plantations in Pagar Alam City are aged 19-50 years, are still productive, and have high motivation and work enthusiasm. Farmers learn to farm directly from their families for generations, with an income of 25 million per year and maintenance costs of 1-3 million each year. The land managed by farmers is their land, which comes from family inheritance with an area of 1 hectare (Irmeilyana et al. 2019). The coffee harvest period is generally once a year, and the coffee harvest season lasts from May to September.

During the coffee harvest season in Pagar Alam City, farmers are still carrying out the rainbow harvesting process. Rainbow picking is a picking process carried out directly by farmers by taking all the fruit in the cluster without paying attention to the level of ripeness. The colors red, yellow, and green are mixed. The quality and grade of rainbow picks are very low because they contain damaged beans resulting from picking unripe fruit, resulting in black and broken coffee beans. Farmers choose to harvest rainbow picking because the picking process is easier, drying and processing are more practical, and they take less time.

Marketing is easier for many intermediaries who accommodate unlimited volumes even though the selling price is relatively low. According to Gandi et al. (2017), the current problem with picking rainbows is market prices because farmers' positions depend on the prices set by traders and intermediaries. Coffee farmers in Pagar Alam feel that the harvest they obtain needs to be increased to meet economic needs because coffee production has decreased due to unstable weather, lack of capital, and minimal knowledge regarding maintenance. According to Afrizon et al. (2020), coffee production is still low because farmers need to apply coffee cultivation technology in accordance with recommendations, starting from technology and cultivation to harvest and post-harvest. The coffee fruit harvest pattern is one of the factors in determining the quality and taste of the coffee produced. A good coffee harvest is to pick red fruit selectively. Coffee farmers already know and realize that selective red picking has quantitative and qualitative advantages and is better than rainbow picking (Alnopri 2021).

Red picking is the process of picking ripe coffee cherries in clusters by taking only red coffee cherries directly to produce good quality. The advantages of red picking are that the coffee's productive branches are well maintained and not broken, have a distinctive taste and aroma, have a heavier volume weight, and have a higher selling price determined. The obstacle currently faced by red pick farmers is marketing because they still need more relationships (social networks) to share sales information. According to Aguilar et al. (2022), the structure of social relations in social networks creates various kinds of social obligations and mutual trust so that they can become a medium for disseminating information. Red-picked coffee farmers must build relationships with fellow coffee

activists so that relationships can be established in marketing red-picked coffee. Pagar Alam City red-picked robusta coffee is considered to have a superior taste in the form of "strong bitter." This unique bitter taste is obtained from Pagar Alam coffee because the planting location is at an altitude of 1,000-1,400 meters above sea level, which is close to other types of plants, namely cloves, cinnamon, and petai. As is known, the coffee plant absorbs the essence of plants around it. For exporters, this Pagar Alam coffee business opportunity is very promising, not only because of its superior taste but also because of its relatively large production volume (Widodo 2020).

Red-picked Robusta coffee originating from Pagar Alam City, South Sumatra Province, has good quality with a distinctive taste, so it has won international recognition for its unique taste in the AVPA (Agency for the Valorization of the Agricultural Products) Gourmet Product World Coffee contest. In 2020, in Paris, France, it was able to compete among 130 products from 15 coffee-producing countries in the world. Furthermore, only 74 products were recognized as winning the Gourmet Medal in this year's contest, and one of them was Kopi Pagar Alam. There is recognition from APVA that currently, Pagar Alam red-picked Robusta coffee is being targeted and sought after by coffee activists (Azizah 2020).

Random coffee from rainbow picking generally has a lower price compared to non-original coffee from red picking (Rosiana 2019). The selling price of rainbow-picked and red-picked harvested coffee is 35% different currently in 2023, the price of rainbow-picked coffee will be 37,000 - 40,000/kg while red-picked coffee will cost 55,000 - 60,000/kg depending on the size of the coffee beans. The robusta coffee-producing triangle area in South Sumatra has a variety of distinctive names from each region, namely, Besemah coffee from Pagar Alam, Semendo coffee from Muara Enim Regency, Ranau (Kobura) robusta coffee from South OKU Regency.

With the potential for development, Robusta coffee farming harvest patterns are supported by geographic location and natural resources to increase income. This research analyzes marketing channels based on rainbow harvest. and red in Pagar Alam City.

LITERATURE REVIEW

Activities in marketing involve marketing institutions that form a channel. In the marketing channel, the Institution will carry out its function by flowing agricultural products from the hands of producer farmers to the hands of consumers. Hutama (2018) stated that marketing channels consist of institutions involved in the process of getting a product or service into the hands of consumers. A marketing channel forms a path from the producer to the final consumer. The process of distributing agricultural products involves various institutions. According to Herawati (2012), marketing institutions involved in the marketing process of agricultural products, especially plantations, include village collectors, wholesalers, and retailers.

A marketing system is needed to distribute goods from producers to final consumers. Apart from increasing use value, the marketing function also incurs costs called marketing costs. According to Sugiarti (2010), coffee marketing costs consist of depreciation costs for equipment, labor, packaging, and coffee depreciation. Wahyudi's research (2017) regarding the marketing of robusta coffee in Banding Agung District, South OKU Regency, stated that there are two patterns of marketing channels for robusta coffee. The first channel (farmers – Village collectors – sub-district collectors – companies and exporters) and the second channel (farmers - District collectors – companies and exporters). The most commonly used channel is channel I. Farmers are closer to village collectors. Each marketing institution carries out a marketing function. Both Village collectors and District collectors carry out the functions: 1)

exchange in the form of sales and purchases, 2) physical in the form of transportation, storage, processing, and packaging, and 3) facilities in the form of sorting, grading, risk, costs, and price information.

Listyati et al. (2017) stated that the marketing chain or channels that occur in Rejang Lebong Regency, Bengkulu, generally have two channels. Channel I involves farmers - trader collectors at the village/district level - large traders in the district - and inter-provincial traders. South Sumatra. Channel II involves farmers, trader collectors at the village/district level, wholesalers in the districts, and exporters or processing factories in Lampung and Palembang, South Sumatra. Farmers choosing marketing channels are generally based on considerations of distance, convenience, economic factors (capital loans), and kinship. According to Rosiana (2020), coffee marketing in coffee production centers in Indonesia, especially in Lampung province, forms three channels. Channel I) certified farmers – gapoktan – buying center – processor/exporter, II) non-certified farmers – collector traders – wholesalers – exporters, III) non-certified farmers – processors – consumers. In the form of sales and purchases, 2) physical in the form of transportation, storage, processing, and packaging, and 3) facilities in the form of sorting, grading, risk, costs, and price information.

Listyati et al. (2017) stated that the marketing chain or channels that occur in Rejang Lebong Regency, Bengkulu, generally have two channels. Another study conducted by Caesara et al. (2017) focused on the marketing of Arabica green beans in Bener Meriah Regency. Marketing of Arabica coffee beans in Meriah Regency starts with producers, marketing institutions, and processing. The marketing institutions involved in marketing this product are farmers, collecting traders, wholesalers, exporters, and home industries. There are two channels formed in the marketing of Arabica coffee beans: I) farmers – collectors – wholesalers – exporters, II) farmers – collectors – wholesalers – home industries. Channel I involve exporters in distributing coffee beans, and channel II goes directly to home industries so that they are closer to the final consumer.

MATERIALS & METHODS

This research will be carried out in Pagar Alam City, South Sumatra Province, from October to November 2023 and will involve direct field surveys to meet coffee farmers. The location selection was carried out using a purposive method or deliberately because Pagar Alam City is the largest center for robusta coffee production in South Sumatra because the majority of the population makes a living by farming coffee.

In research on the development of harvest patterns for robusta coffee farming in the city of Pagar Alam using primary data and secondary data. The primary data source in this research is data obtained through interviews and direct observation regarding the development of harvest patterns for robusta coffee farming in the city of Pagar Alam. In this research, secondary data comes from archival data from the Pagar Alam City Agricultural Service and the Pagar Alam City Statistics Center. This data will be used as supporting data obtained from primary data so as to obtain data regarding the development of harvest patterns for robusta coffee farming in the city of Pagar Alam. The techniques used in collecting data are direct observation in the field, direct interviews with farmers, and documentation.

The technique used in determining the sample is Channel I, which involves farmers - trader collectors at the village/district level - purposive sampling and snowball sampling. Purposive sampling with the technique of determining informants with certain considerations. For example, this particular consideration is the person who is considered to know best about what we expect, or perhaps he or she is the authority so it will make it easier for the researcher to explore the object or social situation being studied (Sugiyono 2014). Snowball

sampling is a method that guides researchers from one individual to the next individual who is involved in a similar activity (Cooper 2014).

This method was used to obtain information regarding marketing institutions involved in the Robusta coffee marketing channel in Pagar Alam City from one recommended informant to another. The informants in the sampling were coffee farmers in Pagar Alam City, with a total of 35 informants: 30 people carrying out the rainbow-picking harvest process and 5 people picking red. Certain considerations in determining informants are robusta coffee farmers who carry out cultivation practices (care and maintenance, harvesting and processing the harvest, and marketing. Data processing and analysis techniques are qualitative descriptive using marketing channel analysis.

RESULT

Marketing Channel Analysis of Pik Pelangi and Pik Merah Robusta Coffee.

Marketing channels are a collection of a series of organizations that are interconnected and involved in the process of delivering goods or services ready for use and consumption by consumers (Kotler 2003). Marketing channel analysis aims to determine the involvement of marketing institutions in product marketing activities from producers to consumers. The results of this research show that village middlemen, city intermediaries, exporters, coffee powder industries, roasteries, and coffee shops are marketing institutions involved in robusta coffee marketing activities in Pagar Alam City.

1. Marketing Channel for Pelangi Picking Robusta Coffee

Rainbow-picking farmers sell robusta coffee in three ways, namely by selling through village intermediaries, city intermediaries, and exporters. The majority of rainbow-picked Robusta coffee farmers sell their harvest through village intermediaries because it is more effective. Almost every village has a village middleman who is ready to accommodate and buy green coffee beans from the harvest. The results of interviews with 30 rainbow-picking farmers revealed that there are farmers who sell to different traders every harvest, so one farmer can sell through more than one channel. There are 21 rainbow-picking farmers, with a percentage of 70% selling their crops to village intermediaries in marketing channel I. In marketing channel II, there are 10 farmers with a percentage of 33.33% selling their crops to city intermediaries. In marketing channel III, there are 2 farmers with a percentage of 6.67% selling their products directly to exporters.

The marketing channels for rainbow-picked robusta coffee that were formed in Pagar Alam City tend to have similarities with coffee marketing systems in other areas. Rainbow-picking farmers sell robusta coffee in three ways, namely by selling through village intermediaries, city intermediaries, and exporters. The majority of rainbow-picked Robusta coffee farmers sell their harvest through village intermediaries because it is more effective. The channels formed lead to exporters and final consumers. It can be seen that coffee marketing channels are not diverse and tend to be the same. The marketing channel for rainbow-picked coffee in Pagar Alam City that was formed leads to exporters and final consumers through intermediaries.

Farmer informants choose marketing channels and traders with higher prices, but apart from economic factors, other factors influence farmers' choices, namely institutional factors outside of economic factors. These factors are based on considerations of distance, convenience, and kinship. As mentioned by Cahyono and Tjokropandojo (2012), in running their farming business, farmers have a working relationship with supporting institutions, including agricultural product traders. The same thing is also experienced by the marketing system for picking rainbow robusta coffee in Pagar Alam City. The

rainbow-picking harvest is sold in the form of random green beans, which are sold from farmers to intermediaries to exporters. Table 1 below shows the marketing channels for picking rainbow robusta coffee by coffee farmers in Pagar Alam City.

Table 1. Marketing Channels for Picked Rainbowi Robusta Coffee

Marketing Channel	Marketing Proces	Amount Farmer (person)	Percentage (%)
	Marketing Channels for Picked Rainbow Robusta Coffee in Pagar Alam City		
I	Farmers - Village Middlemen – Middlemen City – Exporter	21	70
II	Farmers - City Middlemen – Exporters	10	33.33
III	Farmer – Exporter	2	6.67

In channels I, II, and III, farmers sell coffee beans using randomly picked beans so that the shape of the coffee beans and the quality produced varies. However, there is no definite measurement of the water content during the drying process; it is only estimated. The water content will also affect the price of coffee. Original coffee generally has a lower price compared to non-original coffee (Rosiana 2019).

a) Marketing Channels I

Marketing channel I involve farmers, village intermediaries, city intermediaries, and exporters. This channel is the channel with the longest and most chains compared to the other two channels. The number of informant farmers involved in this channel was 21 people, with a percentage of 70%. In this channel, farmers continue to carry out harvest and post-harvest activities. Farmers sell their crops directly to village intermediaries. The price determination system is determined when farmers deliver the coffee harvest to village intermediaries in Pagar Alam City, and village intermediaries open prices on the day farmers sell their crops, and bargaining occurs until a price agreement is reached.

The green bean-shaped coffee comes from farmers, and then it is sorted and repackaged by village intermediaries to be sold to city intermediaries in Pagar Alam City. The transaction was carried out in the warehouse owned by the city middleman in Pagar Alam City. Price determination is done by bargaining. The city middleman then sorts and repackages it and then sends it for sale to the exporter company in Bandar Lampung at a price determined by the exporter. City intermediaries usually already have the location of the targeted exporter company.

The majority of rainbow-picking farmers sell green beans to village intermediaries because, in every village where they live, there are coffee intermediaries, so it will be easier for farmers to sell them. By having intermediaries in the village, farmers do not need to go far outside the village to sell coffee and will save costs in selling coffee. Apart from that, according to farmers, selling coffee to village intermediaries can reduce unwanted risks such as counterfeit money and road hazards. It is in line with research by Rosiana and Feryanto (2022), where collecting traders come to the farmer's place so that the farmer does not bear the cost of the vehicle.

b) Marketing Channels II

Marketing channel II involves farmers, city intermediaries, and exporters. The number of farmers involved in this channel is 10 people, with a percentage of 33.33%. After harvesting and post-harvesting, farmers sell their green bean harvest directly to city intermediaries in Pagar Alam City. The price determination system is carried out in the coffee warehouse owned by the city middleman by opening the price on the day the farmer sells his harvest, and haggling occurs until the results are reached. Price agreement. Green beans that have been received from farmers are then resold by city intermediaries to exporting companies in Bandar Lampung. Price determination is carried out by the exporting company with price agreements made via telephone or WhatsApp.

c) Marketing Channels III

Marketing channel III involves farmers and exporters, with the number of farmers being

2 people, a percentage of 6.67%. This channel is the shortest because farmers sell directly to exporters. Representatives from export companies from Bandar Lampung went directly to Pagar Alam City to meet with farmers to provide training and outreach regarding coffee quality and standardization so that farmers could produce green beans that met the export companies' wishes. Prices are determined when meeting with farmers to reach an agreement by taking into account the level of water content and cleanliness. Transactions with farmers are carried out after the coffee has arrived at the exporter's warehouse in Bandar Lampung. In channel III, the sales price of green beans is relatively high compared to channels I and II.

2. Marketing Channels for Red Picked Robusta Coffee

There are four ways for red pick farmers to sell robusta coffee, namely by selling through consumers, the coffee powder industry, cafes, and roasteries. The results of interviews with 5 red pick farmers revealed that some farmers do not sell to the same consumers every harvest, so farmers can sell to different channels. In marketing channels I and II, there are 5 red pick farmers with a percentage of 100% selling their harvest to roasteries and the coffee powder industry. In marketing channel III, there are 4 farmers with a percentage of 80% selling their crops to consumers, and in marketing channel IV, there are 3 farmers with a percentage of 60% selling their products to coffee shops.

The marketing channels for red-picked robusta coffee that were formed in Pagar Alam City tend to have similarities with coffee marketing systems in other areas. The channels that are formed lead to the final consumer. It can be seen that coffee marketing channels are not diverse and tend to be the same. The marketing channels for red-picked coffee in Pagar Alam City that have been formed lead to end consumers through roasteries, coffee shops, and the coffee powder industry. Table 2 shows the marketing channels for red-picked robusta coffee in Pagar Alam City.

Table 2. Marketing Channels for Red Picked Robusta Coffee

Marketing Channels for Red Picked Robusta Coffee in Pagar Alam City			
Marketing Channel	Marketing Proces	Amount Farmer (person)	Percentage (%)
I	Farmers - Coffee powder industry	5	100
II	Farmer – Roastery	5	100
III	Farmer – Consumer	4	80
IV	Farmer - Coffee shop	3	60

a) Marketing Channels I

Marketing channel: I involve farmers in the coffee powder industry. Farmers directly sell green beans to coffee powder industry managers at an agreed price. Then, the green beans are processed into coffee powder and marketed in powder form to end consumers. The number of farmers involved in this channel is 5 people, with a percentage of 100%. The majority of red pick farmer consumers are in the coffee powder industry.

b) Marketing Channels II

Marketing channel II involves farmers and roasteries; farmers sell directly to the roastery at an agreed price. The roastery's role here is to create flavors that consumers want. The final consumer can want and get the appropriate taste. The number of farmers involved in this channel is 5 people, with a percentage of 100%. The majority of red-pick farmer consumers are roasteries.

c) Marketing Channels III

Marketing channel III involves farmers and consumers; farmers sell directly to consumers according to the consumer's desired taste at an agreed price. Usually, consumers can choose the green beans they want, such as green beans small, medium, large, and lanang coffee beans. The satisfaction of coffee-loving consumers can be fulfilled through marketing channel III. The number of farmers involved in this channel is 4 people, with a percentage of

80%. Red pick farmers market green beans through person-to-person recommendations and social media such as Instagram, Facebook, and WhatsApp stories.

d) Marketing Channels IV
Marketing channel IV involves farmers and coffee shops; farmers sell directly to coffee shops that they have subscribed to at agreed prices. The role of the coffee shop here is to serve drinks with different flavors according to consumer wishes. The number of farmers involved in this channel is 3 people, with a percentage of 60%.

DISCUSSION

The results of the research show that the majority of robusta coffee farmers in Pagar Alam City still carry out rainbow-picked harvesting and have yet to switch to red-picked harvesting even though red-picked harvesting is more profitable. Factors that influence farmers to continue picking rainbows are processing, marketing, costs, safety, and sales volume. In order for rainbow-picking farmers to switch to red-picking, what can be done:

1. Rainbow pick farmers must learn how to harvest and process red picks from farmers who have done the red pick.
2. Rainbow-picking farmers build relationships and networks with coffee activists for marketing.
3. Loan funds from financial institutions with collateral for coffee farming robusta
4. To maintain security on coffee plantations, farmers must be far away from home and plantation, and then They have to stay overnight during the harvest season.
5. To increase sales volume, farmers must establish more relationships with coffee activists such as the coffee powder industry, roasteries, consumers, and coffee shops.

CONCLUSION

1. Factors that influence farmers to harvest rainbow picking are processing, marketing, sales volume, safety, costs, and harvesting. In contrast, factors that influence farmers to pick red are price, quality, profit, weight, marketing network, and coffee grounds.
2. Farmers' practices in cultivating rainbow-picked and red-picked Robusta coffee are the same at the maintenance and care stage, but the harvesting and processing stages are different.
3. There are three marketing channels for rainbow-picked Robusta coffee, namely channel I: farmers - 2. The need for support from the government and related agencies to create a broad market village middleman – city intermediaries – exporters, channel II: farmers – city intermediaries – exporters, and channel III: farmer – exporter and The marketing channel for red picked robusta coffee has four channels, namely channel I: farmer – coffee powder industry, channel II: farmer – roastery, channel III: farmer – consumer, and channel IV: farmer – coffee shop
4. The profit obtained by red pick farmers per hectare is IDR. 41,023,940, while the profit for rainbow-picking farmers per hectare is IDR. 29,107,347. Even though red picking is more profitable, robusta coffee farmers in Pagar Alam City still choose to harvest rainbow-picking

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