

COFFEE FARMING BUSINESS MODEL AND ITS IMPACT ON THE LOCAL ECONOMY

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DOI: <https://doi.org/10.66931/jmb-572>

Received: July 2026

Revised: August 2026

Accepted: September 2026

Abstract :

This research is motivated by the situation in East Java, coffee plantations have become the main pillar in advancing the local economy and can increase people's income. However, many people in Sumberduren Village still sell their coffee harvest in wet logs. By looking at the abundant natural resources of coffee, especially since coffee has now become a mainstay in East Java, there is a need for innovation in product processing to increase the added value of coffee products and the selling price of coffee products. This research uses a qualitative type of research. The approach used in this research is a qualitative approach. This approach is a research procedure that produces descriptive data in the form of written or spoken words from organizations and behavior that is observed and directed at natural settings and individuals. Data collection techniques use observation, interviews and documentation. Data analysis was carried out using qualitative descriptive methods. The results of this research show that the contribution of coffee farming in increasing people's income in Sumberduren Village has had a broad impact. Previously they only earned around 44% of their income, but with the contribution of coffee farming businesses in Sumberduren Village it has increased. Which is quite good. This is based on the results of interviews with farmers and other communities in Sumberduren Village, Kec. Krucil, Probolinggo Regency.

Keywords: *Contribution of coffee farming, community income level*

Abstrak :

Penelitian ini dilatarbelakangi oleh keadaan di Jawa Timur, perkebunan kopi telah menjadi pilar utama dalam memajukan perekonomian lokal serta bisa meningkatkan pendapatan masyarakat. Namun masyarakat Desa Sumberduren masih banyak yang menjual hasil panen kopi secara gelondongan basah. Dengan melihat sumber daya alam kopi yang melimpah, apalagi kopi sekarang sudah menjadi andalan di Jawa Timur sehingga perlu adanya inovasi olahan produk agar dapat meningkatkan nilai tambah hasil produk kopi dan harga jual produk kopi. Penelitian ini menggunakan jenis penelitian kualitatif, Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kualitatif, pendekatan ini sebagai prosedur penelitian yang menghasilkan data deskriptif berupa kata-kata tertulis atau lisan dari organisasi dan perilaku yang diamati dan diarahkan pada latar alamiah dan individu secara menyeluruh. Teknik pengumpulan data menggunakan observasi, wawancara dan dokumentasi. Analisis data dilakukan dengan deskriptif kualitatif. Dari hasil penelitian ini menunjukkan bahwa kontribusi pengusaha tani kopi dalam pendapatan masyarakat di Desa

Sumberduren membawa dampak yang luas. Secara ekonomi, usaha ini memberikan sumber pemasukan utama bagi petani kopi. Hal ini berdasarkan hasil wawancara kepada para petani dan masyarakat lainnya di Desa Sumberduren Kec. Krucil Kabupaten Probolinggo.

Kata Kunci: *Pengusaha tani kopi, pendapatan masyarakat, kontribusi pendapatan*

INTRODUCTION

The agricultural sector remains the backbone of the economy in many rural areas of Indonesia. Coffee is a leading commodity with high economic value and export potential. Amidst the dynamics of globalization and demands for improved rural welfare, developing coffee farming is a relevant and promising strategy for driving sustainable local economic growth ([Apriliani, 2021](#)).

Indonesia is known as an agrarian nation, meaning it relies heavily on the agricultural sector for both livelihood and development. Most of its population lives in rural areas and earns a living as farmers. The agricultural sector plays a crucial role in national development, including achieving food self-sufficiency, expanding employment opportunities in rural areas, and serving as a source of foreign exchange that can increase the income of farming communities.

The evolving coffee farming model not only increases farmers' incomes but also stimulates supporting economic activities at the village level, such as harvest transportation, packaging, ground coffee processing, and marketing coffee products through digital media and local markets. This creates a multiplier effect that stimulates the local economy ([Zahidi, et al., 2020](#); [Basofitrah, A. 2026](#)). However, the extent to which these business models contribute significantly to the local economy, and the factors that support or hinder their sustainability, remains understudied.

Coffee plantations in East Java have become a key pillar in advancing the local economy and increasing the income of local communities. Since its inception, East Java has been known as a leading coffee producer in Indonesia, with climate and soil conditions that are highly conducive to coffee growth. The contribution of coffee farmers in East Java is significant, producing high-quality coffee that is exported to various countries ([Fauzia Putra & Suprianto, 2020](#)). one of which is in Probolinggo Regency, Sumberduren Village.

Probolinggo Regency, located in East Java Province, has a rich history of coffee cultivation. Coffee plantations have been a crucial agricultural sector for the region's economy. Probolinggo Regency is renowned for its production of high-quality Arabica and Robusta coffee.

Coffee cultivation in Probolinggo Regency has been an integral part of local life for generations. Coffee farmers in this area employ sustainable and traditional agricultural practices to ensure high quality and productivity. They are familiar with plant maintenance techniques, selecting coffee varieties suited to local climate conditions, and processing high-quality coffee beans ([Nababan et al., 2023](#)).

Furthermore, farmers in Probolinggo Regency are actively involved in various cooperative and farmer group development activities. The impact of coffee plantations in Probolinggo Regency is felt not only economically but also socially and culturally. Coffee culture has become part of the local identity,

creating jobs and business opportunities for the local community. Furthermore, the development of the coffee industry has provided a positive impetus for infrastructure development and the provision of basic services in the region. Coffee plantations in this area are widespread across various sub-districts, such as Sumberasih, Gending, and Leces, especially in Krucil Sub-district, an area with climate and soil conditions that support coffee growth.

Krucil District, located in Probolinggo Regency, East Java, Indonesia, is an area renowned for its high-quality coffee plantations. Amidst the green hills, sprawling coffee plantations serve as the primary livelihood for most of the population. Coffee entrepreneurs in Krucil District play a vital role in the coffee supply chain. They often collaborate with local farmers to source quality coffee beans, which are then processed into ready-to-drink coffee products.

However, actualizing the potential of individuals or groups becomes a source of economic independence to achieve prosperity and break the cycle of poverty. Coffee farmers are a key factor in the empowerment activities carried out by the Pati Coffee Cluster MSMEs because they control the quality and quantity of coffee bean production. These coffee beans are then processed to achieve maximum sales value (Sembiring, et al., 2020).

Coffee entrepreneurs not only act as processors, but also as marketers who connect products coffee with a wider market. They strive to increase the added value of coffee products with innovations in processing and branding, so that they can compete in local and international markets. Sumberduren Village is one of 14 villages located in Krucil District, Probolinggo Regency. The area of Sumberduren Village is $\pm 1,397,823$ Ha. The distance from Sumberduren Village to Krucil District is 18 km, while the distance to the capital of Probolinggo Regency is ± 60 km, with the current population of 753 families with 665 poor families.

Sumberduren Village, Krucil District, is a mountainous village. It comprises a highland area, and the majority of its residents are farmers. Agricultural commodities include corn, rice, wood, and most importantly, coffee. Many residents of Sumberduren Village sell their coffee harvests through innovative ready-to-eat product processing. Considering the abundant natural resources of coffee, especially since coffee has now become a mainstay in East Java, innovative processing can increase the added value of coffee products and their selling price. This indirectly also ... has a contribution to other economic sectors, so that it can increase the income and economic welfare of the people in Sumberduren Village.

Furthermore, it is crucial to understand how local coffee farmers manage their resources, adapt to the market, and build collaborations to increase productivity and added value. This research also seeks to address the need for a local-potential-based development approach, emphasizing not only production but also innovation, independence, and community participation. In the context of coffee farming development in Sumberduren Village, three key pillars supporting the success and sustainability of the business are innovation, independence, and community participation. These three aspects not only strengthen the internal structure of the farming model but also serve as a tool for social and economic transformation at the village level.

Innovation is key for coffee farmers in Sumberduren to survive and thrive amidst market competition and a changing business climate. Innovation extends beyond agricultural technology to post-harvest aspects, packaging, digital marketing, and the creation of coffee derivatives such as packaged ground coffee, instant brewed coffee, and herbal coffee. Some farmers have adopted coffee bean fermentation techniques, solar-powered dryers, and attractive local product branding to penetrate the tourism and retail markets. These innovations emerge organically from the community but are also driven by training, partnerships, and knowledge exchange between farmers and external parties (Wiguna, et al., 2019).

Independence is a strong characteristic of coffee farmers in this village. Many farmers manage their businesses independently, from planting to product distribution, without relying too much on middlemen or government assistance. They learn from experience, build independent networks, and even save their harvest to expand their businesses for the next season. Family-based or cooperative-based business models demonstrate farmers' ability to manage risk, utilize local resources, and manage production and financial strategies sustainably. This independence strengthens farmers' position as key actors in the coffee value chain, not simply as suppliers of raw materials.

The success of the coffee farming business model is also supported by active community participation, both as direct actors and supporters. Harvesting, processing, and marketing activities involve various levels of society, including women and village youth. In some cooperatives, women are involved in packaging and business administration, while youth play a role in digital marketing and social media promotion. This participation creates a sense of belonging to local coffee products and fosters collective pride in the village's potential. Furthermore, community participation strengthens social solidarity, expands networks, and opens up opportunities for inclusive and sustainable business development.

RESEARCH METHOD

This research uses a qualitative approach with a case study. This approach was chosen to gain a deeper understanding of the coffee farming model and its contribution to the local economy in Sumberduren Village, Krucil District, Probolinggo Regency. The research was conducted in Sumberduren Village, a village known as one of the centers of smallholder coffee production in Krucil District, Probolinggo Regency.

The research subjects include: Coffee farmers (farmers who run their businesses independently or in groups), Village community leaders, Village officials, Agricultural/cooperative facilitators, Village residents as recipients of economic impacts. Data collection techniques used in-depth interviews, observations, and documentation studies. Data analysis was carried out using the interactive model from Miles and Huberman (1994), which includes three main stages: Data Reduction is the simplification and selection of data from interviews, observations, and documentation. Irrelevant data is eliminated to focus on the main themes: business models, management strategies, and

economic impacts. Data Presentation (Data Display) is the reduced data arranged in narrative form, matrices, graphs, or business model charts to show patterns, relationships, and dynamics between elements in coffee farming. Conclusion Drawing and Verification (Conclusion Drawing & Verification) is compiling the main findings regarding the characteristics of the coffee farming business model and its impact on increasing income and economic welfare of residents. This process is carried out continuously throughout the data collection process.

FINDINGS AND DISCUSSION

Coffee Farming Business Model and Its Impact on the Local Economy: The Case of Sumberduren Village, Krucil, Probolinggo

The coffee farming model in Sumberduren Village, Krucil District, Probolinggo Regency, represents a form of local commodity-based entrepreneurship that grew out of community initiatives. Farmers in this village not only act as raw material producers but also operate businesses independently or in groups, covering all upstream and downstream processes, from cultivation and post-harvest to marketing processed products such as ground coffee and green beans.

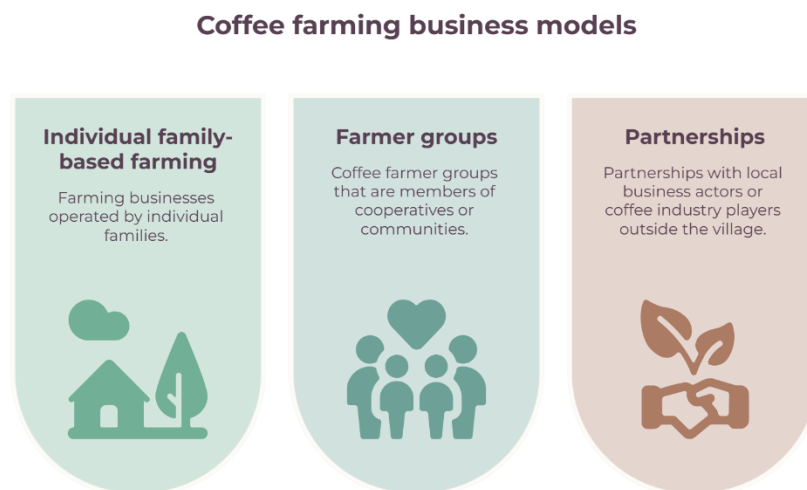


Figure 1: Coffe Farming Business Models

From the results of observations and in-depth interviews, it was found that the developing coffee farming business models can be categorized into three main forms: (1) Individual family-based farming businesses, (2) Coffee farmer groups that are members of cooperatives or communities, and (3) Partnerships with local business actors or coffee industry players outside the village. Each model has a different production pattern, business scale, and marketing network, but all make a real contribution to increasing the income of farmer households.

The first, family-based model typically relies on privately owned land, employing independent labor or family assistance. Although small-scale, this model demonstrates microeconomic resilience due to its flexibility and reduced dependence on external parties. Meanwhile, the group or cooperative model opens access to training, business capital, and broader markets. Group-based coffee farming also strengthens social solidarity, improves farmers' bargaining power over market prices, and enables collaborative innovation in coffee

production and packaging.

Family-based individual farming is one of the dominant models practiced by coffee farmers in Sumberduren Village. This model is characterized by the active involvement of all family members in various stages of the farming process, from land preparation, planting, plant maintenance, harvesting, and post-harvest processes such as drying and packaging. In practice, this farming business is not managed formally as a business entity, but rather based on the family's social and economic structure (Septiadi & Rusdi, 2023).

The distinctive feature of family-based coffee farming is its relatively small scale and limited use of resources, particularly land, labor, and capital. However, this model offers advantages in decision-making flexibility, cost efficiency, and resilience to challenging situations such as fluctuating coffee prices or extreme weather events. In some cases, family farmers also utilize local wisdom and traditional knowledge in managing their coffee plantations, such as organic cultivation techniques or natural fertilization.

Interviews with several farmers in this village revealed that their primary motivation for running their businesses independently is to maintain economic independence, preserve the legacy of their family gardens, and avoid dependence on middlemen. While income from a single harvest cycle isn't always high, with family-based work patterns and minimal production costs, farmers still earn a sufficient net profit to cover their daily needs.

Furthermore, family-based coffee farming also serves as a learning platform for productive economics for the village's younger generation. Children involved in the business process from an early age learn not only technical agricultural skills but also values such as responsibility, perseverance, and family solidarity. In some families, these efforts have even developed into home-based businesses producing locally packaged coffee under their own brands (Sudarko, et al., 2020).

This business model faces several challenges, including limited capital to purchase more modern processing equipment, limited market access within the local area, and a lack of managerial training in business management. Therefore, interventions in the form of training, mentoring, and facilitating access to capital are crucial to increasing the competitiveness of this family-based farming business amidst the dynamics of the village economy. The individual, family-based farming business in Sumberduren Village demonstrates that strengthening the local economy can begin at the smallest level, namely the family. When managed consistently and supported by an adequate ecosystem, this business has the potential to become the foundation for sustainable rural entrepreneurship growth.

The second model, coffee farmer groups organized into cooperatives or communities, is a collective business model that is growing rapidly in Sumberduren Village. Unlike the individual, family-based model, this model relies on collaboration between farmers who share a shared vision and interests in developing coffee farming in a more organized manner. Within this structure, farmers pool resources, information, and bargaining power to achieve optimal results in terms of production, distribution, and economic profitability.

The formation of coffee cooperatives or farming communities is based on a spirit of mutual cooperation and the need to strengthen farmers' positions within the often unequal commodity value chain. Coffee farming cooperatives typically provide members with various services, such as providing superior seeds, training in cultivation and post-harvest practices, access to capital, and marketing networks. Through this scheme, farmers receive technical and managerial support not available through independent business models.

In practice, this cooperative or community collectively manages coffee production, from harvesting and processing the green beans, packaging, and sales. These activities take place in a production center or shared processing house, which serves as a hub for community activity and innovation. Quality standardization and product quality control also add value to this model, giving Sumberduren coffee products a greater chance of competing in regional and national markets (Mawarni & Feryanto, 2023).

Furthermore, the existence of coffee farmer cooperatives also has a significant social impact. In addition to increasing farmer incomes, cooperatives also provide a space for empowerment, discussion, and knowledge exchange. The active involvement of female farmers and the younger generation in cooperative activities demonstrates that these communities are inclusive and adaptable to changing times. Several cooperatives have even established partnerships with coffee industry players, MSME activists, and village support institutions to strengthen distribution networks and promote the branding of local coffee products.

This group model is not without its challenges. Common issues include limited managerial capacity among cooperative administrators, internal conflicts among members, and dependence on external support such as government or NGO assistance. Furthermore, not all cooperative members have a sufficient understanding of collective economic principles, resulting in inconsistencies in commitment and contributions to the cooperative.

The cooperative or community-based coffee farmer group model in Sumberduren Village has made a significant contribution to strengthening the local economy and building social solidarity. If managed professionally and supported by sustainable empowerment policies, this coffee farmer cooperative has the potential to become a driving force for a resilient and competitive agro-industry-based village economy.

From a local economic perspective, the presence of coffee farming has several significant impacts. First, increased community income is evident in farmers' ability to meet their living expenses, send their children to higher education, and renovate their homes. Second, coffee farming creates new jobs, including farm laborers, post-harvest processors, and local marketing staff. Third, the growth of the coffee business also stimulates supporting economic activities such as transportation services, agricultural equipment suppliers, and food and beverage MSMEs that sell their products in coffee production centers.

The third model: One coffee farming development strategy in Sumberduren Village that has become increasingly prominent in recent years is the formation of partnerships with local businesses and coffee industry players

outside the village. This partnership model emerged in response to farmers' limited access to wider markets and the need to improve product quality and the selling price of their coffee.

These partnerships generally take the form of collaborations between coffee farmers or farmer groups and roasters (coffee processors), cafes, specialty coffee distributors, or exporters with established market networks and expertise in the coffee industry. These partnerships vary, ranging from harvest sales contracts, coffee quality improvement training, post-harvest support, and support for product branding and packaging.

Observations and interviews revealed that the farmers significantly benefited from this partnership. This includes improved production quality standards, as industry partners typically provide training on selective harvesting, natural or honey processing, and industry-standard drying techniques. Thanks to these improved qualities, Sumberduren coffee has successfully penetrated the cafe and modern retail markets, and in some cases has even participated in national coffee exhibitions.

Furthermore, this partnership also opens up access to new markets that were previously difficult for farmers to reach independently. Coffee products curated with industry partners gain market trust, thereby providing added economic value to farmers. Purchase prices from industry partners are typically higher than those from local markets or middlemen, due to considerations of quality, process, and sustainability.

However, this partnership model also presents its own challenges. Dependence on business partners for marketing and determining quality standards can create an unequal bargaining position if not accompanied by transparent and fair agreements. Some farmers also expressed that the partner's grading system still feels subjective and lacks farmer participation in the quality evaluation process (Chairuddin, et al., 2021).

Despite these challenges, partnerships between coffee farmers and industry players represent a strategic step in connecting local potential with global markets. This model not only increases farmers' incomes but also encourages knowledge transformation, innovation, and professionalism in coffee farming management (Furqon et al., 2025). Going forward, these partnerships need to be continuously facilitated by local governments or supporting institutions to ensure equitable, transparent, and mutually beneficial relationships between the parties (Cahyanto, et al., 2021).

By strengthening the position of farmers as primary producers and building a mutually supportive network within the coffee industry ecosystem, this partnership demonstrates that agriculture-based local economic development can synergize with modern market dynamics, without losing the cultural roots and identity of the village. The analysis also shows that the success of this coffee farming model is heavily influenced by the social capital of the village community, such as the spirit of mutual cooperation, partnerships between farmers, and openness to innovation. However, challenges remain, particularly in terms of production sustainability, access to modern processing technology, and dependence on the harvest season. Furthermore, limited

marketing and product branding hinder penetration into markets outside the region or for export.

The coffee farming model in Sumberduren Village has become a crucial tool in strengthening the local economy based on village potential. With continued support from the local government, NGOs, and private partners, this model has the potential to develop into a village entrepreneurial ecosystem that not only increases income but also strengthens the economic and social identity of the Sumberduren community.

Contribution of Coffee Farmers to Community Income (Case Study of Sumberduren Village, Krucil District, Probolinggo Regency)

Coffee farming has become the economic backbone of the community in Sumberduren Village, Krucil District, Probolinggo Regency. In this context, the role of coffee farmers, both individual and collective, has significantly contributed to increasing household incomes and strengthening the local agricultural-based economic structure. Interviews and field observations reveal that coffee farmers not only act as coffee bean producers but also as drivers of the village economy. They manage the coffee cultivation, post-harvest, processing, and marketing processes independently or through groups. This activity not only generates personal economic benefits but also creates jobs for local residents, from harvest laborers and processors to distribution and packaging services.

One of the main contributions of coffee farmers lies in directly increasing community incomes. Residents who previously relied solely on mixed farming or seasonal work can now earn additional income from participating in the coffee farming cycle. During harvest time, many families earn income from work as coffee pickers or bean dryers. Furthermore, farming families who successfully produce locally ground coffee independently also earn higher profit margins because the selling price of processed products is much higher than that of raw coffee (Nababan, et al., 2023).

Coffee entrepreneurs and coffee farmers, who before the coffee processing business into a ready-to-consume product. Farmers often sold coffee in whole grains, but with innovations in coffee processing by entrepreneurs who produce coffee into ready-to-consume products, the selling price of the coffee itself can increase. Farmers who do not have production equipment can utilize production services from these entrepreneurs. For those who do not have coffee plantations, they can become traders or sellers of processed coffee products (M. Sembiring, 2020).

The contribution of coffee farmers not only increases the added value of their products but also creates jobs for the community, significantly impacting various aspects, including the economy, society, and the environment. Sustainability in agricultural practices and community empowerment are key to ensuring the continued positive impact of coffee farming. Economically, this business provides a primary source of income for coffee farmers and even inspires other businesses such as agrotourism and other processed agricultural products (Reta, et al., 2021).

Based on the results of the study of the level of community income obtained from coffee farming per hectare per year with coffee prices of Rp. 20,000

/ kg - 25,000 / kg, the average income obtained by respondents from coffee farming in one year is Rp. 67,518,333 per hectare. While income from non-coffee farming from pepper, clove and chili farming with clove prices of Rp. 80,000 / kg, pepper Rp. 30,000 / kg, and chili Rp. 15,000 / kg, the income obtained per hectare in one year is Rp. 6,150,000 per hectare. The income of the Sumberduren community apart from agriculture also comes from the service sector such as civil servants, village apparatus traders and other services with an average of Rp. 35,413,142 per year.

Based on the data above, it can be analyzed that indirectly, the presence of coffee farmers also has a multiplicative impact on the village economy. With the increased income of farmers and farm laborers, people's purchasing power also increases. This encourages the growth of other small businesses such as local coffee shops, snack businesses, and harvest transportation services. In fact, some families are able to send their children to higher education or renovate their homes using the profits from the coffee business.

Beyond their economic impact, coffee farmers also play a crucial role in transforming the mindset of rural communities, transforming them from traditional farmers to more market-adaptive agricultural entrepreneurs. Many have begun to understand the importance of product quality, organic certification, local branding, and social media-based marketing innovations. This demonstrates that their contributions extend beyond financial aspects to building social capacity and community entrepreneurship (Teniro & Zainudin, 2022; Baitussalam, et al., 2025).

However, a number of challenges remain, including limited capital, fluctuating market prices, and dependence on harvest seasons. Furthermore, access to modern processing technology and policy support that favors smallholder farmers are also crucial to optimize and sustain their contribution to community income.

Coffee farmers in Sumberduren Village play a strategic role in driving economic growth in the village community. They serve not only as producers but also as agents of local economic change, building independence, improving welfare, and paving the way for a resilient and productive village through the coffee sector.

CONCLUSION

Based on the research results, it can be concluded that coffee farmers have made a significant contribution to increasing the income and welfare of the community in Sumberduren Village. Coffee farming, run individually, through farmer groups, or in partnership with industry players outside the village, has become a driving force for the local economy, based on the village's natural and social resource potential.

The individual, family-based coffee farming model plays a crucial role in building household economic independence, while farmer groups and cooperatives can strengthen farmers' bargaining power and expand access to training and markets. Furthermore, partnerships with industry players outside the village also open opportunities for innovation and broader distribution

networks, accelerating the transformation of farmers into adaptive agribusinesses.

In addition to directly contributing to increased incomes for residents, the presence of coffee farmers also creates indirect economic impacts, such as the creation of new jobs, the growth of supporting businesses, and increased purchasing power. This demonstrates that the development of coffee farming impacts not only the individual farmers but also the overall socioeconomic structure of the village.

However, to maintain and expand this contribution, ongoing support is needed from various parties, including local governments, financial institutions, and industry partners, particularly in the aspects of access to capital, processing technology, business management training, and strengthening the branding of local coffee products.

With targeted collaborative strengthening, coffee farmers in Sumberduren Village have the potential to become pioneers in building agro-industry-based village economic independence, which is not only oriented towards profit, but also towards sustainability, justice, and empowerment of the community.

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