

Marketing Analysis Identify Internal and External Factors of Coffee Products (Mountain Karamat Village, Sukabumi District)

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ABSTRACT

Gunung Karamat Village is a border village between West Java Province and Banten Province, with a distance of 30 km to the center of the Sukabumi Regency government, which is located at Pelabuhan Ratu, with an area of 14.80 km². Besides that. Gunung Karamat village has a coffee plantation whose quality is very promising. This is the result of a joint struggle between the community and the village government in managing agricultural land. Gunung Karamat village has superior products, namely robusta and arabica coffee. This has opened the eyes of the Sukabumi Mandiri Regional Public Company (Perumda ASM). The data collection method is the observation method, which is one method of collecting data by making direct observations, explaining and describing internal and external conditions (SWOT). The interview method was carried out with coffee managers such as BUMDES Gunung Karamat by asking questions that had been prepared previously. Data analysis was carried out with qualitative methods. The factors of excellence in this Gunung Keramat village coffee product are the availability of a very large area, the brand of Gunung Keramat coffee is well known, and the location of the coffee planter is very suitable. of the deficiency factors, namely, inadequate road access, incompetent experience of coffee farmers and limited capital are factors for slow Mount Karamat coffee.

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1. INTRODUCTION

From Sabang to Merauke, there are many coffee-producing areas of superior quality that are in great demand by coffee lovers around the world. The coffee beans produced by each region in Indonesia also has their own characteristics. Based on the data above, coffee has long been a natural commodity that Indonesia is proud of and gives a clear picture of how fertile and rich the archipelago is. Some areas that have been producing coffee for a long time include Aceh, Bali, Toraja, Lampung, and finally the West Java region which is starting to stretch to optimize coffee production. [1]

Coffee is an important commodity in the plantation sub-sector, because it plays an important role in the national economy as a source of foreign exchange. This can be seen from this commodity that is able to penetrate the international market as an export commodity. Indonesian coffee exports occupy the 3rd position in the world after Brazil and Vietnam with an export volume of 10,627,654 bags. [2]

Producing countries other than Indonesia have taken big steps to dominate the world kepi market share, both arabica and robusta as well as organic. It is this factor that makes it imperative to analyze the advantages and disadvantages of Indonesian coffee commodities so that producers in Indonesia can seek opportunities and minimize any deficiencies that exist. Therefore, efforts are needed so that Indonesia's leading agribusiness does not experience setbacks and lags behind other world coffee producers. The discussion in this paper will show a measure of the competitiveness of Indonesian coffee in world trade, as well as describe the position of Indonesia 's competitor countries as world coffee exporters. [3]

Mountain Village Karamat is a border village between the Provinces of West Java and Banten Province , with a distance of about 30 km from the center of the Sukabumi Regency government, located in Pelabuhan Ratu, with an area of 14.80 km². Apart from that, Mount Karamat Village also has an

extraordinary and very beautiful view. The natural atmosphere of the mountains is beautiful, suitable for developing agriculture such as bananas, coffee, vegetables, or also wood-like trees.

Mount Karamat Village Having a coffee plantation of very promising quality is the result of a joint struggle between the community members and the village government in managing agricultural land. The village of Mount Karamat has superior products, namely Robusta and Arabica coffee. This has opened the eyes of the Agro Sukabumi Mandiri Regional Public Company (Perumda ASM).). Planted at an altitude of 400-900 meters above sea level with an organic pattern so that it has a distinctive taste.

Mount Karamat robusta coffee is one of the independent Agro Sukabumi coffee collections, this coffee is harvested by coffee farmers in the village of Mount Karamat itself. Robusta coffee is harvested 2 times a season. With soil characteristics, height and the planting process with an organic pattern, this Robusta coffee is suitable for making milk coffee, or other coffee blends. Meanwhile, Arabica coffee must be treated intensively so that the yield can be 4-6 times in one season. The Gunung Karamat Coffee product is one of the products resulting from a partnership carried out by Perumda Agro Sukabumi Mandiri with Bumdes Gunung Karamat in order to raise the name of Sukabumi coffee and increase the economic value of coffee farmers.

Bumdes Gunung Karamat has collaborated with a regional public company (PERUMDA) the brand of Gunung Karamat coffee is available in 100-gram packages, it's just that the HPP of one package is too expensive, and also this coffee product has not been marketed on a large scale because the coffee yields here still not stable. Therefore, the results of this coffee are sold only to people who order directly from BUMDES.

To manage the coffee, BUMDES has 1 coffee skin peeling machine which belongs to Perumda with a savings and loan system. The machine can produce 2 quintals and before

Perumda provided the machine, BUMDES has a traditional coffee peeler machine. It's just that it takes 2 times of grinding for maximum results.

The coffee beans that have been harvested will be separated from the shell. There are two methods that are commonly used, namely by grinding with a machine and drying in hot weather conditions. The result of grinding is usually directly at the purification stage, the coffee cherries need to be soaked in water while stirring. Fruit good coffee will sink, while empty or pest-infested coffee cherries will float. Only the fruit that sinks is processed to the next stage.

2. METHODS

This research was conducted in the village of Gunung Karamat, Sukabumi district, West Java province, which is a coffee-producing village. The method of data collection is the observation method, which is one method of collecting data by direct observation, explaining and describing internal and external conditions (SWOT). The interview method was carried out with coffee managers such as BUMDES Gunung Karamat by asking questions that had been prepared beforehand. Data analysis was carried out using qualitative methods.

3. RESULTS AND DISCUSSION

The development of coffee production in the village of Gunung Karamat is inseparable from the BUMDES vision and to realize this vision it is carried out through the BUMDES mission "to create prosperous coffee farmers & in the future want to popularize this coffee product in the form of sachets"

The following is a picture of the coffee production process.

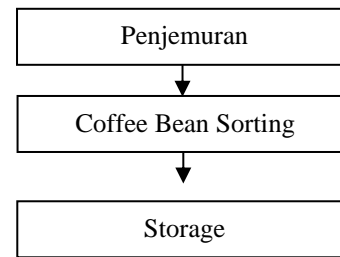
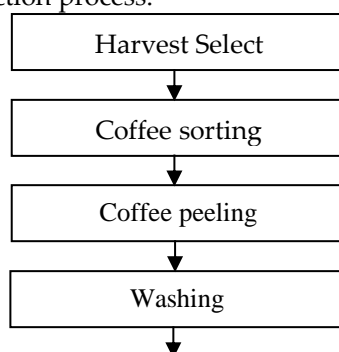


Figure 1. Schematic of the coffee production process in Gunung Karamat Village

SWOT analysis on coffee:

Strength

a. Land Availability

The area of Gunung Karamat village for coffee cultivation can be said that almost all areas are planted with coffee trees, this is proven by the facts at that location.

b. The identity of Mount Karamat coffee which is already a trend outside Sukabumi district.

Since the Dutch era until now the brand of Gunung Karamat Coffee has been known by many people. This is proven by outside investors who want to work with the village bumdes of Gunung Karamat, not only that, local officials prefer coffee that originates in this Gunung Karamat village.

c. The location is very suitable for coffee cultivation.

Gunung Karamat Village is a highland area, with high soil pH which is very suitable for the growth of coffee trees for coffee growers. This coffee is planted at an altitude of 400-900 meters above sea level.

Weaknesses

a. Transportation access

In general, access from the initial substation to Gunung Karamat village to the coffee plantations can be said to be very concerning, it can hamper the mobility activities of farmers and coffee production.

b. Farmer experience

Based on the results of interviews with BUMDES Gunung Karamat that the experience of farmers must be increased by continuous training so that the results of the coffee are maximized.

c. Capital Limitations

The problem faced by BUMDES is none other than capital, with limited capital making it very difficult for BUMDES to manage this business of coffee production. And again, for this coffee business it does not make farmers prosperous because of market instability.

Opportunities

The opportunity for the Gunung Karamat village coffee market in the future will be very profitable, with the following indicators.

The results of the interviews obtained that the opportunity for this coffee is very high, this is evidenced by the existence of companies that are interested in Mount Karamat coffee.

Threats

a. Changes in the weather

Weather changes that are difficult to predict recently will have an impact on the quality of coffee that is being dried.

b. Lack of skilled manpower

Farmers in the village of Gunung Karamat are less interested in working on coffee plantations, this is because the level of wages received is unclear.

Alternative Strategy

a. SO, Strategy (Strengths-Opportunities)

- Continuous development for the next 2-3 years so that the target market is met so that investors invest in processed coffee from the Gunung Karamat village.
- Increasing existing market opportunities through promotion efforts throughout the city/district of Sukabumi.

b. WO Strategy (Weaknesses Opportunities)

- Optimizing the availability and utilization of facilities and infrastructure needed by coffee farmers in supporting the quality of the coffee plants and products produced.
- Growing the institutional functions and partnerships of BUMDES Gunung Karamat.

c. ST Strategy (Strengths-Threats)

- Increasing coffee marketing throughout the Sukabumi area so that the brand from Gunung Karamat coffee will continue to grow.
- Educating coffee farmers to always work hard.

d. WT Strategy (Weaknesses-Threats)

Several obstacles from road access, incompetent farmers and limited capital make this typical coffee from the village of Mount Karamat unable to compete with other products.

4. CONCLUSION

The development of coffee production in the village of Gunung Karamat is inseparable from the BUMDES vision and to realize this vision it is carried out through the BUMDES mission "to create prosperous coffee farmers & in the future want to popularize these coffee products in the form of sachets" by analyzing external and internal factors in coffee products using analysis SWOT as follows,

- Availability of Land The area of Gunung Karamat village for coffee cultivation can be said to be almost all of the area planted with coffee trees, this is proven by the facts at that location.
- Since the Dutch era until now the brand of Gunung Karamat Coffee has been known by many people. This is proven by outside investors who want to work with the village bumdes of Gunung Karamat, not only that, local officials prefer coffee that originates in this Gunung Karamat village.
- Gunung Karamat Village is a highland area, with high soil pH which is very suitable for the growth of coffee trees for coffee growers. This coffee is planted at an altitude of 400-900 meters above sea level.
- Access to transportation In general, access from the initial substation to Gunung Karamat village to the coffee plantations can be said to be very concerning, it can hamper the mobility activities of farmers and coffee production.
- The results of the interviews obtained that the opportunity for this coffee is very high,

this is evidenced by the existence of companies that are interested in Mount Karamat coffee.

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