

Research Article

Value Added Analysis And Development Strategies For Special Coffee Processing Business in Wih Pesam District, Bener Meriah Regency, Aceh Province

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ABSTRACT

This study aims to analyze the amount of added value and profits obtained by the owner in the Specialty Coffee processing business and to determine product development strategies in Wih Pesam District, Bener Meriah Regency. This research was conducted in September 2021. The determination of the research area was based on the consideration that, in Wih Pesam District, there is Arabica Coffee processing into Specialty Coffee. Respondents in this study were business owners of Arabica Coffee Processing into Specialty Coffee. Determination of the sample is done intentionally (purposive). The analysis used is a profit-loss calculation, added value, and SWOT analysis. The results show that the business of processing Arabica Coffee into Specialty Coffee provides a profit of Rp. 2,843,798 /Once the production process for one month and creates an added value of Rp. 145,449/ kg per kg of raw materials. The ratio of added value to product value is 72.63%, meaning that for every Rp 100 product value, an added value of Rp 72 will be obtained. The added value indicates a high value. The strategy that will be used is the Aggressive Strategy. This aggressive strategy focuses more on SO (Strenght-Opportunities) by using strengths to take advantage of existing opportunities, where these businesses have opportunities and strengths so they can take advantage of existing opportunities. From the company's internal perspective, strengths are greater than weaknesses. It can be seen from the calculation results, namely, the strength value is 3.95 and the weakness value is 1.45. Then from an external perspective, opportunities are greater than threats, it can be seen from the calculation results, namely, the opportunity value is 3.24 and the weakness value is 2.3.

Keywords: Processing, Value Added, SWOT Analysis, Specialty Coffee

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1. Introduction

Processing is the process of making materials from raw/fresh materials into products to meet human needs both physically, chemically, and biochemically. The treatment in the processing of agricultural products includes several processes including material handling, cleaning, separation, sorting, heating at high temperatures, cooling and freezing, drying, thickening, crystallization, extraction, distillation, milling, mixing, packaging, storage and warehousing, Suratiyah (2015). The advantages of processing agricultural products are as follows:

- a. Extend inventory time and quantity

Processed agricultural products will definitely be preserved and can last longer than fresh ingredients.

- b. Easy storage and distribution

All processed foodstuffs are easily stored and sent to other areas, the benefit of which is that the food will not be easily damaged before it reaches its destination.

- c. Increase economic added value and social added value

Processed agricultural products will increase their selling value after becoming a diverse products.

- d. Reduce loss rate

This is clearly the case, if the price of logs drops, processing the coffee logs into coffee grounds can certainly increase profits.

e. Reducing environmental pollution and waste treatment

Raw food ingredients that are processed properly will reduce the portion of wasted because the by-products or waste from the processing of agricultural products can become agricultural products that also have high economic value. There are several examples of waste from agricultural processing that can be recycled. For example, dregs from tofu can be made into tempeh gumbos and waste from pieces of vegetables and fruit including waste from coffee logs can be used as compost which can fertilize the soil, with processing techniques it is hoped that it can reduce damage to farmers' agricultural products and can get much more added value. large and can produce agricultural products from local commodities, Suratiyah (2015).

Meanwhile, according to Umar (2011), strategy is an action that is incremental (always increasing) and continuous and is carried out based on the point of view of what customers expect in the future. Thus, strategy almost always starts from what can happen and not from what happens. The speed of new market innovations and changes in consumer patterns require core competencies (core competition)

Salmiah (2015), Research Results obtained: 1). Land area and Arabica coffee production in Gayo Lues Regency fluctuated from 2007–2011. 2). The internal factors that influence the development strategy of coffee farming in Gayo Regency which has the highest IFAS weight are sufficient land availability (strength) and farmers lack capital and do not know the results of research on coffee. 3). External factors that influence the development strategy of coffee farming in Gayo Regency and which have the highest EFAS weight are the existence of free trade that makes farming famous (Opportunities) and changes in coffee prices (threats) 4). The results of the analysis show that the strategies obtained from the matrix analysis show that the top priority strategies are improving the quality and production of coffee and partners providing prices to farmers in accordance with applicable regulations. Furthermore, Nanda (2019), this study aims to determine the Internal and External environment and formulate a strategy for developing an Arabica coffee processing business. The research method used is descriptive research with purposive location selection at CV Gayo Mandiri Coffee and consists of 3 populations and all of them will be sampled using purposive sampling method. The data collected includes primary and secondary data. Data analysis using internal factors, external factors and using a SWOT matrix. The results of this study are that in terms of internal Strength has a value of 1.63 and Weaknesses have a value of 1.28 in terms of External Opportunities has a value of 1.52 and Threats has a value of 1.01, the results of this study show how the Arabica coffee processing business is in the Aggressive Strategy. The strategy that must be applied in this condition is to support an aggressive growth policy (Grown Oriented Strategy).

Ihsan (2019), This research was conducted with the aim of knowing the Internal and External factors contained in the Seladang Cafe Coffee Shop and knowing how to develop the Coffee Agribusiness found in Seladang Cafe. Based on the results and discussion of the research, it can be concluded that Seladang Cafe is in Quadrant II in the SWOT Position Matrix, namely Aggressive Strategy. This position is very profitable where Seladang Cafe has Strengths and Opportunities. The focus of the strategy is the SO (Strength-Opportunity) Strategy using strengths to take advantage of existing opportunities. Its strengths include superior coffee seeds, low plant maintenance costs, processing using sophisticated machines, and the district government as a supporting party. Opportunities that are owned include, Availability of raw materials to reduce operational costs, Experience in cultivating coffee and cafe management, Interesting concept, As an Agrotourism Destination.

While Sianturi (2018), this study aims to describe the development of Arabica coffee over the last five years in Humbang Hasundutan Regency; analyze internal environmental factors and external environmental factors that affect the development of coffee agribusiness in Paranginan District and formulate alternative strategies for developing Arabica coffee farming in Paranginan District. The analytical method used is descriptive analysis method, IFE and EFE analysis methods, and SWOT analysis. The results showed that the development of Arabica coffee land area was 533.5 ha from 2011-2015. The development of Arabica coffee production was 1.89% per year and the development of Arabica coffee productivity was 0.12% per year from 2011-2015. Olivia (2022), This

study was aimed at: 1) To find out the profile description of ICN Agroindustry houses in Kemantan Mudik Village, Air Warm Timur District, Kerinci Regency. 2) To find out how to process coffee cherries into coffee perfume in Kemantan Mudik Village, Air Hangat Timur District, Kerinci. 3). Analyzing the added value resulting from processing coffee cherries into coffee perfume in Kemantan Mudik Village, Air Warm Timur District, Kerinci Regency. 4). To find out the level of profit of the coffee perfume agroindustry in Kemantan Mudik Village, Air Warm Timur District, Kerinci Regency. From the results of the study it can be concluded that (1). ICN agroindustry is one of the agroindustry in Kemantan Mudik Village, Air Warm Timur District, Kerinci Regency which processes coffee cherries into perfume and provides a large added value of Rp. Rp.396,620.9 with a percentage rate of 87.5%. The ICN agroindustry is the only agroindustry that produces coffee cherries into coffee perfume in Kemantan Mudik Village, Air Warm Timur District, Kerinci Regency.

Bener Meriah, which is one of the world's best coffee producers and the largest exporter of Indonesian coffee abroad, has a history of its own. Gayo land is a good place for coffee plantations with an altitude of 1,000 to 1600 meters above sea level. This coffee plantation, which has been developed since 1908, thrives in Bener Meriah Regency, Central Aceh, and a small part of the Gayo Lues area. These three areas, which are located at an altitude of 1200 m above sea level, have the largest coffee plantations in Indonesia, which is around 81,000 hectares. Each of 42,000 hectares is located in Bener Meriah Regency, the rest (39,000 hectares) in Aceh Tengah Regency (Aceh Agriculture Office, 2016).

Table 1. Coffee Plantation Area (Hectare) And Total Coffee Production (Quintal) In Bener Meriah Regency. 2017

No	Subdistrict	copy	
		Plant Area (Ha)	Production (Quintal)
1	Bandar	4.702,80	3.014,924
2	Bener kelipah	1.514,03	983.691
3	Bukit	3.711,78	2.707,492
4	Gajah putih	3.966,30	2.826,208
5	Mesidah	5.103,04	2.537,352
6	Permata	9.638,48	6.257,812
7	Pintu rime gayo	8.585,85	4.378,345
8	Syiah utama	92,73	60.976
9	Timang gajah	5.019,26	3.567,755
10	Wih pesam	3.929,30	3.022,214
Total		46.263,57	29.356,769

Source: BPS Kabupaten Bener Meriah, (2017).

Table. 1 is the area of coffee plantations and the amount of production in Bener Meriah Regency in 2017, There are ten sub-districts in Bener Meriah Regency which are the best coffee producers with a coffee plantation area of 46,263.57 hectares and Green Beans production of 29,356.769 Quintals.

Processing is one of the most important things in post-harvest handling. One of them is Specialty Coffee processing. Processing aims to handle and manipulate a product in order to obtain quality and added value compared to the quality and value of the original material. Without proper processing, it will cause losses (Afriliana, 2018).

The trend of drinking Arabica coffee has become a new style for the community, where especially young people have switched from connoisseurs of Robusta coffee to connoisseurs of Arabica coffee. One of the processed Arabica coffees is Specialty Coffee, Specialty Coffee. Rousing

2. Methodology

The research was conducted in Wih Pesam District, Bener Meriah Regency, Aceh Province. This research area was determined by the purposive method (Nasir, 1999). The determination of the research area is based on the fact that Wih Pesam District is one of the coffee powder-producing areas in Bener Meriah Regency. The sampling method used the Total Sampling method, namely taking samples from the entire population in the research area to be used as samples. The total population in the study area amounted to 7 coffee processing businesses and all of them were used as samples. These 7 processing businesses are located in 3 villages, namely; 5 in Simpang Teritit Village, 1 in Mushroom Ujung Village, and 1 in Bergendal village.

3. Result and Discussion

3.1 IFAS and EFAS. Matrix Analysis

a) Internal Factor Evaluation (IFAS Matrix)

The factors analyzed are the internal strategic factors of the Specialty Coffee processing business in Wih Pesam District, Bener Meriah Regency which consist of the value of Weight, Rating, and Score. As shown in Table 4.13 below. Table. Matrix of Internal Factor Analysis Strategy (IFAS) One-Process Specialty Coffee Processing Business in Wih Pesam District.

b) Evaluation of External Factors (EFAS Matrix)

Below are the results of the processing of the External Factor Analysis Strategy (EFAS) matrix. Table. Matrix of External Factor Analysis Strategy (EFAS) One-Process Specialty Coffee Processing Business in Wih Pesam District.

Table 2. The results of the processing of the External Factor Analysis Strategy (EFAS) matrix

Faktor	Bobot	Rating	Skor
Peluang			
Sunshine Intensity	0.3	4	1.2
A Wide Market Share	0.2	3	0.6
Consumers Increase	0.2	3	0.6
The Development of Coffee Drinking Trends Among the Community	0.1	4	0.4
Domestic And Global Market Demand	0.05	3	0.15
Ease of Marketing	0.03	3	0.09
Availability of Transportation Facilities	0.05	3	0.15
Information Technology Development	0.05	3	0.15
Business Capital Loan	0.02	3	0.06
Sub-Total	1		3.4
Ancaman			
Changes in the weather	0.1	3	0.3
High Trace in Green Bean Coffee	0.1	2	0.2
Business Group	0.1	2	0.2
Market competition	0.2	3	0.6
Increase in Prices of Raw Materials From Farmers	0.2	2	0.4

Working Capital Dependence	0.2	2	0.4
Government policy	0.1	2	0.2
Sub Total	1		2.3
Total			5,7

Source: Primary Data Processed (2021)

From the table above, it can be seen that the results of the EFAS (External Analysis Summary) matrix calculation show that the total value of external factors is 5.7 with an opportunity value of 3.4 and a threat value of 2.3. This shows that the external position of the Arabica coffee processing business can take advantage of opportunities and overcome external threats.

c) Merging Matrix IFAS dan EFAS

Table 3. IFAS and EFAS Merger Matrix

Analisis Swot			
Faktor	Bobot	Rating	Skor
Kekuatan			
Availability of Raw Materials	0.3	4	1.2
Strategic Business Location	0.01	4	0.04
Labor Availability	0.03	4	0.12
Quality and Quality of Raw Materials	0.01	4	0.04
Production Facilities	0.02	3	0.06
Production process	0.1	4	0.4
Product Has Complete Business License	0.02	3	0.06
Business Owner Experience	0.2	4	0.8
Personal Capital Availability	0.01	3	0.03
Good Relationship With Customers	0.3	4	1.2
SUB TOTAL	1		3.95
Weakness			
Raw Material Continuity	0.2	1	0.2
HR Education	0.2	1	0.2
Lack of Incessant Promotion	0.1	1	0.1
Distribution Network That Is Not Extensive	0.1	2	0.2
Bargaining Position of Entrepreneur	0.3	2	0.6
Perishable Equipment	0.01	2	0.02
Labor Skills	0.04	2	0.08
Production Process Cleanliness	0.05	1	0.05
SUB TOTAL	1		1.45
DIFFERENCES OF STRENGTHS-WEAKNESSES			2.5
Peluang			
Sunshine Intensity	0.3	4	1.2
A Wide Market Share	0.2	3	0.6
Consumers Increase	0.2	3	0.6
The Development of Coffee Drinking Trends Among the Community	0.1	4	0.4
Domestic And Global Market Demand	0.05	3	0.15
Ease of Marketing	0.03	3	0.09
Availability of Transportation Facilities	0.05	3	0.15
Information Technology Development	0.05	3	0.15

Business Capital Loan	0.02	3	0.06
SUB TOTAL	1		3.4
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Changes in the weather	0.1	3	0.3
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Market competition	0.2	3	0.6
Increase in Prices of Raw Materials From Farmers	0.2	2	0.4
Working Capital Dependence	0.2	2	0.4
Government policy	0.1	2	0.2
SUB TOTAL	1		2.3
DIFFERENT OPPORTUNITIES-THREATS			1.1

Source: Primary Data Processed (2021)

Based on the EFAS and IFAS calculations above, it shows that:

- Internally : Strength > weakness : $3.95 > 1.45$
- Externally : Opportunity > Threats : $3.4 > 2.3$

From these results, it can be ascertained that the strategy to be used is the Aggressive Strategy. These results show how the Specialty Coffee processing business is in an aggressive strategy. The situation in this area is a favorable area. The business has the opportunity and has strength so that it can take advantage of the opportunities that exist. The strategy that must be applied in this condition is to support an aggressive growth policy (Grown Oriented Strategy). This aggressive strategy is more focused on SO (Strength-Opportunities), namely by using strengths to take advantage of existing opportunities. From an internal perspective, strengths are greater than weaknesses, it can be seen from the calculation results, namely, the strength value is 3.95 and the weakness value is 1.45. An example of strength is the company's internal coordination is carried out well, strategic business location, good relations with customers, stable product quality. Then from an external perspective, opportunities are greater than threats, it can be seen from the calculation results, namely the opportunity value 3.4 and the threat value 2.3. An example of an opportunity is the Specialty Coffee market share which is still large, the development of Arabica coffee drinking trends among the public, the development of information technology. These strengths and opportunities can overcome weaknesses and threats

3.2 SWOT Quadrant

After calculating the weights of each internal and external factor, then an analysis is carried out using a position matrix. This matrix is used to see the strategic position of the Specialty Coffee processing business development. Based on the table above, the value of $X > 0$ is 2.5 and the value of $Y > 0$ is 1.1. The position of the coordinates can be seen in the following Cartesian coordinates:

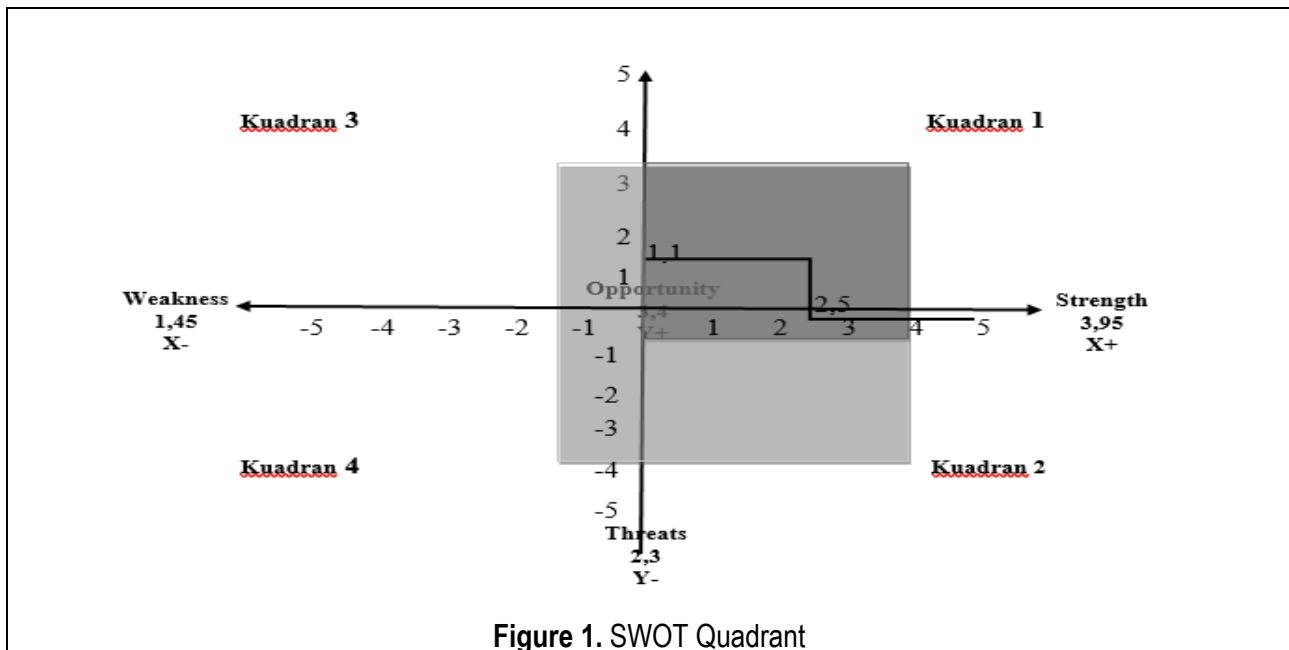


Figure 1. SWOT Quadrant

From the results of the internal-external matrix obtained from the total value of the weighting score on the Specialty Coffee processing business, it is internal, worth 2.5, which means this value is the difference between strengths and weaknesses where strengths are greater than weaknesses. For external factors, the value is 1.1, which means this value is the difference between opportunities and threats, where the opportunity value is greater than the threat.

This result is how the Specialty Coffee processing business is located in area I (Aggressive Strategy). The situation in this area or quadrant I am a very favorable situation. These businesses have opportunities and strengths so they can take advantage of existing opportunities. The strategy that must be applied in this condition is to support an aggressive growth policy (Growth-Oriented Opportunities), namely by using strengths to take advantage of existing opportunities..

3.3 SWOT Matrix

Table 4. SWOT Matrix of One-Process Specialty Coffee Processing Business in Wih Pesam District in September 2021.

		STRENGTH	WEAKNESS
Factor	Internal	<ol style="list-style-type: none"> 1. Availability of Raw Materials 2. Strategic Business Location 3. Availability of Manpower 4. Quality and Quality of Raw Materials 5. Production Facilities 6. Production Process 	<ol style="list-style-type: none"> 1. Continuity of Raw Materials 2. HR Education 3. Lack of Incessant Promotion 4. Distribution Network That Is Not Extensive 5. Bargaining Position of Entrepreneurs
	External	<ol style="list-style-type: none"> 7. Products Have Complete Business Permits 8. Business Owner Experience 9. Availability of Personal CapitalHubungan Baik Dengan Pelanggan 	<ol style="list-style-type: none"> 6. Perishable Equipment 7. Labor Skills 8. Production Process Cleanliness

OPPORTUNITY	S-O	W-O
<ol style="list-style-type: none"> 1. Intensity of Sunshine 2. Market Share Is Still Wide Consumers Increase 3. The growing trend of drinking coffee among the public 4. Domestic And Global Market Demand 5. Ease of Marketing 6. Availability of Transportation Facilities 7. Information Technology Development 8. Business Capital Loans 	<ol style="list-style-type: none"> 1. Strategic business locations can take advantage of the coffee drinking trend among the community 2. Availability of raw materials is supported by the intensity of sunlight in the drying process 3. Good quality and quality of raw materials increase market demand and consumers increase 4. Complete business licenses and good relationships with customers can facilitate marketing 5. The availability of personal capital is the strength of entrepreneurs so there is no need to borrow capital. 	<ol style="list-style-type: none"> 1. Increase promotion by taking advantage of developments in information technology 2. Increase distribution by taking advantage of domestic and global market demand 3. Cleanliness of the production process is the key to increasing availability ease consumers
THREATS	S-T	W-T
<ol style="list-style-type: none"> 1. Weather Change 2. High Trace in Green Bean Coffee 3. Business Group 4. Market Competition 5. Increase in Prices of Raw Materials From Farmers 6. Dependence on Working Capital 7. Government Policy 	<ol style="list-style-type: none"> 1. Good quality and quality raw materials can minimize the high trace 2. Good relationship with customers is a tool to face market competition 3. The availability of personal capital does not make entrepreneurs dependent on loan capital 	<ol style="list-style-type: none"> 1. Add distribution to make it wider and increase promotions 2. Maintain the cleanliness of the production process in order to compete in the domestic and global markets.

3.4. S-O Strategy

This strategy is to take advantage of all strengths and take advantage of opportunities as much as possible. If a company has a major weakness, then the company will try to be able to overcome it and turn it into an opportunity.

- a) Strategic business locations take advantage of the trend of drinking coffee among the community, meaning that with the trend of drinking coffee among the community, companies can take advantage of the business location as one of the places that people are interested in consuming coffee such as making cafes within the company.
- b) The availability of raw materials is supported by the intensity of sunlight in the drying process, where the continuous availability of raw materials can be maximized by the intensity of sunlight for the drying or drying process.
- c) Good quality and quality of raw materials increase market demand and consumers increase which by paying attention to the quality of the raw materials used can increase market demand, where good raw materials will produce good products so that slowly will make consumers increase.

- d) Complete business licenses and good relations with customers can facilitate marketing, by having a business license the products produced will have an identity, and establishing good communication with customers will make it easier for entrepreneurs to market their products.
- e) The availability of personal capital becomes the strength of entrepreneurs so that there is no need to borrow capital. Capital is the main key in starting a business, the availability of personal capital is an advantage so that there are no costs incurred for credit loans.

3.5 W-O Strategi Strategy

This strategy is implemented based on the utilization of existing opportunities by minimizing existing weaknesses.

- a) Increase promotion by utilizing the development of information technology. Promotion is a marketing strategy, in this case, entrepreneurs can use information technology as a promotional medium, such as placing advertisements on social media, buying and selling online groups and even using the services of influencers or endorsers.
- b) Increase distribution by utilizing domestic and global market demand, this strategy utilizes domestic and global market demand to increase product distribution, although global market demand is not as large as domestic market demand. However, by meeting domestic market demand, it is considered to have met the company's target, with the hope that the Specialty Coffee products in the Wih Pesam District will also go international.
- c) Cleanliness of the production process is the key to making consumers grow, telling stories about food and beverage products cannot be separated from the word cleanliness, product hygiene is the key to attracting consumers where healthy products will always be in demand.

3.6 S-T Strategi Strategy

This strategy is in order to use the strengths of the company to overcome threats.

- a) Good quality and quality raw materials can minimize the high traceability, this strategy utilizes good quality raw materials to reduce the number of traces in coffee beans, the selected logs as raw materials are selected logs, where the selected raw materials have passed physically handicapped selection.
- b) Good relationship with customers is a tool to face market competition, the end of the marketing chain is the customer or consumer, establishing good communication relationships between sellers and buyers is one strategy to face market competition.
- c) The availability of personal capital does not make entrepreneurs dependent on loan capital, the availability of personal capital is an advantage, where the cost of credit can be used for human resource development, promotion, and increasing the number of raw materials.

3.7 W-T Strategi Strategy

This strategy anticipates and minimizes existing weaknesses and threats.

- a) Increase distribution to make it wider and increase promotions as well as by adding relationships by utilizing information technology, social media accounts, also by using Influencer Endorsement services, distribution is very important in sales because it is related to the marketing of goods from producers to consumers, without smooth distribution, inventory will be disrupted in its sales activities so it is unable to compete in the market.
- b) Maintaining the cleanliness of the production process in order to compete in the domestic and global markets. Having hygienic and healthy products certainly has more value and is certainly acceptable to the market.

4. Conclusion

Based on the description of the results and discussion, it can be concluded in this study that The Specialty Coffee processing business in Wih Pesam District earns a profit of IDR 2,843,798 /one process, Specialty Coffee processors in Wih Pesam District generate an added value of IDR 145,449/kg of raw materials, with a value added ratio of 72.63%, which means the added value obtained from processing Specialty Coffee is said to be high because the added value ratio is > 50%.

Internal factors of Specialty Coffee processing business are strengths (S) and weaknesses (W), Strengths (S) consist of Availability of Raw Materials, Strategic Business Locations, Availability of Manpower, Quality and Quality of Raw Materials, Production Facilities, Production Processes, Products Have Complete Business Licenses, Experience of Business Owners, Availability of Personal Capital, Good Relationships with Customers, While the weaknesses (W) consist of Continuity of Raw Materials, Human Resources Education, Lack of Incessant Promotion, Distribution Network that is Not Extensive, Entrepreneur's Bargaining Position, Perishable Equipment, Labor Skills, Cleanliness of the Production Process. External factors of the Specialty Coffee processing business are opportunities (O) and threats (T), opportunities (O) consist of, Intensity of Sunshine, Wide Market Share, Increasing Consumers, Developing Trends in Drinking Coffee Among the Community, Domestic and Global Market Demand, Ease of Marketing, Availability of Transportation Facilities, Development of Information Technology, Business Capital Loans. While the threats (T) consist of, Changes in Weather, High Trace on Green Bean Coffee, Business Groups, Market Competition, Increase in Prices of Raw Materials From Farmers, Dependence on Business Capital, Government Policies.

The strategy to be used is the Aggressive Strategy. This aggressive strategy focuses more on SO (Strength-Opportunities) by using strengths to take advantage of existing opportunities, where these businesses have opportunities and strengths so they can take advantage of existing opportunities. From the company's internal perspective, strengths are greater than weaknesses. It can be seen from the calculation results, namely the strength value is 3.95 and the weakness value is 1.45. Then from an external perspective, opportunities are greater than threats can be seen from the calculation results, namely the opportunity value is 3.24 and the weakness is 2.3.

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