AGRISEP: Journal of Agricultural Socio-Economics and Agribusiness Studies

https://ejournal.unib.ac.id/agrisep

RESEARCH ARTICLE DOI: https://doi.org/10.31186/jagrisep.25.01.15-28

ECONOMIC VALUE COMPARATION OF SITUJUAH COFFEE FARMERS ON TWO TYPES OF SALES IN LIMA PULUH KOTA REGENCY

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ARTICLE INFO

Keywords:
Cherry
Coffee
Green bean
Income
Situjuah

Submitted:
3 December 2024
Revised:
30 July 2025
Accepted:
9 October 2025

ABSTRACT

Specialty coffee in Lima Puluh Kota Regency is Situjuah coffee which use two types of sales, namely cherry and green bean forms. This study aims to compare the economic value of coffee farmers who sell Situjuah coffee in 2 forms that affect farmer welfare. The research method uses farm business analysis and comparative analysis of t-tests for comparison of income and labor efficiency. The results of the study showed that the average income received by farmers who sell in the form of green beans earns higher income because the price received is higher than sales in the form of cherries. Although in the identification of farming costs, sales in the form of green beans incur higher farming costs. Comparative analysis shows income in the H1 region with the criteria of a significant difference in the average income of farmers with two types of Situjuah coffee sales. However, the comparison of labor efficiency shows H0 acceptance because there is no significant difference in the two types of Situjuah coffee sales. The difference in average income in the two types of sales resulted in suggestions for farmers to process coffee into green beans to obtain higher economic value because the addition of processing workers did not have an impact on reducing the income of Situjuah coffee farmers. Farmers should also start processing Situjuah specialty coffee in the form of roasted beans and ground coffee in order to increase the price which has implications for improving the welfare of Situjuah specialty coffee farmers.

Cite as:

Latifa, D., Sidqi, M., S., Ispinimiartriani, Azel, F., & Gibrand, K., S. (2026). Economic Value Comparation of Situjuah Coffee Farmers on Two Types of Sales in Lima Puluh Kota Regency. *Jurnal AGRISEP: Kajian Masalah Sosial Ekonomi Pertanian dan Agribisnis,* 25(01), 15-28. https://doi.org/10.31186/jagrisep.25.01.15-28.

INTRODUCTION

Coffee is one of the plantation commodities that has an impact on improving the economy of the people in Indonesia. As a tropical country, Indonesia also has great opportunities to develop diversified processed coffee products. In addition, it also has the potential for the development of specialty coffee agro-industry products with distinctive flavors such as Lampung and Toraja coffee (Awalina et al., 2022). Most of the provinces that produce coffee in Indonesia are in the Sumatra region and West Sumatra is one of the 10 largest coffee producers in Indonesia (Annur, 2024).

Lima Puluh Kota is a regency that cultivates coffee in West Sumatra with a dominance of almost 80% robusta coffee and the rest is arabica coffee. However, in the period 2021-2023 there was a decrease in the land area and production of robusta coffee in Lima Puluh Kota Regency which can be seen in Figure 1 (BPS Kabupaten Lima Puluh Kota, 2024).

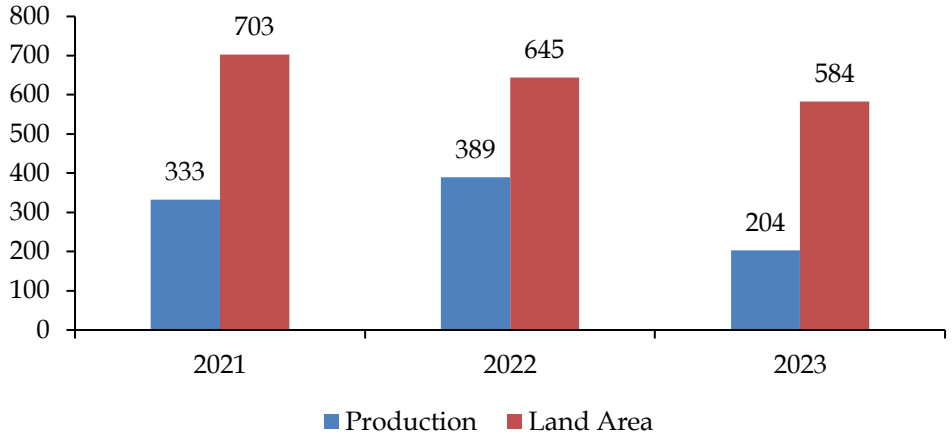

Figure 1.
Robusta Coffee Trends in Lima Puluh Kota Regency

This decline in coffee productivity is influenced by several factors, including market-related aspect such as the price received by farmers, and harvest-related aspect. These aspects are important factors in coffee development, as shown to (Putri et al., 2021) research, the challenges in developing coffee agribusiness in West Sumatra start from production input, farmer aspects in cultivation activities, marketing aspects, support and policies. Coffee is a superior commodity in Lima Puluh Kota Regency and a coffee producing area, namely Situjuah Limo Nagari District (Elviati et al., 2023).

Situjuah's specialty coffee has begun to be widely known to the public, especially after the discourse of the West Sumatra Provincial Government to make Situjuah a coffee landmark (Efison, 2020). Judging from the potential of the Situjuah area in developing processed and specialty coffee, it is very large when viewed from the support of the local government and competent human resources.

Coffee cultivation is one of the main sources of income for people in Situjuah District. However, there have been no efforts to improve the economy of Situjuah coffee farmers related to income. The income of Situjuah coffee farmers is relatively

low because of the long marketing chain which affects the price received by farmers. According to (Latifa et al., 2020), the absence of marketing alternatives with farmers selling agricultural products to collectors causes farmers to act as price takers. Similarly research (Hariance et al., 2015) shows coffee farmers in Solok Regency act as price takers because of low of bargaining position.

There are several forms of Situjuah coffee sales by farmers, including selling in the form of cherries, green beans, and roasted beans. However, there are also farmers who sell in the form of green picks which causes the price of coffee to be offered very low by collectors. According to Maleachi & Christianus (2024), harvesting coffee in the form of green picks will reduce the quality of the coffee because the coffee is not ripe and ready to pick, which will affect the taste of the coffee.

Cherries refer to to the sale of Situjuah coffee beans in the form of red-picked fruits that have been sorted by farmers, without any post-harvest treatment. Meanwhile, green bean sales are sales of Situjuah coffee beans that have undergone post-harvest handling, drying and peeling after the red pick harvest. Roasted bean sales are sales of Situjuah coffee beans that have gone through the roasting process from coffee beans in the form of green beans to coffee beans that are ripe or ready to be processed for marketing. However, this form of sales is still not optimally carried out by Situjuah coffee farmers independently because they still rely on third parties so that there are additional marketing costs. So it is only done by a few farmers, for that it is necessary to have assistance from a roasting machine as a form of government support in the development of Situjuah's specialty coffee.

The level of coffee sales will affect the income level of coffee farmers. According to Ayun et al., (2019) the level of farmer income is one indicator to measure the success of a farming business whose quantity determines the sustainability of farmers in managing their farming business. Situjuah coffee sales have different price levels because differences in post-harvest treatment will affect the price received by farmers. The more processing processes in coffee, the higher the price of coffee.

Research on the comparative economic value of coffee is still limited in West Sumatra, especially in Lima Puluh Kota Regency. The economic value of coffee is related to costs incurred, selling prices, and income received by coffee farmers. Research Ardhiarisca et al., (2022) shows a comparison of the economic value of coffee in Jember. Research (Mas'ud et al., 2021) shows a comparison of the income of coffee farmers selling red beans and coffee beans in Malang Regency. Research Lubis & Jufri (2022) compared the added value received by farmers between green and roasted coffee beans in Bener Meriah Regency, North Sumatra Province. Therefore, it is important to conduct comparative research on the economic value of coffee in Lima Puluh Kota Regency, West Sumatra.

This study will focus on two forms of sales that are mostly carried out by Situjuah coffee farmers in Lima Puluh Kota Regency, namely sales in the form of cherries and green beans. The difference in the form of sales will affect the difference in costs incurred, the price received and the need for tools and labor used by farmers. The purpose of this study is (1) To determine the significant comparison of income between the two forms of sales of Situjuah coffee farmers. (2) Furthermore, to

determine the significant difference between the two forms of sales with the increase in the number of workers with post-harvest treatment.

This research is expected to contribute to increasing the economic value of coffee farming in Lima Puluh Kota Regency, particularly in selecting sales methods that will impact coffee farmer incomes. Furthermore, it can serve as policy recommendations for stakeholders in coffee farming in Lima Puluh Kota Regency.

RESEARCH METHOD

The study was conducted in Situjuah Limo Nagari District, Lima Puluh Kota Regency from May to June 2024. The research sample was taken using a purposive method from 5 Nagari in Situjuah Limo Nagari District (Figure 2). The research sample consisted of 30 farmers selling cherry-shaped coffee and 4 farmers selling green beans.

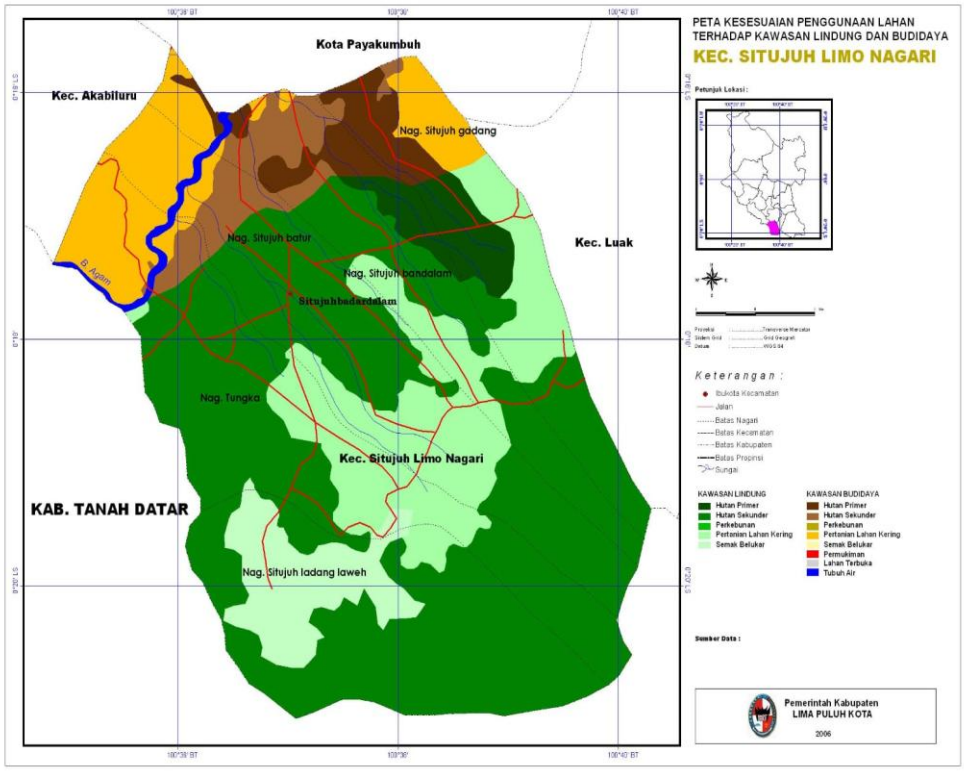

Figure 2.
Research Location Situjuah Limo Nagari District

This research design uses a quantitative descriptive (Savitri et al., 2025) and comparative method (Purbata et al., 2020). Comparative research is comparing one condition with another to see the similarities or differences between two or more facts of the object being studied, the same method is used in research (Fausi et al., 2022) and (Sitinjak et al., 2023). Data collection by survey and interview using a questionnaire instrument. For data analysis using Farming Business Analysis and comparative analysis (t-test).

Farming business analysis is used to measure the level of income from farming carried out by respondent farmers by managing production elements such as natural resources, labor, capital and farmer skills (Agustamar et al., 2022). For this study, the reasearch analysis for farming business analysis consist of total farming cost, total farming revenue and farming farming income with the following equations:

$$TC = FC + VC$$

Note: TC is the total cost of coffee farming (Rp per Month), FC is the fixed costs such as equipment (IDR), and VC is the variable cost such as labor and material (IDR).

$$TR = Y \times Py$$

Note: TR is the total of coffee farming revenue (IDR/Month), Y is the number of coffee production (Kg/Month), and Py is the price of coffee (IDR/Kg).

$$I = TR - TC$$

Note: I is the number of coffee farming income (IDR/Month), TR is the amount of coffee farming revenue (IDR/Month), and TC is the total cost of coffee farming (IDR/Month).

Comparative analysis of income of Situjuah coffee farmers who sell in cherry and green bean forms and the number of workers (working days) in increasing the added value of coffee using independent sample t-test (test - t) (Permata et al., 2020). Free sample t-test analysis was used due to differences in the number of samples.

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\left(\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}\right)}}$$

Note: t is the value of t-test, x_1 is the number of average income and/or labor efficiency of farmers selling cherries, x_2 is the number of average income and/or labor efficiency of farmers selling green beans, S_1^2 is the number of variance of income and/or labor efficiency of farmers selling cherries, S_2^2 is the number of variance of income and/or labor efficiency of farmers selling green beans, n_1 is the number of samples of farmers selling cherries, and n_2 is the number of samples of farmers selling green beans.

T-test is a value calculated using a given formula, while the t-table is obtained from the significance level (∝) and the degrees of freedom (df). T-table values can usually be found in the table provided to determine the t-test. Criteria of testing is H0 hypothesis is accepted if t – test ≥ t – table or Sig. < 0.05 and H1 hypothesis is accepted if t – test < t – table or Sig. ≥ 0.05. While the hypothesis in this study consist of: H_0: There is no significant difference in the average income and/or labor efficiency between the two forms of Situjuah coffee sales. H_1: There is a significant difference in the average income and/or labor efficiency between the two forms of Situjuah coffee sales.

RESULT AND DISCUSSION

Analysis of Situjuah Coffee Farming

Situjuah Limo Nagari District consists of 5 Nagari and Situjuah Ladang Laweh Nagari is the center of Situjuah specialty coffee production. The growing requirements for robusta coffee are very suitable for the average height of the Nagari which is at the foot of Mount Sago, which is 500 - 700 meters above sea level. The research respondents were coffee farmers who were members of farmer groups and were members of the Gunuang Sago Gapoktan. Situjuah coffee farmers have an average land area of 1.06 Ha with their own ownership status. Of the total 34 coffee farmers, 30 farmers sell in the form of cherries and 4 farmers in the form of green beans.

The analysis of farming for the two forms of Situjuah coffee sales begins with identifying farming costs. According to (Latifa & Sinta, 2022) the farming costs incurred by farmers while managing their farming business consist of fixed costs (FC) in the form of equipment depreciation costs and variable costs (VC) in the form of labor costs and material costs. Identification of the farming costs of Situjuah coffee farmers who sell in the form of Cherry and Green beans can be seen in table 1.

Table 1. Average Cost of Situjuah Coffee Farming per month of cherry and green bean sales

No	Cost	Cherry Farmers (IDR)	Green Bean Farmers (IDR)
1	Labor	355,222	1,713,333
2	Equipment	639	51,701
3	Material	84,792	9,460,292
	Total	440,653	11,225,326

Based on Table 1, the farming costs incurred by Situjuah specialty coffee farmers who sell in cherry form are lower than greebean per month. Details of labor costs include harvesting labor with a frequency of 2 times in 1 month. Furthermore, maintenance costs include fertilizer costs, material costs in the form of manure and NPK fertilizer, and tool costs in the form of hoes and machetes. Meanwhile, the costs incurred by farmers who sell in the form of green beans are higher compare to cherry per month due to an increase in added value in the form of processing. Details of labor costs include maintenance costs, harvesting and processing, then tool costs in the form of hoes, machetes, pulpers, hullers and domes. The cost of materials other than fertilizer is additional coffee cherries to be processed into green beans. The increase in costs between the two forms of sales reached 2.447% due to differences in post-harvest treatment of Situjuah coffee. Not only in post-harvest, treatment of coffee plant cultivation will also cause differences in costs incurred. Research (Karyani et al., 2020) states that differences in coffee planting patterns in monoculture and polyculture show differences in costs. Research (Husin & Alupina, 2023) describes increase in cost in coffee farming with and without grafting.

The difference in income between farmers who sell in the form of cherries and green beans can be seen in Table 2. Income is the amount received by farmers from the quantity of production multiplied by the price. The income of farmers who sell in the form of cherries is IDR 1,779,000, lower per month compared to farmers who sell green beans. In fact, the income of Cherry farmers is smaller than the West

Sumatra Provincial Minimum Wage (UMP) of IDR 2,811,449 (Sumatera Barat, 2023). Farmer income is related to the sustainability of the managed farming business, if farmers receive lower yields, it will make farmers switch to planting other commodities which will cause a decrease in coffee planting areas. Similarly, research (Permana & Sukana, 2019) shows that coffee farmers in Kintamani choose to cultivate oranges rather than coffee because of the significant difference in profits which causes a decrease in the area of coffee planting in Kintamani. For this reason, there should be an increase in added value to increase the income of coffee farmers.

The income of farmers who processing coffee into green bean is IDR 5,514,674 higher than minimum wage. Research (Simatupang et al., 2022) shows the income of farmers who process robusta coffee is greater than the minimum wage for Pakpak Bharat Regency.

Table 2. Average monthly income and revenue of Situjuah Coffee Farmers

No	Component	Cherry Farmers	Green Bean Farmers
1	Production (Kg)	177.9	209.25
2	Price (IDR per Kg)	10,000	80,000
3	Revenue (IDR)	1,779,000	16,740,000
4	Cost (IDR)	440,653	11,225,326
5	Income (IDR)	1,338,347	5,514,674

In the application of cherry coffee processing technology into green beans, farmers spend more money than without processing. However, with the increase in prices given by consumers, farmers who process coffee get a higher income. Research (Reswita, 2016) and (Latifa et al., 2023) shows that farmers who apply technology get higher income compared to farmers who do not apply technology even though they spend more money. However, the application of technology in cultivation also has a positive impact on farmers' income, based on (Incamilla et al., 2015) certified coffee farmer's income was higher than non certified one in Tanggamus Regency. Support by (Sugiono et al., 2021) the application of certified seeds in coffee farming shows a significant increase in income due to increased production in Siborongborong District. Research (Haris et al., 2023) shows robusta coffee in Lembang District have to strengthening downstream subsystems to create added value in the form of coffee beans to maintain coffee price stability.

Comparative Analysis

The difference in income between the two forms of Situjuah Coffee sales can be seen in Table 2 where the income from cherry sales is smaller than the sale of green beans. The results of the comparative analysis show that the average income from the two forms of sales has a significant difference as seen from the calculated t test (-2.162) which is smaller than the t table (-1.694), thus the conclusion is that H1 is accepted which can be seen in Figure 3. Research (Nuriasih et al., 2018) and (Mas'ud et al., 2021) shows that there is a significant difference between farmers who sell coffee in the form of red fruit and coffee beans. Supported by (Kurniawan et al., 2022) also showing a significant difference in income for red picked coffee farmers before and after Covid-19 due to increased demand.

The difference in income is due to the higher price received by farmers who process it, which is IDR 80,000 per Kg, compared to farmers who sell without processing at IDR 10,000 per Kg. Research (Lubis & Jufri, 2022) there is fairly large margin between cherry coffee to green bean or cherry coffee to roasted coffee in case of selling price and profit in Bener Meriah Regency. Research (Ramawati et al., 2020) shows robusta coffee treatment in Tutur Pasuruan District provide added value in the form of increased prices and profits. Research (Zain & Nurrochmat, 2021) describes different prices between coffee form such as cherry, green bean, roasted bean and ground coffee which shows that the more added value is given, the higher the price of coffee will be. Similarly, research (Saroja & Karyani, 2021) shows organic coffee in the form greenbean get higher price 50% than convensional greenbean and the cherries form in Pangalengan Regency.

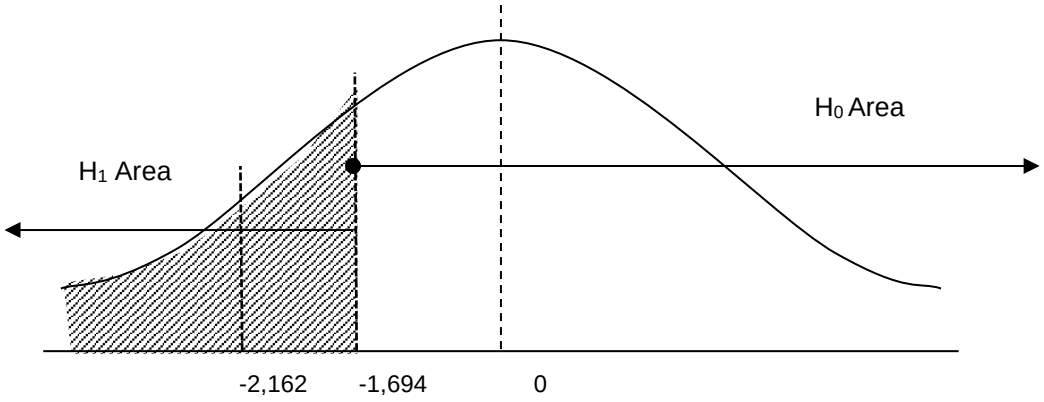

Figure 3.
Graph of H_0 and H_1 Areas

Farmers who sell green beans have more capital and have participated in coffee competency training at the Coffee Research Center and (Puslitkoka) because of that there is a difference in mindset from farmers even though there is assistance in the form of processing equipment from the local Plantation Service. Research (Wibowo & Palupi, 2022) describes good quality of labor can increase productivity, increase output and product value. In addition, productive labor will be able to provide efficiency in input costs or labor wages.

Table 3. Labor Efficiency in Two Forms of Sales (IDR per Working Days)

	Income	Working Days	Labor Efficiency
Cherry	1,338,347	5.4	IDR 241,453 per Working Days
Green Bean	5,514,674	26	IDR 223,553 per Working Days
Criteria			t count ≥ t table
Conclusion			No Significant Difference

Labor is one of the production factors that has a positive and significant effect on the income of coffee farmers (Paloma et al., 2020) and production (Nirmala &

Hardjanto, 2022). Labor efficiency in Table 3 shows the calculated t value is 0.694 greater than the table t value of -1.694 indicating no significant difference between the two forms of sales. The insignificant results on labor efficiency prove that Situjuah coffee farmers prefer to sell in the form of cherries without having to add working days because the income received does not have a significant difference. In the processing of cherry coffee into green beans, additional labor is used to operate tools including hullers, pulpers, and solar dry domes. In terms of labor usage, they will choose to sell in the form of cherries because it takes less time with almost the same price received. Meanwhile, sales in the form of green beans will be preferred by capital owners.

The results showing no significant difference cause Situjuah coffee farmers to sell coffee in the form of green picking because it does not take a long time at a price of IDR 7,000 per Kg. Research (Sukardi, 2017) explains coffee farmers in Bantaeng District choose to harvest coffee while it is still green because they get faster result even the price IDR 4,000 – 6,500 per Kg. Research (Zulkarnain et al., 2020) shows no real difference between coffee farmers who do routine pruning and those who do not do routine pruning. Not doing routine pruning does not require additional labor which affects farming costs.

CONCLUSION

The results of the farming analysis show differences in farming costs incurred by farmers for the two forms of selling Situjuah specialty coffee. Sales in the form of cherries consist of the cost of materials, tools and labor during the cultivation process of Situjuah robusta coffee until harvest. While the costs of farmers in the form of green bean sales, in addition to the costs of the cultivation and harvesting process, there are post-harvest handling and processing costs. The increase in costs affects the income received by farmers and also affects their monthly income. The calculation results show that the average monthly income of farmers who sell in the form of green beans is greater than that of farmers who sell in the form of cherries even though there is an increase in farming costs for farmers who carry out post-harvest processing. This significant difference also indicates that there has been an increase in prices and farmers' income due to the added value of post-harvest treatment in the form of greenbean sales.

Comparative analysis shows that the average income of Situjuah specialty coffee farmers shows a significant difference between the two forms of sales. The significant difference is due to the high price offered for Situjuah coffee sold in the form of green beans. Furthermore, the comparative analysis of labor efficiency shows different results with income, namely that there is no significant difference between the sale of Situjuah coffee in the form of cherries and in the form of green beans. This is what causes most of the Situjuah coffee farmers to choose to sell their coffee in cherry form because it is more practical and economical in terms of labor. Labor efficiency shows that additional working days result in additional income from greenbean sales, but farmers still choose to sell cherries because it is inefficient to add working days and the benefits received are not significant.

AUTHOR CONTRIBUTION STATEMENT

[Auhtor 1]: research conceptualization, study design, data collection, data analysis, interpretation of results, and writing the original draft of manuscript; [Auhtor 2]: methodology development, data analysis and manuscript review and editing; [Auhtor 3]: field data collection, questionnaire preparation, and literature review; [Auhtor 4]: data analysis support, interpretation of research findings, and manuscript editing; [Auhtor 5]: data collection, data tabulation and technical assistance during research process. All authors reviewed and approved the final version of the article.

DECLARATION OF COMPETING INTEREST

The authors declare that there is no conflict of interest regarding the publication of this article.

ACKNOWLEDGMENT

Thanks to Payakumbuh State Agricultural Polytechnic especially DIPA Politani for funding this research.

ETHIC STATEMENT

This research did not involve experimental treatment or sensitive human subjects and posed minimal risk to participants. Therefore, ethical approval was not required. Nevertheless, informed consent was obtained from all respondents prior to data collection. All information obtained from respondents was kept confidential and used solely for research purposes.

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