

Arabica Coffee Agribusiness Development Strategy in The Tegal Subur Farmers Group Tegalmulyo Village Kemalang District Klaten Regency

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Abstract

Arabica coffee is one of the leading plantation commodities in Tegalmulyo Village, Kemalang District, Klaten Regency. Tegal Subur Farmers Group is one of the active farmer groups in Tegalmulyo Village that manages the cultivation and post harvest of arabica coffee. Studies on the strategy for developing arabica coffee agribusiness by farmer groups are still limited, especially in the Klaten area. The purpose of this research was to determine the internal and external factors that influence the development of Arabica coffee agribusiness in the Tegal Subur Farmers Group and to formulate alternative strategies for developing arabica coffee agribusiness in the Tegal Subur Farmers Group, Tegalmulyo Village, Kemalang District, Klaten Regency. This research is a descriptive qualitative research with primary and secondary data. Determination of respondents by census with a total of 24 members of the Tegal Subur Farmers Group. The analysis tools used include the IFE and EFE Matrices, the IE Matrix and the SWOT Matrix. The results showed that the total score of the IFE Matrix was 2,913, while the total score of the EFE Matrix was 2,886. Analysis of the strategic position with the IE Matrix shows that the strategic position is in cell V, namely the area of implementation of the strategy of maintaining and preserving. Internal and external factors analyzed use SWOT Matrix, produces 11 alternative strategies. The right alternative strategy to be implemented for the development of arabica coffee agribusiness in the Tegal Subur Farmers Group is that the farmer group completes PIRT on the packaging of ground coffee products.

Keywords: Agribusiness, Arabica Coffee, Development Strategy, Farmer Groups

Introduction

Development sector agriculture in Indonesia is very much felt the benefits through results development that has been achieved during this considering that Indonesia has wealth capital very big nature. One of subsector agriculture that has a resource base natural is subsector plantation. Subsector plantation have significant contribution to the Indonesian economy, especially in provision field jobs. In addition, some commodity plantation only can grow in the area tropical so that market demand only can fulfilled by several countries in the region said. One of the commodity plant plantations in Indonesia that have superiority comparative like this namely coffee (Sulistyaningsih et al., 2023). Coffee (*Coffea* sp.) is included in family Rubiaceae and the genus *Coffea*. The genus *Coffea* includes almost 70 species, but only two types of coffee are popular among

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Indonesian society, namely robusta coffee and arabica coffee. Arabica coffee own quality high taste and content more caffeine low as well as price more expensive than robusta coffee. Arabica coffee beans own small size more big compared to with Robusta coffee beans. World coffee consumption in a way overall originate from species arabica (70%), robusta coffee (26%) and 4% of liberica coffee species.

Indonesian Arabica coffee has long been known in the international market with the best taste in the world. Because it has special characteristics in microclimate, varieties, and processing. Indonesian Arabica coffee products have the potential as high-quality coffee (Saragih, 2010). Arabica coffee is one of the leading commodities in Central Java. Arabica coffee producers in Central Java are spread across several regencies / cities, one of which is Klaten Regency. The area of arabica coffee land in Klaten Regency is 162,51 hectares with a production of 165,38 tons/year (BPS Central Java Province, 2022). Klaten consists of 26 sub-districts, of which only 1 sub-district produces arabica coffee, namely in Kemalang District. This is because Kemalang District is the only highland area in Klaten, with an altitude reaching 1200 meters above sea level so that it has ideal conditions for cultivating arabica coffee.

Tegal Subur Farmers Group is one of the active farmer groups in Tegalmulyo Village, Kemalang District, Klaten Regency. Tegal Subur Farmers Group is a forum for farmers who have agricultural or plantation land with a strong awareness and desire to achieve common goals in the field of agriculture or plantations. Tegal Subur Farmers Group was formed in 1986 and has been registered in the Decree of the Ministry of Law and Human Rights Number AHU-0021200.AH.01.07 of 2015 Decree of the Association "Tegal Subur Farmers Group" and Decree of the Regent of Klaten with Registration Number 33.10.230.013.1.08 of 2020 (BPP Kemalang District). One of the superior commodities cultivated by the Tegal Subur Farmers Group is arabica coffee plants. Thanks to the high public interest and the emergence of coffee shops in recent years around the slopes of Mount Merapi, farmers who were previously lethargic members of the Tegal Subur Farmers Group have become interested again in caring for their coffee plants and even carrying out large-scale rejuvenation of their coffee plants. The coffee harvest at the Tegal Subur Farmers Group has been processed into a product labeled with the name Sapu Angin coffee.

In general, arabica coffee farmers in Tegalmulyo Village experience almost the same obstacles as other farmers, including: 1) coffee farmers are generally small farmers with an average area of 0.5 - 2 ha, 2) farmers are generally members of farmer groups that are not yet empowered, limited knowledge and technology, 3) infrastructure and farming facilities are still minimal, there are even coffee plantations in isolated areas and do not have adequate road access (Mawardi, 2008). Arabica coffee production and marketing in Tegalmulyo Village are not optimal, so there needs to be a strategy to develop Arabica coffee agribusiness from the production process to marketing at the Tegal Subur Farmers Group. Therefore, this research was conducted with the aim of determining the factors that influence the development of arabica coffee agribusiness in the Tegal Subur Farmers Group and formulating alternative strategies for developing arabica coffee agribusiness in the Tegal Subur Farmers Group, Tegalmulyo Village, Kemalang District, Klaten Regency in order to compete with other farmer groups

Method

This research uses a descriptive qualitative method. The research was conducted at the Tegal Subur Farmers Group, Tegalmulyo Village, Kemalang District, Klaten Regency. The research period was carried out from November 2024 until completion. The research location was determined intentionally (purposively) by considering certain things or special selection considerations (Siyoto & Sodik, 2015). Considerations in selecting the location of this study include: 1) Tegalmulyo Village, Kemalang District, Klaten Regency is one of the centers of Arabica coffee production and has an active farmer group that focuses on arabica coffee agribusiness, 2) Tegal Subur Farmers Group is the largest arabica coffee producer in Kemalang District, with production varying from 2020-2024, namely 2 tons; 1.3 tons; 1,701 tons; 1.72 tons and 3.4 tons, 3) The coffee land is directly owned by local farmers, 4) The results of the pre-survey conducted by researchers, data access to this area is able to provide the required data.

Respondents in this research were the main farmer respondent sample, competitor sample and stakeholder sample. The selection of the main farmer respondent sample used the census method of 24 people. The selection of competitor samples in this study was carried out purposively, namely farmer groups in other areas that were considered competitors (head of the Ngudi Rukun Farmer Group, farmers with the highest production, farmers with the lowest production and farmers in the Ngudi Rukun Farmer Group who were also traders). The selection of stakeholder samples in this research was carried out purposively, namely parties who really have an understanding of the development of Arabica coffee agribusiness in the Tegal Subur Farmer Group, including the Food Security and Agriculture Service of Klaten Regency (plantation crop division), agricultural extension workers, village Apparatus, middlemen, consumers and coffee traders.

The research data uses primary data and secondary data. Primary data is collected through observation, surveys and interviews with respondents. Secondary data comes from government agencies in this case the Food Security and Agriculture Service of Klaten Regency, BPP Kemalang District and other institutions such as the Central Statistics Agency (BPS), books and previous research journals. The data that has been collected is processed in two stages. The first stage is to identify, group and compile the components of strengths and weaknesses in the Internal Factor Evaluation (IFE) environment and the components of opportunities and threats in the External Factor Evaluation (EFE) environment. Determination of strategic factors is carried out by stakeholders consisting of the Food Security and Agriculture Service of Klaten Regency (plantation crop division), agricultural extension workers, village Apparatus, middlemen, consumers, coffee traders and the Ngudi Rukun Farmers Group as competitors. Determination of ratings by the management and members of the Tegal Subur Farmers Group. The second stage is the formulation of alternative strategies for developing Arabica coffee agribusiness in the Tegal Subur Farmers Group using SWOT analysis. The SWOT determination was carried out by the Head of the Tegal Subur Farmers Group and the BPP of Kemalang District.

Result And Discussion

Identification of Internal and External Factors of Arabica Coffee Agribusiness in the Tegal Subur Farmers Group

1. Internal Factors

- a. Sapuangan arabica coffee has a Geographical Indication Potential Certificate

Tegal Subur Farmers Group has Sapuangin arabica coffee brand which has been registered as Potential Geographical Indication by the Ministry of Law and Human Rights. The Registration Number is PIG332024000133 with a registration date of July 8, 2024. The Potential Geographical Indication (PIG) Certificate shows that Sapuangin arabica coffee has quality, reputation or characteristics that are closely related to its geographical origin.

- b. The natural potential is very suitable for Arabica coffee cultivation and agrotourism.

Tegalmulyo Village, Kemalang District, Klaten Regency is located at an altitude of 1,000-1,200 m above sea level, the slope is less than 30%, annual rainfall ranges from 1,500 mm/year, the duration of the wet month is 5 months and the average daily temperature ranges from 26°C - 33°C. The Tegalmulyo Village area has soil conditions that are mostly grayish brown regosol with parent materials in the form of ash and volcanic sand (sand texture). These environmental conditions make the Tegalmulyo Village area very suitable as a location for growing arabica coffee plants.

- c. Farmers in this region have been cultivating arabica coffee for quite some time.

Farmers in the Tegal Subur Farmers Group have been engaged in coffee farming for quite a long time and it has been a source of family income for several generations. Knowledge of coffee farming was obtained from generation to generation. Based on observations, coffee farming was introduced during the Dutch Colonial Government in the 1900s. Until now, coffee farming is still widely carried out by the community in Tegalmulyo Village.

- d. Farmers already know the process of processing coffee into ground coffee

Coffee farmers in the Tegal Subur Farmers Group already know the process of processing coffee into ground coffee but only use it for personal consumption. This process includes stages such as picking coffee beans, sorting, washing, drying, roasting, grinding and packaging. This knowledge can be a strength if supported by adequate facilities and infrastructure and efforts to increase farmer motivation in participating in various training.

- e. The involvement of young people in running the arabica coffee agribusiness is quite high

The involvement of young people (millennial farmers) in running the arabica coffee agribusiness in the Tegal Subur Farmers Group is quite high. Young people join the arabica coffee agribusiness in the Tegal Subur Farmers Group from upstream to doing business in the downstream sector such as opening a shop called Sapuangin Coffee and Farm. This can be a strength for the development of the arabica coffee agribusiness in the Tegal Subur Farmers Group in terms of the availability of labor in the long term.

- f. Each member of the farmer group always maintains the positive image of Sapuangin arabica coffee

Respondent farmers in the Tegal Subur Farmers Group strive to produce arabica coffee with quality that meets Indonesian national standards. The Tegal

Subur Farmers Group sells some of the coffee in the form of green beans, roasted beans and the rest is sold to consumers in the form of ready-to-drink ground coffee. Each member of the Tegal Subur Farmers Group always strives to maintain a positive perception of Sapuangin arabica coffee through good agricultural practices and standardized post-harvest processing.

g. Farmers cultivate arabica coffee conventionally

Arabica coffee farmers in the Tegal Subur Farmers Group still cultivate arabica coffee using conventional tools such as hoes, sickles or other manual tools that do not involve automatic technology or modern machines. This has also been identified through direct observation of the tools used during the cultivation process in the Tegal Subur Farmers Group.

h. Farmers find it difficult to obtain certified coffee seeds

In general, arabica coffee farmers in the Tegal Subur Farmers Group face obstacles in obtaining certified Yellow Bourbone coffee seeds. This is due to limited access to certified seed providers, the high price of seeds, and minimal information regarding the location and procedures for purchasing these seeds. As a result, many farmers are forced to use their own arabica coffee seeds or buy seeds from other arabica coffee farmers.

i. Farmers have not fully implemented coffee cultivation according to GAP

Farmers knowledge in the Tegal Subur Farmers Group regarding Good Agricultural Practices (GAP) is still lacking. GAP in coffee plants includes the use of certified coffee seeds, distance between plants, use of fertilizers and pesticides, pruning of branches and others. The results of observations in the field, it turns out that there are still many farmers who have not carried out cultivation activities according to the guidelines where coffee plants are allowed to grow naturally without pruning, the use of fertilizers is also very limited. Furthermore, the indifference of farmers in dealing with pests and plant diseases is worsening the condition of the plants.

j. Arabica coffee productivity is not yet optimal

In 2024, the average arabica coffee production obtained by farmers is around 250 kg/ha. The selling price of arabica coffee to the Tegal Subur Farmers Group is IDR 12,000/kg. Arabica coffee productivity has not reached its maximum potential due to several factors, including most of the plants are old and the amount of land used for arabica coffee cultivation is not yet optimal.

k. Farmers harvest arabica coffee beans whose ripeness is not uniform.

Some farmers in the Tegal Subur Farmers Group still harvest arabica coffee beans with uneven levels of ripeness, namely mixing green beans and red beans. This can affect the processing process, because unripe coffee beans can interfere with the fermentation, drying, and roasting processes. which leads to a decrease in the taste of coffee. This non selective harvesting practice generally occurs because farmers want to sell coffee quickly.

l. Farmer group institutions do not reach all farmers

There are still many arabica coffee farmers in Tegalmulyo Village, Kemalang District, Klaten Regency who do not join farmer groups. The lack of farmer involvement in Farmer Groups can hinder them from getting the latest information on cultivation techniques, access to certified seeds, and opportunities to participate in training that can increase productivity. In addition, they also have difficulty in accessing a wider market.

2. External Factors

- a. The government supports the development of arabica coffee agribusiness

The government has an important role in making policies for the development of arabica coffee cultivation businesses. The support of the Central Java Provincial Government and the Klaten Regency Government for arabica coffee agribusiness in the Tegal Subur Farmers Group is actually quite a lot, including providing assistance with agricultural machinery (huller, pulper and roaster), improving the quality of human resources through technical guidance, providing seeds and production facilities.

- b. The demand for Sapuangan arabica coffee in the market is increasing

The demand for Sapuangan arabica coffee is very large because it is in great demand by people outside not only Tegalmulyo village but also from other areas. In addition, Tegalmulyo Village, Klaten Regency as a tourist area has resulted in an increase in the need for souvenirs typical of Tegalmulyo Village, Klaten Regency, one of which is Sapuangan arabica coffee processed products. This is a very big business opportunity for arabica coffee farmers and the Tegal Subur Farmers Group.

- c. Increasing number of coffee shops and resellers

The number of coffee shops and resellers is increasing along with the increasing public interest and demand for coffee products. The growth in the number of coffee shops is occurring in various regions, one of which is in Klaten. This trend of coffee shop and reseller growth also affects the demand for Sapuangan arabica coffee and provides great opportunities for arabica coffee farmers in Tegalmulyo Village.

- d. The increasing number of tourists visiting Tegalmulyo Village

The change in people's holiday patterns from industrial tourism to agricultural based nature tourism has made Tegalmulyo Village one of the attractive alternative destinations for tourists. Located at the foot of Mount Merapi, Tegalmulyo Tourism Village offers various tourist destinations in one area, such as the Girpasang tourist attraction, Goa Jepang, Sapuangan Coffee and Farm and Embung Tirta Mulya. This village offers a beautiful rural atmosphere, stunning natural beauty and educational agricultural based tourism experiences, such as coffee and vegetable agrotourism.

- e. There are Agroexpo events, coffee festivals and coffee competitions.

Tegal Subur Farmers Group often participates in various exhibitions and trade events held locally and nationally such as Agroexpo, coffee festivals and coffee

competitions. For Tegal Subur Farmers Group, there are certain reasons for participating in these activities such as introducing products and strengthening the branding of Sapuangin arabica coffee in the domestic market, as well as supporting the growth of coffee agribusiness in Tegalmulyo Village.

f. Farmer groups utilize online based digital technology

The development of technology has progressed quite rapidly. The development of technology accompanied by adequate human resources can be an opportunity in the development of Arabica coffee agribusiness. The Tegal Subur Farmers Group has utilized online based digital technology to communicate with other farmers, share coffee prices and coffee marketing information.

g. Market competition with farmer groups in other areas

Arabica coffee products produced in Kemalang District come from three farmer groups with different brands, namely Balerante Coffee, Petruk Coffee and Sapuangin Coffee. These three arabica coffee products have different tastes and advantages, giving consumers a variety of choices and influencing their purchasing decisions. This has a direct impact on the selling power of Sapuangin arabica coffee. Farmer groups in other areas have a larger production capacity, posing a threat to the Tegal Subur Farmer Group in marketing arabica coffee products.

h. Outsiders carry out sand mining

Sand mining by outsiders around the Tegal Subur Farmers Group area has the potential to cause land conversion that was previously used for agriculture into a mining area. Mining activities can damage local ecosystems, reduce soil quality, and potentially reduce agricultural yields which are the main livelihood for the people of Tegalmulyo Village.

i. Farmer groups in other areas have more complete labeling of ground coffee product packaging.

Labels and labeling serve as product identity, support sales and marketing while fulfilling the provisions of laws and regulations. Currently, the labels on Tegal Subur Farmers Group products do not include the PIRT (Home Industry Food) number because the processing has not been carried out. This is a threat because farmer groups in other areas already have the certificate.

j. Farmer groups in other areas have longer experience in farming and ground coffee businesses.

The length of time running a farming business and ground coffee business is one of the important factors that reflect the experience, stability, growth potential and adaptability of the farmer group. Based on the interview results, it is known that the Tegal Subur Farmer Group started producing ground coffee around 2019, while farmer groups in other areas used as comparisons have started similar businesses since 2014. The time difference reflects the gap in experience between the two farmer groups, which can affect the level of mastery of technology, innovation in the production process and marketing strategies of each group.

Analysis of IFE Matrix and EFE Matrix in Tegal Subur Farmers Group

Table 1. IFE Matrix in the Tegal Subur Farmers Group

Strategic Factors		Weight	Rating	Score	Ranking
Strength					
1.	Sapuangan arabica coffee has a Geographical Indication Potential Certificate (PIG) for the development of farmer group products.	0,093	3	0,279	2
2.	The natural potential in the farmer group environment is very suitable for arabica coffee cultivation and agrotourism.	0,106	4	0,424	1
3.	Farmers in this region have been cultivating arabica coffee for quite some time.	0,083	3	0,249	6
4.	Coffee farmers in the farmer group environment already know the process of processing coffee into ground coffee.	0,086	3	0,258	5
5.	The involvement of young people in running the arabica coffee agribusiness in farmer groups is quite high.	0,091	3	0,273	3
6.	Each member of the farmer group always maintains the positive image of Sapuangan arabica coffee as a superior coffee from Tegalmulyo Village, Klaten.	0,089	3	0,267	4
Total Strength Score		0,548		1,750	
Weakness					
1.	Farmers in this region still cultivate arabica coffee using conventional tools.	0,060	2	0,120	1
2.	Farmers find it difficult to obtain certified coffee seeds.	0,084	3	0,252	4
3.	Most farmers in this region have not fully implemented coffee cultivation according to GAP (<i>Good Agriculture Practices</i>).	0,086	3	0,258	5
4.	Arabica coffee productivity is not yet optimal because some of the plants are old and the amount of land utilized is not yet optimal.	0,067	2	0,134	3
5.	Farmers harvest arabica coffee beans that are not uniform in ripeness (a mixture of green and red).	0,066	2	0,132	2
6.	There are still many farmers in this area who have not joined farmer groups.	0,089	3	0,267	6
Total Weakness Score		0,452		1,163	
IFE Matrix Total Score		1		2,913	

Data Source: Processed Primary Data, 2024

Table 2. EFE Matrix in the Tegal Subur Farmers Group

Strategic Factors		Weight	Rating	Score	Ranking
Opportunity					
1.	The government provides programs that support the development of arabica coffee agribusiness in coffee producing areas.	0,110	3	0,330	2
2.	The demand for sapuangan arabica coffee in the market is increasing because it is in high demand by the public.	0,128	4	0,512	1
3.	The increasing number of <i>coffee shops</i> and resellers in the Klaten area.	0,105	3	0,315	4
4.	The increasing number of tourists visiting this area.	0,104	3	0,312	5
5.	The existence of <i>Agroexpo events</i> , coffee festivals, and coffee competitions aims to introduce sapuangan arabica coffee to the wider community.	0,107	3	0,321	3
6.	Farmer groups utilize online-based digital technology to support marketing.	0,102	3	0,306	6
Total Opportunities Score		0,656		2,096	
Threat					
1.	Market competition with farmer groups in other areas that have greater production capacity.	0,102	3	0,306	4
2.	Outsiders are mining sand around this area which can result in land conversion.	0,083	2	0,166	3
3.	Farmer groups in other areas have more complete labeling of ground coffee product packaging.	0,079	2	0,158	1
4.	Farmer groups in other areas have longer experience in farming and ground coffee businesses.	0,080	2	0,160	2
Total Threat Score		0,344		0,790	
EFE Matrix Total Score		1		2,886	

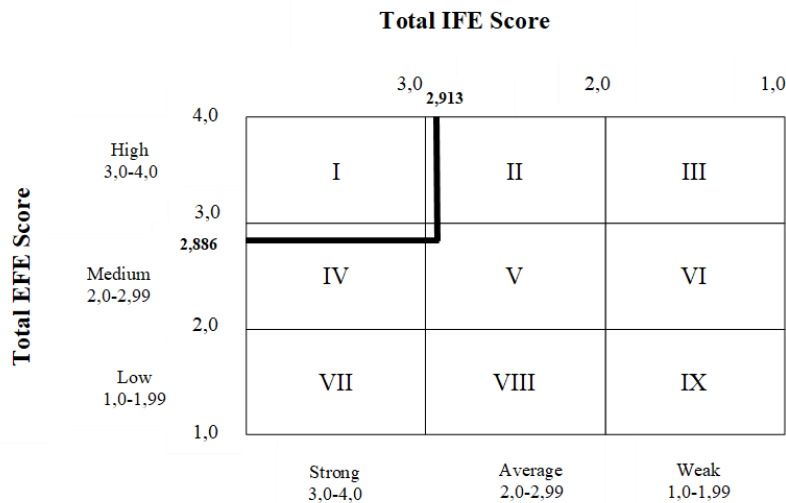
Data Source: Processed Primary Data, 2024

Based on Table 1, the results of the analysis of the calculation of internal factors obtained a total score of 2.913. This shows that the arabica coffee agribusiness is able to utilize its strengths and overcome existing weaknesses. The strength factor that ranks first with a score of 0,424 is the natural potential in the farmer group environment which is very suitable for arabica coffee cultivation and agrotourism. This factor is one of the very important factors in the development of arabica coffee agribusiness in the Tegal Subur Farmers Group, as stated by Yardiansyah et al., (2024) namely natural potential such as soil conditions, climate and topography strongly support the growth of quality coffee. The main weakness factor in the Tegal Subur Farmers Group is that farmers in this area still cultivate arabica coffee using conventional tools with a score of 0,120. Arabica coffee farmers in the Tegal Subur Farmers Group still use conventional or simple tools in the cultivation process. For example, spraying with a manual spray, pruning using a machete, loosening the soil using a hoe and harvesting is also still done manually.

The calculation of the EFE matrix in Table 2 shows that the opportunity factor that ranks first with a score of 0,512 is the increasing demand for sapuagin arabica coffee in the market because it is in great demand by the public. This strategic factor is the biggest and most influential opportunity for the arabica coffee agribusiness in the Tegal Subur Farmers Group. This can be seen from the large number of requests for arabica coffee, especially every time the harvest season arrives. The increasing demand for coffee was also conveyed by Wibowo (2019), where the growth in coffee consumption by the Indonesian people has increased by around 7,77% over the past four years. This condition is a potential and opportunity for the coffee industry. In the threat factor, Farmers Groups in other regions have more complete labeling of ground coffee product packaging, which is the first ranking factor with a score of 0,158, which is a major threat to the development of the Arabica coffee agribusiness in the Tegal Subur Farmers Group. The total EFE matrix score obtained was 2,886, this shows that the arabica coffee agribusiness in the Tegal Subur Farmers Group characterizes an average external position. Arabica coffee agribusiness in the Tegal Subur Farmers Group in responding to existing opportunities is quite adequate but has not optimally used existing opportunities to overcome or minimize threats.

IE Matrix Analysis in Tegal Subur Farmers Group

Table 3. IE Matrix in the Tegal Subur Farmers Group



Based on Table 3, it shows that the position of the IE matrix for the development of arabica coffee agribusiness in the Tegal Subur Farmers Group is in cell V, namely hold and maintain strategies. The strategies that are feasible to use are market penetration and product development strategies (David, 2016). Market penetration strategy is the strategy of the Tegal Subur Farmers Group to increase market share (volume) through greater marketing, while the product development strategy is a strategy that seeks to increase sales by improving or modifying the products currently produced by the Tegal Subur Farmers Group.

SWOT Analysis

The SWOT matrix is an important matching tool for developing 4 types of strategies, namely SO (Strength - Opportunities), WO (Weakness - Opportunities), ST (Strength - Threats) and WT (Weakness -Threats), shown in Table 4.

Alternative strategies proposed in the development of arabica coffee agribusiness in the Tegal Subur Farmers Group, Tegalmulyo Village, Kemalang District, Klaten Regency are:

1. SO Strategy (*Strength - Opportunities*)
 - a. Farmer group expand market reach through partnership with coffee shop and souvenir shop. Coffee shop became a favorite place for consumer because coffee consumption and visits to *Coffee shop* have become part of lifestyle, while souvenir shops are often visited by the public and tourists to buy souvenir products. Sapuangin arabica coffee products can be a new souvenir choice typical of Klaten that attracts consumers.
 - b. The farmer group is working on the Geographical Indication certification of sapuangin Arabica coffee. Sapuangin arabica coffee as a coffee brand from the Tegal Subur Farmer Group currently has a Geographical Indication Potential certificate. The Geographical Indication Potential cannot yet be protected as a Geographical Indication so it must be registered according to the procedures stipulated in Law Number 20 of 2016 concerning Brands and IG.
 - c. Farmer groups increase the promotion and marketing of sapuangin arabica coffee through social media and *e-commerce*. Social media and *e-commerce* can be filled with various information related to group profiles, coffee harvesting information,

coffee prices and online purchases, so that consumers from various regions can easily access and obtain information from social media and *e-commerce*. This strategy is carried out so that the Tegal Subur Farmer Group can expand its market share by utilizing technology.

- d. Farmer groups are working together with the Tegalmulyo Village Government to develop coffee based agrotourism. Nature based tourism combined with educational tourism is currently becoming an interesting thing. Tourists not only enjoy the beauty of nature, but also get first hand experience about the process of planting, caring for, harvesting and coffee brewing techniques. The Tegal Subur Farmer Group and the Tegalmulyo Village Government can develop agrotourism with a tour package concept that integrates Sapuanging Arabica Coffee with tourist attractions in Tegalmulyo Village such as Girpasang, Sapuanging Trekking and Embung Tirta Mulya.
- e. The farmer group held the “Sapuanging Coffee Bazaar” event to promote sapuanging arabica coffee products. The purpose of the activity is to introduce Sapuanging arabica coffee products to the wider community. The concept of this activity can be carried out every year by distributing free coffee in *cups* to visitors in a predetermined amount. In this activity, coffee-related discussions, joint coffee planting and barista training can also be carried out.

Table 4. SWOT Matrix in the Tegal Subur Farmers Group

<p>Internal Analysis</p> <p>External Analysis</p>	<p>Strength</p>	<p>Weakness</p>
	<ol style="list-style-type: none"> 1. Sapuanging arabica coffee has a Geographical Indication Potential Certificate (PIG) for the development of farmer group products. 2. The natural potential in the farmer group environment is very suitable for Arabica coffee cultivation and agrotourism. 3. Farmers in this region have been cultivating arabica coffee for quite some time. 4. Coffee farmers in the farmer group environment already know the process of processing coffee into ground coffee. 5. The involvement of young people in running the arabica coffee agribusiness in farmer groups is quite high. 6. Each member of the farmer group always maintains the positive image of Sapuanging arabica coffee as the superior coffee of Tegalmulyo Village, Klaten. 	<ol style="list-style-type: none"> 1. Farmers in this region still cultivate arabica coffee using conventional tools. 2. Farmers find it difficult to obtain certified coffee seeds. 3. Most farmers in this region have not fully implemented coffee cultivation according to GAP (<i>Good Agriculture Practices</i>). 4. Arabica coffee productivity is not yet optimal because some of the plants are old and the amount of land utilized is not yet optimal. 5. Farmers harvest Arabica coffee beans that are not uniform in ripeness (a mixture of green and red). 6. There are still many farmers in this area who have not joined farmer groups.
<p>Opportunities</p>	<p>SO Strategies</p>	<p>WO Strategies</p>
<ol style="list-style-type: none"> 1. The government provides programs that support the development of arabica coffee agribusiness in coffee producing areas. 2. The demand for sapuanging arabica coffee in the market is increasing because it is in high demand by the public. 3. The increasing number of coffee shops and resellers in the Klaten area. 4. The increasing number of tourists visiting this area. 	<ol style="list-style-type: none"> 1. Farmer groups expand their market reach through partnerships with coffee shops and souvenir shops (S6, O2, O3, O4). 2. Farmer groups are working on Geographical Indication Certification for Sapuanging arabica coffee (S1, S2, O2, O5). 3. Farmer groups increase promotion and marketing of Sapuanging arabica coffee through social media and <i>e-commerce</i> (S5, O6). 4. Farmer groups collaborate with the Tegalmulyo Village Government to develop coffee based agrotourism (S2, O4). 	<ol style="list-style-type: none"> 1. Farmer groups strengthen farmer institutions in marketing (W6, O1). 2. Farmer groups can access the Government Program to obtain certified Yellow Bourbone coffee variety seeds (W2, O1).

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<p>5. The existence of Agroexpo <i>events</i>, coffee festivals, and coffee competitions aims to introduce Sapuanging Arabica coffee to the wider community.</p> <p>6. Farmer groups utilize online based digital technology to support marketing.</p>	<p>5. The farmer group held a “Sapuanging Coffee Bazaar” event to promote Sapuanging arabica coffee products (S6, O5).</p>	
<p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> 1. Market competition with farmer groups in other areas that have greater production capacity. 2. Outsiders are mining sand around this area which can result in land conversion. 3. Farmer groups in other areas have advantages in terms of labeling. 4. Farmer groups in other areas have longer experience in farming and ground coffee businesses. 	<p style="text-align: center;"><i>ST Strategies</i></p> <ol style="list-style-type: none"> 1. Farmer groups complete PIRT on ground coffee product packaging (S4, S6, T3). 2. Farmer groups increase innovation in coffee processing into various products (S2, S4, T1). 	<p style="text-align: center;"><i>WT Strategies</i></p> <ol style="list-style-type: none"> 1. The farmer group intensified outreach regarding the right harvest time (red picking) to local farmers (W5, T4). 2. Farmer groups collaborate with academics and related agencies to obtain appropriate technology in coffee management (W1, T1).

Data Source: Primary Data Processed, 2024

2. ST (*Strength -Threats*) Strategy

- a. Farmer groups complete PIRT on ground coffee product packaging. The Household Industry Food Production Certificate (SPP-IRT) is a written guarantee given by the Regent / Mayor through the Regency / City Regional Government to household industry food products that have met the distribution requirements. For small and medium business actors such as the Tegal Subur Farmer Group, the existence of SPP-IRT on product packaging is very important. This certificate provides benefits in guaranteeing product safety and quality and increasing competitiveness with similar products. In addition, with the SPP-IRT, products can enter various modern retail outlets such as supermarkets, minimarkets, supermarkets and malls.
- b. Farmer groups increase innovation in coffee processing into various products. Tegal Subur Farmer Group currently produces *green beans*, *roasted* coffee and instant coffee ready to brew and ready to drink. The existence of coffee processing innovation can increase the existing added value. Coffee processing innovation can be in the form of specialty or single origin quality ground coffee, spiced coffee, fruit flavored coffee, ready to drink coffee such as cold brew, latte or bottled coffee milk, coffee kombucha and coffee based snacks.

3. WO Strategy (*Weakness-Opportunity*)

- a. Farmer group do strengthening institutional farmer in marketing with objective for increase role farmer in distribution and marketing so that can increase position bid farmers, reduce dependence on middlemen, expanding market access and increase efficiency and profit business farming. Activities that can be done like marketing strategy training, training management and entrepreneurship, formation cooperative or Joint Business Group and training use of digital platforms for promote and sell coffee.
- b. Farmer group can access Government Programs for get Yellow Bourbone coffee variety seedlings certified with method submit help seed to the Department of Food Security and Agriculture Regency Klaten or the Department of Agriculture and Plantations of Central Java Province for get partisanship help Yellow Bourbone coffee seeds certified.

4. WT (*Weaknesses-Threats*) Strategy

- a. Farmer group intensify counseling about time proper harvest (picking red) to farmer around cooperate with Extension worker Agriculture for give education to coffee farmers about importance harvest pick red. The steps aiming for to obtain quality coffee beans, improve price sell coffee and farmer to obtain more income tall.
- b. Farmer group to weave cooperation with party academics and agencies related for get the right technology in coffee management. Academics can produce innovation through study research, while agency related can give help equipment like tool machine fermentation, washing, drying, tools gauge coffee bean water content, barista tools (machines) espresso, grinder, milk jug, scales, kettle, server and drip). This collaboration covers implementation technology from stage cultivation until good post - harvest, so that results obtained more optimal and satisfying.

Conclusion

Based on results research arabica coffee agribusiness development strategy in the Tegal Subur Farmers Group Tegalmulyo Village Kemalang District Klaten Regency can concluded internal factors that become strength main that is potential nature in the environment group farming is very suitable for arabica coffee cultivation and agrotourism, while weakness the main thing is farmers in this area do arabica coffee cultivation still use tool conventional. External factors include opportunity main that is demand for arabica coffee Sapuanging in the market is increasingly tall because lots in demand by the public, while threat the main thing that is group farmers in other areas have superiority in matter labeling. Alternative strategies that can be used among other things, trying to Certification Indication Arabica coffee geography Sapuanging, improve promotion and marketing of arabica coffee the Sapuanging past social media and e-commerce, complementing PIRT on packaging ground coffee products, do strengthening institutional farmer in marketing and intensify counseling about time proper harvest (picking red) to farmer around. Alternative strategies generated expected can help Tegal Subur Farmers Group in develop arabica coffee agribusiness so that impact on welfare farmer.

Suggestions that can be given given by researchers among others, the Tegal Subur Farmers Group should quick register PIRT permit, repair technique arabica coffee cultivation in accordance with GAP and need think about how availability and sustainability from Sapuanging coffee products forward. Government should keep going support development arabica coffee agribusiness in the Tegal Subur Farmers Group through various activity and coaching programs as well as bridge cooperation with institution research and institutions arabica coffee marketing. For research next, it is necessary study specifically about institutions, processing and marketing of arabica coffee.

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