

**Coffee Commodity Development
(An Effort to Accelerate Diversification of Food Consumption Based on
Local Resources in Central Aceh Regency)**

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Abstract: This research discusses the Development of Coffee Commodities as an Effort to Accelerate Diversification of Food Consumption Based on Local Resources in Central Aceh Regency. This research aims to analyze the development of coffee commodities as an effort to accelerate the diversification of local resource-based food consumption in Central Aceh Regency. Central Aceh Regency has great potential in coffee production, but the limited diversification of local food consumption is one of the problems that need to be overcome. This research uses a descriptive method with a qualitative approach to collect data from various sources, such as field surveys, interviews, and documentation of data analysis used in this research primary and secondary data. Based on the results of the study it was found that: The development of coffee commodities as an effort to accelerate the diversification of local resource-based food consumption in Central Aceh District has great potential. By utilizing the favorable geographical conditions and diversity of coffee varieties, high quality coffee can be produced which is one of the alternatives for local food consumption. However, challenges such as lack of market access,

Keywords: *Coffee Commodity Development, Food Consumption Diversification, and Local Resources.*

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lack of promotion, limited infrastructure, as well as climate change and pest attacks, need to be addressed through collaborative efforts between coffee farmers, local government, and other stakeholders.

Abstrak: Penelitian ini membahas tentang Pengembangan Komoditas Kopi Sebagai Upaya Percepatan Penganekaragaman Konsumsi Pangan Berbasis Sumber Daya Lokal Di Kabupaten Aceh Tengah. Adapun penelitian ini bertujuan untuk menganalisis pengembangan komoditas kopi sebagai upaya percepatan penganekaragaman konsumsi pangan berbasis sumber daya lokal di Kabupaten Aceh Tengah. Kabupaten Aceh Tengah memiliki potensi yang besar dalam produksi kopi, namun masih terbatasnya diversifikasi konsumsi pangan lokal menjadi salah satu permasalahan yang perlu diatasi. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif untuk mengumpulkan data dari berbagai sumber, seperti survei lapangan, wawancara, dan dokumentasi analisis data yang digunakan dalam penelitian ini data primer dan sekunder. Berdasarkan hasil penelitian ditemukan bahwa: Pengembangan komoditas kopi sebagai upaya percepatan penganekaragaman konsumsi pangan berbasis sumber daya lokal di Kabupaten Aceh Tengah memiliki potensi yang besar. Dengan memanfaatkan kondisi geografis yang mendukung dan keberagaman varietas kopi, dapat dihasilkan kopi berkualitas tinggi yang menjadi salah satu alternatif konsumsi pangan lokal. Namun, tantangan seperti kurangnya akses pasar, kurangnya promosi, infrastruktur yang terbatas, serta perubahan iklim dan serangan hama, perlu diatasi melalui upaya kolaboratif antara petani kopi, pemerintah daerah, dan pemangku kepentingan lainnya.

Kata kunci: Pengembangan Komoditas Kopi, Penganekaragaman Konsumsi Pangan, dan Sumber Daya Lokal.

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INTRODUCTION

Cultivation is one of the agricultural subsectors that plays an important role in national development. In Law No. 18 of 2004 on Plantations, the plantation sector serves to increase the prosperity and welfare of the nation. National BPS data in 2014 shows that the planted land area is 23,969 million hectares, of which 16,794 million hectares (70.06%) are small plantations and 7,175 million hectares (29.93%) are large plantations¹. The agricultural sector, especially the plantation sector, is one of the subsectors that significantly increases the country's foreign exchange, absorbs labor, increases farmers' income in economic activities and develops regional food needs. Directory of Food Consumption Development.

The need for diverse and high-quality food is increasing in the community. Therefore, diversification of food consumption is important to ensure adequate nutrition and public health. Aceh Tengah district has great potential in coffee production, but efforts to utilize this potential as an effort to diversify food consumption are still limited. Rahardjo, M.D.

According to Falahuddin, A. In his journal entitled Theory Of Planned Behavior Analysis Of Manufaturer's Interest In doing Halal Labelization In Sharia Economic Perspective, food consumption diversification is an important strategy in reducing dependence on imported food and increasing food security in a region.

This study aims to analyze the development of coffee commodities as an effort to accelerate the diversification of local resource-based food

¹ Ramadhan Razali, "Akselerasi Daya Beli Masyarakat Terhadap Produk Halal Melalui E-Commerce Di Provinsi Aceh," *Jurnal Iqtisaduna* 7, no. 2 (October 13, 2021): 115–26, <https://doi.org/10.24252/IQTISADUNA.V7I2.24080>.

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consumption in Central Aceh District. Aceh Tengah is one of the regions in Aceh province in Indonesia. Its capital is Takengon, a small, cool village located on one of the ridges of the Bukit Barisan mountain range that runs along the island of Sumatra. Central Aceh Regency has a variety of potential local resources that can be utilized to achieve these goals. One of the prominent potentials is the coffee commodity².

Coffee is one of the leading commodities of the plantation subsector and plays an important role in the Indonesian economy to date. In international trade, Indonesia is the world's fourth largest coffee exporter after Brazil, Vietnam and Colombia. Indonesia's coffee exports were also quite large at 279.96 thousand tons in 2018 with a total value of US\$815.93 million. The emergence of coffee as a plantation product with great economic potential has made local governments, including Aceh Tengah, compete with each other to make coffee one of the region's leading commodities and products.

According to Handewi Rachmani, superior goods are basic goods that occupy a strategic position in the area to be developed. The strategic position is based on technical (soil and climate conditions), socioeconomic and institutional aspects. This finding is important because the availability of resources (natural, capital, and human resources) and the ability to produce and market all goods that can be produced in a region at the same time are relatively limited. On the other hand, in the current free market era, and at the local, national, and global market levels, only goods that are effectively developed from a technological and socioeconomic point of view and have comparative and competitive advantages can compete sustainably with the same goods from other regions. Handewi Rachman.

² Ramadhan Razali, "Industri Halal Di Aceh: Strategi Dan Perkembangan," *Jurnal Al-Qardh* 6, no. 1 (2021): 17–29.

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Meanwhile, according to Kusmana, C., & Surahman, A. In his journal entitled *The Effect of Marketing on the Income of Coffee Farmers in Central Aceh Regency*, lead commodities are commodities that are worth developing because they benefit farmers physically, socially and financially. Certain goods are considered biophysically feasible when they grow according to the agro-ecological zone, socially feasible when they offer commercial opportunities, can be applied and accepted by the local community in a way that impacts employment. Economical also means that the good is profitable. Central Aceh coffee has been known for its superior quality and high local wisdom. Therefore, coffee commodity development can be a strategic step in accelerating food consumption diversification in Central Aceh District. National Workshop on Food and Nutrition VIII ³.

From the description above, researchers are interested in raising a research title, namely *Coffee Commodity Development as an Effort to Accelerate Diversification of Food Consumption Based on Local Resources in Central Aceh District*.

METHODS

This research uses a descriptive method with a qualitative approach. Qualitative research is research that aims to understand the phenomena experienced by the subject. Lexy J Moleong, In this type of descriptive qualitative research conducted by researchers, namely data collection which is analyzed and the results are in the form of words or sentences, not numbers. The researcher acts as the first instrument directly involved in the research

³ Andry Alamsyah et al., "Blockchain Traceability Model in the Coffee Industry," *Journal of Open Innovation: Technology, Market, and Complexity* 9, no. 1 (March 2023): 100008, <https://doi.org/10.1016/j.joitmc.2023.100008>.

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process. In this research, the secondary sources are literature, articles, journals and websites related to the research conducted.

Data were collected through field surveys, documentation and interviews with coffee farmers located in Central Aceh. The collected data were then comprehensively analyzed to identify the potential in the development of coffee commodities as an effort to accelerate the diversification of local resource-based food consumption in Central Aceh district. Sugiyono.

RESULTS AND DISCUSSION

1. Development of Coffee Commodities for Diversifying Food Consumption Based on Local Resources in Central Aceh District

Commodities are tangible goods that are relatively easy to trade, which can be physically delivered, stored for a certain period of time, and traded for other similar products that can usually be bought or sold by investors through futures exchanges.

Coffee is one of the most important commodities of the plantation subsector that plays an important role in the Indonesian economy. In international trade, Indonesia is the world's fourth largest exporter of coffee after Brazil, Vietnam and Colombia, and Central Aceh is no exception, where coffee is also considered a valuable commodity⁴.

Featured commodities are those that can be grown because they benefit farmers physically, socially and economically. Central Aceh coffee has been known for its superior quality and high local wisdom. Therefore, the development of coffee commodities can be a strategic step in accelerating the diversification of food consumption in Central Aceh Regency.

The following researcher interview with Mr. Noble is one of the coffee plantation owners in Central Aceh said that:

"coffee is one of the plantations owned by Mr. Burhanuddin where the garden is an economic source for his family, in managing the garden, of course,

⁴ Alamsyah et al.

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he faces many obstacles and problems in managing the garden, namely in terms of pests or diseases, weather climate in producing the amount of coffee and so on."

A. Coffee Potential in Central Aceh District

Kabupaten Aceh Tengah has geographical and climatic conditions that support the growth of coffee. In addition, the diversity of coffee varieties and the existence of local knowledge on coffee cultivation are supporting factors in the development of this commodity. In this study, the potential of coffee production and the diversity of coffee varieties that can be used as local resources for food consumption diversification were analyzed⁵.

Central Aceh Regency has great potential in the coffee industry. The region is located in Aceh Province which is famous for its diversity of coffee varieties and high quality.

The following are some of the coffee potentials in Central Aceh Regency:

1. Superior Coffee Varieties: Central Aceh Regency has several superior coffee varieties, including Gayo Coffee, which is well-known at home and abroad. Gayo Coffee is known for its distinctive flavor, fragrant aroma, and balanced acidity.
2. Favorable Geographical Conditions: Central Aceh District has ideal geographical conditions for coffee growth. The mountainous terrain with altitudes between 1,200 to 1,700 meters above sea level creates a cool climate and fertile soil. This supports the growth of good quality coffee.
3. Coffee Farmer Cooperatives: In Central Aceh District there are many coffee farmer cooperatives that play an important role in coffee

⁵ Pragma Bhatt and Catherine Marina Pickering, "Analysing Spatial and Temporal Patterns of Tourism and Tourists' Satisfaction in Nepal Using Social Media," *Journal of Outdoor Recreation and Tourism*, June 3, 2023, 100647, <https://doi.org/10.1016/J.JORT.2023.100647>.

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processing and marketing. These cooperatives assist farmers in improving production, processing, and getting a fair price for the coffee harvest.

4. Coffee Tourism: The coffee potential in Central Aceh District can also be a tourism attraction. Many tourists are interested in visiting coffee farms and learning the coffee-making process firsthand. This can provide additional economic opportunities for the local community.
5. Training and Quality Improvement: In optimizing coffee potential, it is important to involve training and education for coffee farmers. Training on good agricultural practices, proper processing, and coffee quality improvement can help farmers increase yields and the selling value of coffee products.

Based on the researcher's analysis of the above potentials, Aceh Tengah District has a good opportunity to develop the coffee industry. With the right support from the government, relevant institutions, and the local community, the coffee industry in Aceh Tengah District can provide significant economic benefits and improve the image of Aceh coffee at the national and international levels⁶.

B. Challenges in Coffee Commodity Development

Although Kabupaten Aceh Tengah has great potential in coffee production, there are several challenges that need to be overcome in the development of this commodity. One of the main challenges is the lack of market access and the lack of adequate promotion to introduce local coffee to consumers. In addition, limited infrastructure, such as damaged roads and a lack of coffee processing facilities, are also obstacles in improving coffee production and quality. Furthermore, climate change and pest attacks may also affect the productivity and sustainability of coffee farming in Aceh Tengah.

⁶ Jinping Lin et al., "Determining Food Tourism Consumption of Wild Mushrooms in Yunnan Province, China: A Projection-Pursuit Approach," *Heliyon* 9, no. 3 (March 1, 2023): e14638, <https://doi.org/10.1016/J.HELIYON.2023.E14638>.

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The following researcher interview with Mr. Burhanuddin, namely one of the plantation owners in Central Aceh, said that the challenges faced in the development of coffee commodities in Central Aceh were:

"In terms of climate change, namely unfavorable weather, unsophisticated and modern technology still using manuals, pests and diseases so that they can have a negative impact on the quality and amount of coffee production."

Researchers' analysis of the challenges faced by Mr. Burhanuddin in the development of coffee commodities in his garden are:

1. **Climate Change:** Climate change can affect coffee production. Changes in rainfall patterns, temperature, and weather can negatively impact the quality and quantity of coffee production. Coffee farmers in Central Aceh need to face this challenge by implementing agricultural practices that are sustainable and adaptive to climate change.
2. **Quality Improvement:** To compete in the global market, improving coffee quality is an important challenge. Coffee farmers in Central Aceh need to understand best practices in coffee planting, maintenance, harvesting, and processing in order to produce high-quality coffee beans that are in demand by the market.
3. **Infrastructure:** Lack of adequate infrastructure, such as good roads and smooth transportation access, can be an obstacle to coffee commodity development. Good infrastructure will make it easier for farmers to deliver crops to the market quickly and efficiently.
4. **Unsophisticated and modern technology.**
5. **Marketing and Distribution:** Coffee marketing and distribution is another challenge in coffee commodity development. Coffee farmers need to have access to a wide market and be able to establish partnerships with coffee buyers and retailers that can help them generate added value and increase access to global markets.

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6. Pests and Diseases: Pests and diseases of coffee plants can destroy the crop and reduce production. Coffee farmers in Central Aceh need to be knowledgeable about effective pest and disease control and good preventive practices to preserve the coffee crop.

By addressing these challenges, coffee commodity development in Central Aceh can be successful and provide significant benefits to farmers and local communities⁷.

C. Efforts to Accelerate Diversification of Food Consumption Based on Local Resources

To overcome challenges in coffee commodity development and encourage the diversification of food consumption based on local resources in Aceh Tengah District, several efforts can be made. First, there needs to be cooperation between coffee farmers, local government, and other stakeholders to develop a comprehensive coffee development strategy. This includes improving market access, training farmers in good coffee farm management, and developing more efficient coffee processing technologies.

Ministry of Agriculture of the Republic of Indonesia. Furthermore, it is important to promote and educate the public about the benefits and advantages of local coffee. By increasing consumer awareness, it is expected that demand for local coffee will increase, thereby providing the impetus for farmers to increase coffee production and quality. In addition, investments in infrastructure such as road improvements, construction of coffee processing facilities, and provision of adequate water resources are also needed to support coffee commodity development.

Efforts to accelerate the diversification of food consumption based on local resources are steps taken to encourage people to consume food derived

⁷ Hakiye Aslan, "The Influence of Halal Awareness, Halal Certificate, Subjective Norms, Perceived Behavioral Control, Attitude and Trust on Purchase Intention of Culinary Products among Muslim Costumers in Turkey," *International Journal of Gastronomy and Food Science* 32 (June 1, 2023): 100726, <https://doi.org/10.1016/J.IJGFS.2023.100726>.

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from local resources. The objectives of these efforts are to increase food diversity, promote local agriculture, support environmental sustainability, and improve public health⁸.

According to Kartika & Haryanto Here are some steps that can be taken in an effort to accelerate the diversification of food consumption based on local resources:

1. **Public Education and Awareness:** It is important to inform the public about the benefits and values of local food consumption. This can be done through campaigns, seminars and socialization activities to raise public awareness on the importance of local food.
2. **Infrastructure Development:** Developing infrastructure that supports local agriculture, such as local markets, points of sale for local agricultural products, and short distribution chains, will make it easier for local farmers to market their products and facilitate public access to local food.
3. **Partnerships between Farmers and Consumers:** Encourage the formation of partnerships between local farmers and consumers, such as through Community Supported Agriculture (CSA) schemes or direct farmer-to-consumer sales programs. This will help reduce dependence on long food supply chains and strengthen the relationship between farmers and consumers.
4. **Improving Farmer Skills and Knowledge:** Provide training and education to local farmers on sustainable farming techniques and innovations in agriculture. With improved skills and knowledge, farmers can increase the productivity and quality of local agricultural products.
5. **Increased Added Value of Local Products:** Encourage the processing of local agricultural products into value-added products, such as

⁸ Puwei Zhang, Jia Wang, and Rui Li, "Tourism-Type Ontology Framework for Tourism-Type Classification, Naming, and Knowledge Organization," *Heliyon* 9, no. 4 (April 1, 2023): e15192, <https://doi.org/10.1016/J.HELIYON.2023.E15192>.

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processing agricultural products into processed foods or other processed products. This will provide new business opportunities for the local community and increase the economic value of local products.

6. Local Variety Development: Support the development and preservation of local crop varieties that are resistant to local environmental conditions and have high nutritional value. This will enrich food diversity and ensure the availability of diverse food for the community.
7. Food Diversity: Eating local food will increase the variety and diversity of food consumed by the community. By consuming a variety of foods, a variety of nutritional needs can also be met.
8. Environmental Sustainability: By consuming local food, the use of natural resources such as energy, water and land can be managed more efficiently. Shorter distances in the food supply chain can also reduce greenhouse gas emissions and negative impacts on the environment.
9. Empowerment of Local Farmers: With increased demand for local food, local farmers will get better opportunities to market their products. This can increase farmers' income, strengthen the local economy, and promote the growth of agrarian communities.
10. Food Safety: By relying on local food, communities can reduce dependence on food imports. This will maintain a region's food security, making it less vulnerable to fluctuations in food prices and availability in the global market.
11. Improved Public Health: Local food is generally fresher, as it does not go through a long distribution process. In addition, local food also tends to have higher nutritional content as it is harvested when ripe and minimally processed. By eating local food, people can get better nutrition and improve their health.

From the above description, the implementation of food consumption diversification based on local resources requires the support of various parties such as the state, non-governmental organizations, businesses, and consumers.

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A good collaboration between all these parties will bring positive changes in the local food system and provide extensive benefits for the community, farmers and the environment

CONCLUSION

Commodities are tangible goods that are relatively easy to trade, which can be physically delivered, stored for a period of time, and traded for other similar products that can usually be bought or sold by investors through futures exchanges. Coffee is one of the main plantation subsector commodities that plays an important role in the Indonesian economy. The development of coffee commodities as an effort to accelerate the diversification of local resource-based food consumption in Central Aceh Regency has great potential in the coffee industry. The region is located in Aceh Province which is famous for its diversity of coffee varieties and high quality.

By utilizing the favorable geographical conditions and diversity of coffee varieties and the existence of local knowledge on coffee cultivation as supporting factors in the development of this commodity, high quality coffee can be produced which becomes one of the alternatives for local food consumption. To overcome the challenges in coffee commodity development and encourage the diversification of local resource-based food consumption in Aceh Tengah District, efforts to accelerate the diversification of local resource-based food consumption are steps taken to encourage people to consume foods derived from local resources. The objectives of this effort are to increase food diversity, promote local agriculture, support environmental sustainability, and improve public health. There are several efforts that can be made. First, there is a need for cooperation between coffee farmers, local government, and other stakeholders to develop a comprehensive coffee development strategy. The

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lack of promotion, limited infrastructure, as well as climate change and pest attacks, need to be addressed through collaborative efforts between coffee farmers, local government, and other stakeholders. This includes improving market access, training farmers in good coffee farm management, and developing more efficient coffee processing technologies.

With the right steps, it is expected that coffee commodity development can make a positive contribution to food consumption diversification and sustainable agricultural development in Aceh Tengah District. Aceh Tengah district has good opportunities to develop the coffee industry. With the right support from the government, related institutions, and the local community, the coffee industry in Aceh Tengah District can provide significant economic benefits and improve the image of Aceh coffee at the national and international levels.

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