

## MARKETING CHANNEL ANALYSIS OF ROBUSTA AND ARABICA COFFEE IN GANDANG BATU SILLANAN DISTRICT TANA TORAJA REGENCY



Wasti<sup>1\*)</sup>, Bahari<sup>1)</sup>, Surni<sup>1)</sup>

<sup>1</sup>Department of Agribusiness Faculty of Agriculture Universitas Halu Oleo Kendari 93232 Indonesia

\*Corresponding author: [wasti097@gmail.com](mailto:wasti097@gmail.com)

### To cite this article:

Wasti, W., Bahari, B., & Surni, S. (2023). Marketing Channel Analysis of Robusta and Arabica Coffee in Gandang Batu Sillanan District Tana Toraja Regency. *International Journal of Agricultural Social Economics and Rural Development (Ijaserd)*, 3(1), 1–8. <https://doi.org/10.37149/ijaserd.v3i1.1024>

**Received:** January 25, 2023; **Accepted:** March 25, 2023; **Published:** April 01, 2023

### ABSTRACT

This research was motivated by the advantages, margins and efficiency of robusta and arabica coffee marketing in Gandang Batu Sillanan District, Tana Toraja Regency. This research aims (1) knowing the marketing channels of robusta and arabica coffee in gandang batu sillanan district of tana toraja regency (2) knowing the benefits and marketing margins of robusta and arabica coffee in gandang batu sillanan district of tana toraja regency and (3) Knowing the level of marketing efficiency and total efficacy of robusta and arabica coffee in gandang batu sillanan district of tana toraja regency. The study was analyzed using descriptive, margin and farmer's share analysis. The population and samples in the study used the purposive sampling method, which is a deliberate sampling technique using the criteria that coffee farmers' main livelihoods as coffee farmers, the determination of merchant respondents was determined using the snowball sampling method. This research obtained the following results; (1) marketing channels from farmers to consumers, namely; (a) Farmers sell to wholesalers then sell to consumers (b) Farmers sell to collecting merchants then sold to wholesalers and then sell them to consumers (2) On channel I wholesalers get a profit of IDR 11,795/kg and a margin of IDR 12,000/kg while channel II collecting merchants get a profit of IDR 4,639/kg and a margin of IDR 5,000/kg while wholesalers get IDR 11,795/kg and margins of IDR 12,000/kg. (3) Percentage of the price share received by the manufacturer on channel I is 59% and channel II is 64%. The total number of large traders on channel I is IDR 12,974,500, while in channel II the total profit of collecting traders amounted to IDR 4,764,840 and wholesalers of IDR 4,175,100.

**Keywords:** arabica coffee; farmers; marketing channels; robusta coffee.

### INTRODUCTION

Indonesia is an agricultural country that is fertile enough for agricultural land and plantations, including for the breeding of coffee plants, so it is a natural thing when Indonesia becomes the largest robusta coffee exporting country in the world. Coffee is the second largest trade commodity after gas and oil, but behind the rising prices of Indonesian coffee, the Indonesian economy has declined, this is due to the development of coffee that is not accompanied by an increase in the quality standards of coffee produced by Indonesian farmers. (Limantara et al., 2019).

The development of Indonesia's coffee area from 1980 to 2020 according to its business status is dominated by coffee cultivated by the people or People's Plantation (PR) reaching 95.45%. The rest is managed by the state or large state plantations (PBN) by 2.21% and large private plantations (PBS) by 2.44% (Agricultural Data Center and Information Systems, 2020). The area of Arabica and Robusta coffee plants in Gandang Batu Sillanan District reached 1,520.0 and 216.0, total production was around 567 tons of Arabica coffee and 62.64 tons of Robusta coffee. (BPS Tana Toraja Regency, 2018). The export volume of Arabica coffee from South Sulawesi is getting higher every year which indicates the demand for coffee is also high. In addition, the price of Toraja coffee is also higher than the world average coffee price. There are several international companies that play a role in purchasing coffee from Sulawesi. One of them is Starbucks Coffee which acts as the largest buyer, which is more than 50% of the total Arabica coffee production in Sulawesi (Hashilah, 2013).



According to Wanuh et al. (2019) Marketing is the spearhead of every business, with the marketing of products produced by producers can reach the hands of consumers. In the marketing process, farmers usually do short marketing channels and long marketing channels. While the short marketing channel occurs from producers to consumers directly, while the long marketing channel occurs from producers, collectors and consumers, and of course there is intervention from marketing institutions.

Marketing activities cannot be separated from the existence of marketing institutions contained in it and interrelated with each other. Activities carried out can be in the form of distribution of goods, processing of goods and other arrangements, both price and communication arrangements. These activities are carried out so that profits can be achieved by the institutions that make up the marketing channel (Ardila et al., 2019). Marketing is a very important link and has a broad role and has a large influence on farmers' income. Smooth trade in general and the smooth running of various types of commodities, especially basic and important commodities, will be the key to achieving people's economic stability and increasing production in various fields. (Fatmawati & Zulham, 2019).

The chili marketing channel or chain depends on the number of marketing agencies involved in marketing from producer farmers to consumers. The price difference between the price paid by consumers and the price received by farmers (marketing margin) will be even greater if the existing marketing channels are too long (many marketing agencies are involved). Based on the existing marketing channels, it can be seen the position of farmers in the bargain, which is seen from the contribution or share of farmers' prices to the prices paid by consumers. (Sofanudin & Budiman, 2017).

Marketing channel is a series of interdependent organizations in the process of distributing goods from producers to consumers. An item can move through several hands from the producer to the consumer. Marketing channels are needed to measure marketing efficiency, increase sales turnover, facilitate promotion, facilitate negotiations and increase business contracts with trading partners. It is important to study marketing channels so that the products marketed are economically affordable with a short marketing channel level, while the longer the marketing channel the price obtained by consumers will be more expensive. (Praza, 2017)

Efficient marketing occurs when it does not involve many parties even though the total marketing margin received is lower than other marketing channels, but farmers' profits are greater than other channels. (Ridhawardani et al., 2017), Marketing channel efficiency can be calculated by measuring marketing margin, profit to cost ratio, and farmer's share of marketing channels in the related area. (Caesara et al., 2017). This study aims to determine the marketing channel, profit, margin, marketing efficiency and total profit of coffee in Gandang Batu Sillanan District, Tana Toraja Regency.

## **MATERIAL AND METHODS**

This research is in the District of Gandang Batu Sillanan, Tana Toraja Regency. The location of the research was determined purposively with the consideration that the location is an area where the community is a coffee farmer. This research will be carried out from August to October 2021. The determination of respondents of Robusta and Arabica coffee farmers is carried out using the purposive sampling method, namely a deliberate sampling technique with the consideration that the sample is farmers who cultivate coffee with a sample of 30 people. Meanwhile, the determination of merchant respondents was determined by using the snowball sampling method, namely following the ongoing marketing flow of Robusta and Arabica coffee.

Qualitative analysis is used to describe the marketing channels of coffee known by tracing the marketing channels from producers to final consumers and the data obtained were analyzed descriptively. according to Surni et al. (2020) To determine marketing efficiency and total profit, the formula for total profit received by traders, marketing margin, and Farmer's Share is used.

## **RESULTS AND DISCUSSION**

### **Respondent Identity**

The identity of the respondents included in this study are age, education level, business experience, number of families, number of dependents. More details are described in Table 1 below. Table 1. Shows that the identity of the respondent collectors and wholesalers in Gandangbatu Sillanan District consists of 37 respondents including 30 farmers, 5 collectors traders and 2 wholesalers. One of the indicators in determining work productivity in business development is age, where the age of a relatively young producer is stronger at work, easy to accept new innovations, responsive to the surrounding environment when compared to workers who already have a relatively

old age often refuse new innovations(Soekartawi, 1990). The results of the study indicate that respondents generally have a dynamic attitude in carrying out activities related to business development. The younger the age, the higher the curiosity about something and the higher the interest in adopting the introduction of technology. Older farmers are usually fanatical about tradition and it is difficult to be given understandings that can change their way of thinking, working and living. This farmer is apathetic about new technology(Maryam et al., 2016). Education in general will affect the mindset of farmers in decision making(Pratiwi et al., 2020). Education is something that is quite influential on the types of activities carried out. Education will affect a person's level of thinking. The high and low level of education will affect the respondent's ability to run their business(Nurmedika et al., 2015). It is known that the education level of most respondents is SMA with 14 people, of which there are 9 farmers, 2 wholesalers and 3 collecting traders. Education is an important aspect in efforts to improve the quality of human resources. The higher a person's education level, their quality will increase and vice versa, the lower the level of education, their quality in terms of knowledge, skills, attitudes and insights, the development of reasoning power, and analysis is also lower.(Makatita et al., 2014)

Table 1. Identity of respondents in Gandangbatu Sillanan District, Tana Toraja Regency

Characteristics	Mark	Percentage
<b>Farmer</b>		
<b>Age (Years)</b>		
15-54 (Productive)	22	19.8
> 54 (Less Productive)	8	7.2
<b>Education</b>		
Did not finish elementary school	9	8.1
Middle School/Equivalent	6	5.4
High School/Equivalent	9	8.1
Diploma	2	1.8
Bachelor	4	3.6
<b>Number of Family Dependents (Persons)</b>		
(0)	1	0.9
(1-4)	18	16.2
(>4)	11	9.9
<b>Wholesalers</b>		
<b>Age (Years)</b>		
15-54 (Productive)	2	1.8
<b>Education</b>		
High School/Equivalent	2	1.8
<b>Number of Family Dependents (Persons)</b>		
(1-4)	1	0.9
(>4)	1	0.9
<b>Collecting Merchant</b>		
<b>Age (Years)</b>		
15-54 (Productive)	3	2.7
> 54 (Less Productive)	2	1.8
<b>Education</b>		
Elementary School/Equivalent	1	0.9
Middle School/Equivalent	1	0.9
High School/Equivalent	3	2.7
<b>Number of Family Dependents (Persons)</b>		
(1-4)	3	2.7
(>4)	2	1.8

Source: Primary Data Processed, 2022

The large number of dependents in the family is one of the socio-economic factors that play a role in increasing farmer production. The number of family dependents is the number of family members who are still dependents of the family, both siblings and non-siblings who live in the same house but have not worked. . It could be that if there are more dependents, the allocation of funds for each child will decrease if it is not accompanied by sufficient income(Purwanto & Taftazani, 2018).

The highest number of dependents of the respondent's family of Robusta and Arabica coffee farmers in Gandangbatu Sillanan District is the number of dependents of the respondent's family of 1-4 people as many as 22 people, the dependents of the respondent's family who are > 4 people are 14 people and those who do not have family responsibilities are 1 person.

### **Marketing Channels and Agencies**

Based on the research that has been carried out, it is known the pattern of marketing channels for robusta and arabica coffee, Gandang Batu Sillanan District, Tana Toraja Regency. Marketing channel is a chain of marketing institutions that have activities to distribute goods from producers to consumers. The marketing channels for robusta and arabica coffee in Gandang Batu Sillanan District, Tana Toraja Regency are as follows:

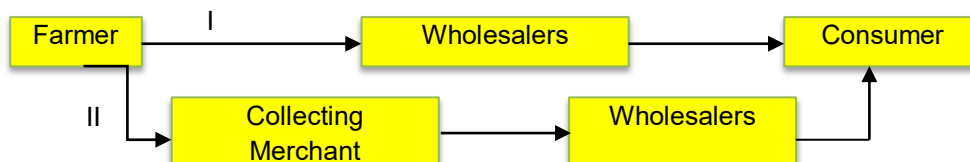


Figure 1. Marketing Channels and Agencies

In order to facilitate the flow of coffee commodities and enhance the usefulness of the processing results, namely the use of place, time, form and use of ownership, the presence of a marketing agency as an intermediary institution is needed to carry out the marketing function. The marketing functions include the exchange function, the physical procurement function and the launch function(Desiana et al., 2017). In marketing channel I, in the process of distributing Arabica coffee, there are farmers who market Arabica coffee to wholesalers. Where the wholesalers take the coffee by taking the farmers directly, the wholesalers then market the arabica coffee to consumers. While in the second marketing mall, farmers sell robusta coffee directly to collectors by means of the collectors coming directly to the farmers or the farmers bringing their coffee products to the collectors in the market. Then the collecting traders sell the coffee to wholesalers by means of the collecting traders bringing the coffee to the warehouses belonging to the wholesalers, after which the wholesalers sell the coffee to consumers.

Research conducted byDesiana et al. (2017), regarding the analysis of marketing channels for robusta coffee beans (a case study in Kalijaya village, Banjarsari district, Ciamis district) shows that there are two marketing channels for robusta coffee beans, namely pattern I: from farmers to collectors then to industrial consumers and pattern II: farmers to traders. collectors then to wholesalers and then to industrial consumers. Both in Gandang Batu Sillanan Subdistrict and in Kalijaya show that there is no monopsony market where traders are the most powerful. Monopsony market occurs when there is only one pattern of marketing channels.

Based on this research, there are several institutions involved in coffee marketing in the research conducted in Gandang Batu Sillanan District, Tana Toraja Regency, namely: 1) Farmers: Farmers sell coffee from collectors or wholesalers. Where wholesalers in channel I buy coffee by going directly to farmers at their homes, while collectors buy coffee by meeting farmers in the market or collecting traders visiting farmers directly. 2) Gathering Merchants: Collecting traders buy coffee from farmers by visiting farmers directly or meeting at the market, then selling it to wholesalers. Where traders sell coffee to wholesalers who have storage warehouses. 3) Wholesalesmen: Wholesalers buy coffee from farmers or collectors by visiting farmers directly or collecting traders deliver to the warehouses of wholesalers, then wholesalers sell it to industrial consumers such as Small and Medium Enterprises (SMEs), companies and others.

### **Marketing Margin and Profit**

Marketing margin is often used as an indicator of marketing efficiency. The amount of marketing margin in various marketing channels can be different, because it depends on the length of the marketing channel and the activities that have been carried out as well as the expected profit by the marketing agency involved in marketing.(Jumiati et al., 2013). Marketing margin is the difference between the price received by farmers and the price paid by consumers. Marketing margin includes all costs that move the product from producer to final consumer. Marketing margin can also be interpreted as the difference between retail price ( $H_e$ ) and cost price, where retail price is the selling price of marketing actors while cost price is the purchase price. The difference between the price

marketed to producers and the price given by consumers minus marketing costs is called marketing profit, each institution wants to make a profit, then the price paid by each marketing agency is also different (Kusuma, 2017). The difference in the number of marketing agencies will affect the amount of profit per agency and ultimately affect the total profit of a particular marketing channel. In the marketing channel process there are costs incurred, which are accumulated to find out the profits and marketing margins. The margins and marketing profits can be seen in Table 2 and Table 3.

Table 2. Margin and profit of marketing channel I during one period

No	Description	Unit (IDR/Kg)	Percentage (%)
1	Farmer		
	Farmer level price	17,000	100.00
2	Wholesalers		
	a. Purchase price	17,000	58.62
	b. Selling price	29,000	100
	c. Marketing Fee		
	1) Transportation Fee	91	0.31
	2) Labor Cost	114	0.39
	d. Total Marketing Fee	205	0.70
	e. Marketing Margin	12,000	42.37
	f. Profit	11,795	40.67

Based on Table 2. shows that the marketing channel I of the related institutions is only wholesalers. Arabica coffee farmers sell coffee in the form of horn skins. Taking coffee from farmers to wholesalers does not use a shipping service company because traders go directly to farmers and wholesalers sell it to industrial consumers. In the process of distributing Arabica coffee from wholesalers to industrial consumers using motorcycle transportation. The longer the marketing chain, the more costs incurred in marketing will increase. This will affect the level of consumer prices. The process of marketing coffee in marketing channel I is usually done by way of traders directly visiting farmers. This analysis shows that farmers do not incur marketing costs, this happens because wholesalers come directly to coffee farmers. The marketing margin component consists of marketing costs needed by traders to carry out marketing functions and profits obtained by marketing institutions, marketing margin at wholesaler level is IDR 12,000/Kg covering transportation costs and labor costs, while profits at wholesaler level amounting to IDR 11,795/Kg.

Table 3. Marketing margin and profit of marketing channel II for one period

No	Description	Unit (IDR/Kg)	Percentage (%)
1	Farmer		
	Farmer level price	15,800	100.00
2	Collecting Merchant		
	a. Purchase price	15,800	79.00
	b. Selling price	20,000	100.00
	c. Marketing Fee		
	1) Transportation Fee	119	0.59
	2) Labor Cost	43	0.22
	d. Total Marketing Fee	162	0.81
	e. Marketing Margin	20,000	100.00
	f. Profit	4,200	21.00
	a. Purchase price	4.038	20.,19
3	Wholesalers		
	a. Purchase price	20,000	79.00
	b. Selling price	25,000	100.00
	c. Marketing Fee		
	1) Transportation Fee	250	1.00
	2) Labor Cost	111	0.44
	d. Total Marketing Fee	361	1.44
	e. Marketing Margin	5,000	20.00
	f. Profit	4.639	18.56

The marketing process for robusta coffee in marketing channel II is usually done by collecting traders taking coffee from farmers, then collecting traders bringing the coffee that has been purchased from farmers to the market, where wholesalers take coffee from collectors in the market or collecting traders bring coffee to traders. with the agreement that the wholesaler bears the transportation costs. The marketing margin component consists of marketing costs required by traders to perform marketing functions and profits earned by marketing agencies. Price factors and marketing costs will greatly affect marketing margins in Gandang Batu Sillanan District, Tana Toraja Regency, where the marketing margin at the level of traders is IDR 4. 200/Kg and the marketing margin at the wholesaler level is IDR 5,000/Kg. Meanwhile, the profit at the level of collectors is IDR 4,038/Kg and the profit at the level of wholesalers is IDR 4,639/Kg.

### **Marketing Efficiency and Total Profit**

Farmer's share or the share received by farmers is the percentage comparison of prices at the farm level with prices at the consumer level. The share received by farmers, both small and large, shows whether or not the distribution of results by collectors, wholesalers, and retailers to farmers is even. (Arbi et al., 2018). The percentage of the price that coffee producers receive from the total price paid by consumers can be used as a measure of marketing efficiency. If the price share received by producers is 50%, it means that the marketing channel is not efficient and vice versa if the price received by producers is 50%, then the coffee marketing channel is efficient, therefore the share received by producers is relatively large. The marketing efficiency (Farmer's Share) can be seen in Table 4.

Table 4. The percentage of price shares received by producers (Farmer's Share)

No	Marketing channel	Marketing Efficiency	
		Percentage (%)	Criteria
1	Marketing Channel I	59	Efficient
2	Marketing Channel II	64	Efficient

Based on Table 4. shows that in marketing Robusta and Arabica coffee in Gandangbatu Sillanan District, all of the 2 marketing channels have efficient criteria, where marketing channel I has a percentage (59%) while marketing channel II has a percentage (64%). Based on the percentage value obtained in this marketing channel, it can be said to be efficient because it is greater than 50 percent. This is in line with the results of research conducted by (Pasaribu et al., 2021) which shows that all marketing channels have been efficient. This is because farmers have been able to market their products outside the region by offering prices that are in accordance with the wishes of the farmers, this is in accordance with Surni's opinion (2015) that if the price received by producers is >50%, then the marketing can be said to be efficient. This amount is strongly influenced by prices and marketing costs, price is one of the most decisive factors in the selection of marketing channels. However, the calculation of the costs to be incurred in marketing also really determines how and when the time is chosen by traders to market their wares, because in principle traders will try in such a way to gain profits from the results of their production and marketing.

Total profit is the main goal of establishing a business. The profits obtained are not only used to finance the company's operations, but are also used for company expansion through various activities in the future. Then more importantly, if a company continues to make profits, this means that the company's survival will be guaranteed.

Table 5. Total profit on channels I and II

No	Description	Sales Volume (Kg)	Profit (IDR/Kg)	Total Profit (IDR)
1	Wholesalers	1.100	11,795	12,974,500
2	Collector traders	1.180	4.038	4,764,840
3	Wholesalers	900	4.639	4,175,100

The table above shows that the total profit obtained by each marketing agency is different, this is due to the difference in sales volume and the profit earned by each marketing agency. Wholesalers in channel I get a total profit of IDR 12,974,500, while in marketing channel II the total profit is IDR 4,764,840 for collectors and wholesalers get a total profit of IDR 4,175,100.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study, there are two patterns of coffee marketing channels in Gandang Batu Sillanan District, Tana Toraja Regency, namely: marketing channel I consists of farmers → wholesalers → consumers, and marketing channel II consists of farmers → collector traders → wholesalers → consumers. The profits and margins received by each marketing agency are: Wholesalers in the first channel with a profit of IDR 11,795/Kg and a Margin of IDR 12,000/Kg, while in channel II, traders who collect profits are Rp. 4,639/Kg and a margin of IDR 5,000/Kg, and wholesalers get a profit of IDR 11,795/Kg and a Margin of IDR 12,000/Kg. The percentage share of the price received by the producer (Farmer's share) in the coffee marketing channel in marketing channel I is 59% while in the second marketing channel by 64%. The total profit for wholesalers in channel I gets a total profit of IDR 12,974,500, while in the marketing channel II the total profit for collectors is IDR 4,764,840 and wholesalers get a total profit of IDR 4,175,100. Coffee farmers should maintain the distribution channels that have been implemented so far, because seen from the results of the study it can be concluded that the distribution channels that have been carried out by farmers are the right channels and should improve the function of these distribution channels. For example in terms of promotion and information so that distribution channels can be effective in increasing sales results.

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