

## Increasing the Additional Value of Coffee Cultivation Results in Brebes Regency with a Value Chain Analysis Approach

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<b>Abstract</b>	<p>Coffee is still one of the important plantation commodities in the Indonesian economy. According to the United States Department of Agriculture (USDA), Indonesia is the fourth largest coffee exporter after Brazil, Vietnam and Colombia in the world market. Indonesia's coffee exports in the 2011-2015 period reached 471.24 thousand tons per year or 6.51% of the total world coffee exports. In Brebes Regency in 2017, coffee production reached 495.6 tons. In Brebes, although the price of roasted beans can reach IDR 220,000/kg, most of the new coffee business people enjoy selling cherry coffee, which is very cheap, of around IDR 5,000/kg, For this condition, it is necessary to conduct in-depth research and analysis on how to find cost driver activities which are part of the value chain analysis in an effort to increase the additional value of coffee agribusiness. This research was conducted in the coffee center of Brebes Regency, namely Salem District, Paguyangan District, Bantarkawung District, and Sirampog District. Data were collected by interview, direct observation, and Focus Group Discussion (FGD). Based on the research results, there are at least 4 value chain activities in coffee business activities in Brebes Regency, namely cultivation activities, harvesting activities, green beans processing activities, roasting activities, grinding and packaging activities. The cost driver of the value chain analysis is the roasting process, which has an additional value of 142.4%., from the green bean price of IDR 90,750/kg to IDR 220,000 roasted bean.</p>
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