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Added Value of Buleleng Typical Robusta Coffee in the Tourism Area of Sepang Kelod Village, Bali

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Abstract

This study aims to find added value from processing Robusta coffee beans into ground coffee. The data source for this research is one community member in Sepang Kelod Village already has experience processing Robusta coffee beans into ground coffee. This research is included in the quantitative research method. Data collection methods used are observation and interviews. The added value analysis method used is the Hayami method. The results showed that processing Robusta coffee beans into ground coffee resulted in a positive value increase of Rp. 21,830, with a value-added ratio in the high category of 48.5%. It provided a net profit of 77% to entrepreneurs so that this processing business is feasible for the community in Sepang Kelod Village.

Keywords: analysis, added value, robusta coffee

1. Introduction

Indonesia is the fourth-largest coffee producer in the world after Brazil, Vietnam, and Colombia. As an export product, the coffee commodity can contribute in the form of a foreign exchange earner and state income, a source of income for farmers, job creation, a growth driver for the agribusiness and agro-industrial sectors, regional development and environmental preservation (Directorate General of Plantations 2019). Indonesia's most significant coffee export activity in 2018, according to Indonesian Plantation Statistics data 2018-2020 includes five significant countries, namely the United States, of 52.10 thousand, Malaysia at 38.80 thousand, Japan at 30.37 thousand tonnes, Egypt at 29.31 thousand tons, and for Italy, 27.93 thousand tons.

Apart from being an influential export product for the country, coffee commodities also have many enthusiasts in the local community. Based on data released by the International Coffee Organization (ICO), the 2018-2019 period, the total production of Indonesian coffee was 9,418

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bags with a capacity of 60 kilograms (kg), and domestic coffee consumption reached 4,800 bags. Indonesia's national coffee consumption consistently increases from 4,417 thousand sacks (equivalent to 265 thousand tons) to 4,800 thousand sacks (equivalent to 288 thousand tons). The Center for Agricultural Data and Information Systems at the Ministry of Agriculture shows that during the 2016-2021 period, coffee consumption in Indonesia is predicted to grow by an average of 8.22% per year. Coffee supply in 2021 is expected to be 795 thousand tons with a consumption of 370 thousand tons, resulting in a surplus of 425 thousand tons. This increase indicates the industrialization of coffee in Indonesia. This is very good for creating added value for coffee in the country.

The Balinese also experience the development of Indonesian coffee commodities. Bali is one of the coffee-producing provinces in Indonesia. The types of coffee found in Bali are Robusta Coffee and Arabica Coffee. Arabica coffee plantations can be found in the Bangli and Tabanan areas. Meanwhile, Robusta coffee is found in all regencies in Bali except Denpasar.

According to statistical data released by One Data Indonesia Province of Bali, the yield of Arabica coffee in Bali is 4,144 tons. Meanwhile, the yield of Robusta coffee was 13,587 tons. The harvest of Robusta coffee is observed to be much larger than that of Arabica coffee. The largest Robusta coffee producer in Bali in 2020 is Buleleng Regency, with 7,325 tons, followed by Tabanan Regency, with 5,526 tons. Buleleng is the district with the most significant number of Robusta coffee producers with the largest coffee plantation area, namely 10,336.98 Ha.

One of the Robusta coffee-producing areas in Buleleng is Sepang Kelod Village, Busungbiu District, Buleleng Regency. Sepang Kelod The village is located in the Busungbiu subdistrict, which has local potential in the agricultural sector (coffee, clove, mangosteen), with the primary income coming from Robusta coffee. This local potential can be developed into a mainstay to support Sepang Kelod Village towards becoming a tourist village. This is by the development program of the Province of Bali, especially Buleleng Regency, which has the Towards a Tourism Village program (Ariani, 2022)

Based on the results of field observations conducted directly by the researchers, the researchers found that Robusta coffee farming in Sepang Kelod Village needed more utilized. Robusta coffee in Sepang Kelod Village is only sold as coffee beans or green beans. Until now, local farmers in Sepang Kelod village have only relied on raw Robusta coffee yields sold directly to buyers at relatively lower prices. Local farmers have yet to see any efforts from the local community to process Robusta coffee beans into a processed product, including ground coffee products, to be traded. The community still needs to be convinced about the profit gained from processing Robusta coffee into ground coffee.

Today, agricultural development in Indonesia is not only focused on increasing production but is more directed at efforts to increase the value-added (value added) of agricultural products through processing activities. The added value of processed products is the difference between the value of the product and the value of raw materials and other inputs, excluding labor (Hayami et al., 1987). The added value obtained from the development of processed agricultural products is much higher when compared to the primary outcome, so the future agricultural

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development approach is more directed at product development so that it is no longer focused solely on commodity development (Suryana, 2005).

Therefore, researchers are interested in analyzing the added value of Robusta coffee raw materials in Sepang Kelod Village, Busungbiu District, Buleleng, which is processed into ground coffee products so that.

2. Literature Review

1. Research by (Ramawati, Soedarto, and Nurhadi 2019), Volume 08, Number 2 in the agribusiness journal, ISSN 2301 – 8607, with the research title "Coffee Processing and Value-Added Analysis of Robusta Coffee in Tutur District, Pasuruan Regency" states that coffee processing carried out by coffee farmers in Tutur District resulted in an average added value of cleaning and grading Rp. 1,033/Kg with an added value ratio of 15.05%, the average added value of coffee is Rp. 4,016/Kg with an added value ratio of 40.78% and the average added value of ground coffee is IDR 18,725/Kg with a value-added ratio of 52.50%. Thus, the most significant added value is in the processing of ground coffee. This is because the further downstream a production is, the higher its profit.
2. Research by (Murbaningtyas et al., 2020) in the journal Agricultural and agribusiness economics., Vol. 4, No. 4, with the research title "Added Value and Feasibility of Coffee Processing Business in the Perkasa Tani Group in Iv Suku Menanti Village, Sindang Dataran District, Rejang Lebong Regency" states that the calculation of added value analysis, namely premium ground coffee, Sintaro ground coffee, and APA ground coffee has a value ratio add medium category. Analysis of the feasibility of the IKM Sintaro Gold Coffee ground coffee processing service in Desa IV Suku Menanti is feasible to undertake. The payback period is 0.03 years for Premium and APA products and 0.02 for Sintaro products. Ground coffee processing business has an NPV > 0, and IRR > discount rate (7%). This means that IKM Sintaro Gold Coffee in Desa IV Suku Menanti is feasible to work on.
3. Research by (Putra et al., 2020) in the Development Economics Journal, Vol. 3, No. 3, with the research title "Revenue Analysis and Added Value of the Coffee Processing Industry: The Hayami Method Approach" states that the income of coffee farmers is IDR 3,421,000.00, and profits are IDR 2,742,450.00. The added value of coffee is IDR 45,887.00 per kilogram, with 99.87 percent of the added value received by the owner
4. Coffee and 0.31 percent received by the workforce. This finding implies that coffee farmers should sell their agricultural products to consumers, reducing their dependence on go-betweens. This can be a strategy to increase the income and welfare of coffee farmers in Gambuhan village.
5. Research by (Lestari et al., 2021) in the journal Agribusiness Paradigm, Vol. 3, No.2, with the research title "Analysis of Added Value of Various Processed Robusta Coffee Powder Based on Home Industries" states that the average income of processor is Rp. 54,442,633.70.- with a percentage of the added value of 20.92%, included in the moderate value-added ratio for original Robusta coffee, for the Luwak Robusta coffee

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processor, the income is Rp.25,047,175.95.- with a percentage of the added value of 44.83%, meaning that it is included in the high-added-value ratio.

6. Research by (Siti Fatimah Erniasari, Siswanto Imam Santoso 2019) with the research title "Added Value and Business Development Strategy for Arabica Coffee Processing" states that the study results show that the average added value of green bean coffee is Rp. 3,425.44, and ground coffee is Rp. 16,916.05. The average added value ratio of green bean coffee is 26.45%, which means it has moderate added value. The average value-added ratio of ground coffee is 54.94%, which means it has high added value.

Coffee

Coffee is one of the most influential plantation commodities for the Indonesian nation as the fourth largest foreign exchange earner after palm oil, rubber, and cocoa. Coffee was first discovered in the 9th century on the African continent, specifically in Ethiopia, by a young man named Kaldi who accidentally consumed raw coffee beans (coffee beans). Coffee is the primary source of income for 1.8 million farming families across almost all provinces. The coffee commodity plays a role in job creation, encouraging domestic agribusiness and agro-industry, environmental preservation, and regional development (Ministry of Agriculture 2019).

Indonesia's widely cultivated coffee types are arabica coffee, Robusta coffee (coffee canephora), and liberica coffee. Arabica coffee is the first type of coffee to be cultivated in Indonesia. Arabica coffee is best grown in areas 1,000-2,100 meters above sea level (masl). The location of the coffee plantation can affect the taste of the coffee itself. The higher the coffee plantation, the better the taste produced by the coffee itself. Therefore, Arabica plantations are only found in certain areas (areas with altitudes above 1,000 meters above sea level). Robusta coffee is the most widely cultivated type of coffee in Indonesia. Robusta coffee has a plantation area of around 85% of the total area of coffee plantations in Indonesia. Robusta coffee plants can adapt well even though they grow in areas with lower altitudes than Arabica coffee plantations. Robusta coffee has the characteristics of coffee beans with a higher yield than Arabica coffee, around 20-22%. Liberica coffee's physical characteristics include an elongated shape and relatively larger Liberica coffee has thick fruit, thick mucus, and relatively small discs. Regions in Indonesia that cultivate this type of coffee Liberica includes North Sumatra, Jambi, Riau, East Java, and Central Kalimantan (Panggabean, 2010).

Robusta Coffee in Sepang Kelod Village

Sepang Village, which is one of 129 villages in Buleleng Regency has an area of 4,427.408 Ha. Based on the land use used by residents of Sepang Village, most of which are agricultural land, it shows that most of Sepang Village people work as farmers. Cultivated plants include fruit/plant crops/such as (Cocoa, Clove, Robusta Coffee, Durian, Jackfruit and Orange) and horticultural crops (Cabe) and food crops (rice, corn, cassava, sweet potato). They are also starting to develop and cultivate Cardamom, Turmeric, Galangal, Pepper, Ginger, and Toga plants. The most extensive plantation product of the people of Sepang Kelod Village is obtained from robusta coffee plantations. The coffee plant is the village's leading plantation crop, in which almost every corner of the village is planted with robusta coffee plants. In Sepang Kelod itself, coffee plantations stretch across the hills of Agas, Rarangan, Munduk Kapas and Megona. The Agas

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Hills became the first place to plant Robusta coffee seedlings, which the government directly sponsored. Starting from the agar hills, it extends to all areas of Sepang Kelod Village, filled with Robusta coffee plantations, which are now the main plantation product of Sepang Kelod Village farmers. Robusta coffee yields in Sepang Kelod Village have only been sold as coffee beans or green beans. After the harvest, the drying process, until the slipping process, is carried out by farmers to produce Robusta coffee beans. Based on observations from local farmers and selling price at the Sepang village cooperative (Pemerintah Desa Sepang. 2018), the current price for Robusta coffee beans or green beans is sold at Rp. 22,000/kg.

Robusta Coffee Processing

Robusta coffee processing is carried out after harvest to increase the added value of raw materials (coffee). Several stages of Robusta coffee processing (Rahardjo, 2012), namely fresh Robusta coffee from the harvest will go through the dry process first with a series of activities that begin with coffee cherries sorting, drying, peeling of fruit and horn skins, sorting and drying coffee beans, packaging, and storage. After becoming Robusta (dry) coffee beans, it is processed into ground coffee products. Ground coffee is one product from coffee beans processed through roasting and grinding techniques to produce small granules like fine powder, so it is easy to brew with hot water and consume. Robusta ground coffee processed products have a characteristic taste that is more bitter and concentrated and has a strong and bold aroma and flavor. The processing of ground coffee begins with the initial stages of roasting or roasting, cooling the roasted coffee beans, grinding or grinding the roasted coffee beans, and packaging.

Value Added

According to the Ministry of Finance of the Republic of Indonesia Fiscal Policy Agency Macroeconomic Policy Center (Center for Macroeconomic Policy, 2012), value added is the added value of a commodity due to processing, transportation, or storage in a production process.

In the processing process, added value can be defined as the difference between the value of the product and the value of the cost of raw materials and other inputs, excluding labor.

In calculating processing added value two (2) factors affect the calculation of processing added value: technical factors and market factors. The technical factors include production capacity, the number of raw materials used, and labor. Meanwhile, market factors that affect added value from processing are output (product) prices, raw material prices, and the importance of other inputs used during production (Hayami et al., 1987). The formula used to calculate the added value using the Hayami method (Hayami et al., 1987) is as follows:

Value-added = (OV) – (OI) – (RMP)

Information:

OV = Output Value

OI = Other Input

RMP = Raw material prices

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In calculating added value using the Hayami method, what is meant by output value is the result that shows the product value of one input unit. The output value is obtained from the product of the conversion factor and the output price. The conversion factor is the number of processed products obtained from one kilogram of raw materials. The output price is the market price of the processed product. The value of other inputs (other input contributions) is everything added besides raw materials and labor when the production process takes place. The price of raw materials is the market price of one kilogram.

The amount of change in the value of Robusta coffee in the form of green beans that have undergone processing into ground coffee can be estimated by calculating the added value. The higher the difference between the price of green bean coffee and processed ground coffee, the greater the product's value. The more excellent added value of Robusta coffee products can undoubtedly play a role in increasing the economic growth of the local community.

3. Method

This quantitative study analyzes the added value of processing Robusta coffee beans into ground coffee products. Data collection techniques used are observation and interviews. The method used to analyze added value is the Hayami method. The research was conducted in Sepang Kelod Village, Busungbiu District, Buleleng. Respondents in this study were one farmer in Sepang Kelod Village with the criteria of having experience processing Robusta coffee beans into ground coffee, having the equipment needed during the production process, and being willing to participate in interviews and observations during the data collection process.

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No.	Variable	Unit	Score
I.	**Output, Input, Price**		
1.	Output	Kg	(1)
2.	Input	Kg	(2)
3.	Labor	HOK	(3)
4.	Conversion Factor		(4) = (1)/(2)
5.	Labor Coefficient	HOK/Kg	(5) = (3)/(2)
6.	Output Price	Rp	(6)
7.	Wage labor	Rp/HOK	(7)
II.	**Acceptance and Profits**		
8.	Raw material prices	Rp/Kg	(8)
9.	Other Inputs Contributions	Rp/Kg	(9)
10.	Output Value	Rp/Kg	(10) = (4) x (6)
11.	a. Value-added	Rp/Kg	(11a) = (10)-(9)-(8)
	b. Value Added Ratio	%	(11b) = (11a/10) x 100%
12.	a. Labor Income	Rp/Kg	(12a) = (5) x (7)
	b. Labor Share	%	(12b) = (12a/11a) x 100%
13.	a. Profit	Rp/Kg	(13a) = (11a) – (12a)
	b. Profit Rate	%	(13b) = (13a/11a) x 100%
III.	**Compensation for Factors of Production**		
14.	margins	Rp/Kg	(14) = (10)-(8)
	a. Labor Income	%	(14a) = (12a/14) x 100%
	b. Other Inputs Contributions	%	(14b) = (9/14) x 100%
	c. Company Profits	%	(14c) = (13a/14) x 100%

(Source: Hayami et al, 1987)

4. Result and Discussion

In the analysis of added value research using the Hayami's method is not influenced by the number of respondents who are used because the results issued by each respondent are the same. The number of respondents who met the predetermined criteria was one farmer named Mr. Putu Aryasa. Mr. Putu Aryasa is one of the farmers in Sepang Kelod Village who has started trying to process Robusta coffee beans into ground coffee. Mr. Ary is the only farmer who has processed Robusta coffee beans into ground coffee at the Penataran Bujak Banjar and has complete equipment for the production process.

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The results of interviews and observations of researchers with staff of the Sepang village cooperative show that one production process using a rolling machine can load 10kg of raw material in the form of Robusta coffee beans. The price of Robusta coffee beans per kilogram at that time was Rp. 22,000/kg. Meanwhile, the selling price of ground coffee in the Sepang Kelod Village area is Rp. 60,000/kg. During the ground coffee production process, the tools used are rolling machines and grinding machines. The fuel used is gas and gasoline, with an estimated usage in rupiah of IDR 10,000 for 10 kg of Robusta coffee beans. The number of daily workers required is one person at a rate of Rp.40,000 per day. Mr. Ary's ground coffee is made with Robusta coffee beans from Sepang Kelod Village without using any other additives. The ground coffee will be sold in plastic packaging prepared by Mr. Ary.

Value Added Analysis of Robusta Coffee Beans into Ground Coffee

Analysis of the added value of Robusta coffee beans into ground coffee is only done once per production process. The basis for calculating added value is per unit of raw material in kilograms (Kg). The data used in this analysis is pure data from the respondents. The sub-variables that affect the calculation of added value analysis with the Hayami method can be summed up into four (4): Input, Output, Contribution of Other Inputs, and Labor.

Input in the production process means everything that is the primary power source in the production process, which refers to the primary raw materials used during the production process. In this study, the production process was carried out using the primary source of material in the form of robusta coffee beans. In this study, the raw material input used was one (1) a kilogram of raw material in the form of Robusta coffee beans facilitates the process of calculating added value and simplifies the resulting calculations. Output in the production process will be produced using existing raw materials after a series of production processes. In this study, the output that is produced after the production process takes place is ground coffee. One (1) kilogram of raw materials in the form of Robusta coffee beans has 750 grams of ground coffee. Respondent sold one (1) kilogram of ground coffee for Rp.60,000. Other input contributions are all things (other than raw materials and labor) used during the production process to add value to the product. Other input contributions are usually in the form of fuel, supporting materials, packaging materials, and the preparation of tools used during the production process. However, equipment depreciation was not added in this study because equipment depreciation costs are costs incurred per unit period, such as per month or year during production. In contrast, value-added analysis is only carried out per production process (one production process in one day). One (1) kilogram of Robusta coffee beans costs Rp. 1,000 for fuel in the form of gas and gasoline and spending Rp. 170 for packaging costs. The total cost of contributing other inputs in the production of Robusta coffee beans into ground coffee is Rp. 1.170/Kg. Labor is everyone who can do a job producing goods and services to meet their own needs and the needs of others. The workforce in this study used the number of workers employed in one production process, as much as one kilogram of Robusta coffee beans with one hour expressed in HOK units and valued in rupiah units (Rp/HOK). The labor cost required for one (1) production process of one (1) kilogram of Robusta coffee beans is Rp. 5,000 (Pemerintah Desa Sepang. 2018).

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After knowing the data on the sub-variables of input, output, the contribution of other information, and labor, the analysis of added value can be found using the following formula:

No.	Variable	Unit	Nilai
I.	**Output, Input, Price**		
1.	Output	Kg	0,75 Kg
2.	Input	Kg	1 Kg
3.	Labor	HOK	1
4.	Conversion Factor		0,75/1 = 0,75
5.	Labor Coefficient	HOK/Kg	1/1=1
6.	Output Price	Rp	Rp. 60.000
7.	Wage labor	Rp/HOK	Rp. 5.000
II.	**Acceptance and Profits**		
8.	Raw material prices	Rp/Kg	Rp. 22.000
9.	Other Inputs Contributions	Rp/Kg	Rp. 1.170
10.	Output Value	Rp/Kg	0,75 x Rp. 60.000 = Rp. 45.000
11.	a. Value-added	Rp/Kg	Rp. 45.000 - Rp. 1.170 - Rp.22.000 = Rp. 21.830
	b. Value Added Ratio	%	(Rp. 21.830/Rp.45.000) x 100% = 48,5%
12.	a. Labor Revenue	Rp/Kg	1 x Rp. 5.000 = Rp. 5.000
	b. Labor Share	%	(Rp. 5.000/Rp.21.830) x 100% = 23%
13.	a. Profit	Rp/Kg	Rp.21.830 – Rp. 5.000 = Rp. 16.830
	b. level of profit	%	(Rp. 16.830/Rp. 21.830) x 100% = 77%

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III. Compensation for Factors of Production

14.	Margin	Rp/Kg	Rp. 45.00-Rp. 22.000 = Rp. 23.000
	a. Labor Income	%	(Rp. 5.000/Rp. 23.000) x 100% = 21,73%
	b. Other Inputs Contributions	%	(Rp. 1.170/Rp. 23.000) x 100% = 0,5%
	c. Company Profits	%	(Rp. 16.830/Rp. 23.000) x 100% = 73%

Discussion

Value added (Center for Macroeconomic Policy, 2012) is the added value of a commodity due to processing, transportation, or storage in a production process. According to Wike Novia (Arianti and Waluyati 2019) the criteria for assessing added value are: a) If added value > 0, then processing Robusta coffee beans into ground coffee provides added value (positive); b) If added value < 0, processing Robusta coffee beans into ground coffee does not provide added value (negative). The results of the added value calculation shows that the category of agro-industry with low, medium, and high added value.

The categories of added value, according to Siti Kipdiyah in (Arianti & Waluyati 2019) are as follows: 1) added value is said to be low if the ratio value is < 15%, 2) added value is said to be moderate if the ratio value is 15-40%, 3) added value is said to be high if the ratio value is > 40%.

Based on the added value analysis presented in the table, the processing of Robusta coffee beans into ground coffee products generates an added value of Rp. 21,830 per kilogram of Robusta coffee beans with an added value ratio of 48.5%/kg. This shows that processing Robusta coffee beans into ground coffee provides added value (positive) because the added value generated is more than 0. The added value of processing Robusta coffee beans into ground coffee is high because it has a ratio of more than 40%, which is 48.5 %. An added value ratio of 48.5% from an economic perspective is a net added value, which includes the calculation of raw materials, equipment, packaging, and product value. The resulting value-added the high category includes the ratio, making the ground coffee processing process feasible. Following the results of research in Evidence Village, which develops the local potential to support tourist villages (Ariani, 2022),

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Robusta coffee processing in Sepang Village is also a local potential that the community in supporting tourism villages can develop.

5. Conclusion and Sugestion

Conclusion

Based on the presentation of the research results above concerning the analysis of the added value of Robusta coffee in Sepang Kelod Village, it can be concluded that the processing of Robusta coffee beans into ground coffee causes an increase in the positive value of Rp. 21,830/ kg with a value-added ratio in the high category of 48.5% per kilogram of Robusta coffee beans and provides a net profit of 77% to entrepreneurs so that this processing business is feasible for the community in Sepang Kelod Village.

Suggestions

Based on the results of research conducted by the author regarding the analysis of the added value of Robusta coffee in Sepang Kelod Village, the suggestions that can be given are:

1. For coffee farmers, especially the people of Sepang Kelod Village, it is hoped that they will try to do the business of processing Robusta coffee beans into ground coffee products to be traded.
2. The community is also expected to be able to make other processed products from the raw materials of Robusta coffee beans, which have high selling value.
3. For students interested in conducting further research on Robusta ground coffee products in Sepang Kelod Village, it is hoped that they can research the levels of nutrients and caffeine contained in pure Robusta ground coffee products without the addition of other mixed ingredients.

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