



## Analysis of the marketing channels of Coffee

Fery Murtiningrum<sup>1)</sup>; Gracia Gabrienda<sup>2</sup>

<sup>1)</sup> Program of Agribusiness

Rejang Lebong College of Agricultural Sciences

<sup>2)</sup> Program of Agribusiness, Rejang Lebong College of Agricultural Sciences

Email: <sup>1)</sup> [ferymurtiningrum@yahoo.co.id](mailto:ferymurtiningrum@yahoo.co.id); <sup>2)</sup> [ggrabienda@gmail.com](mailto:ggrabienda@gmail.com)

### How to Cite :

Murtiningrum, F., Gabrienda G, 2019. Analysis of the marketing channels of coffea in the Regency of Rejang Lebong. *Journal of Agri Socio-Economics and Business*. 1 (2): 15-28. DOI: <https://doi.org/10.31186/jaseb.1.2.15-28>

### ARTICLE HISTORY

Received [2019-10-28]

Revised [2019-11-25]

Accepted [2019-12-05]

### KEYWORDS

supply response,  
cocoa,  
SURE,  
elasticity

This is an open access article  
under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



### ABSTRACT

In Bengkulu Province, the area of coffee plantations reached 124,510 hectares spread in several districts with production reaching 60,790.08 tons per year (BPS, 2018). Most coffee production (*Coffea Spp*) is produced by smallholder farmers. Nearly a quarter of the coffee production was produced by Rejang Lebong Regency, namely: 13,459 tons with a total plantation area of 27,828.12 hectares of coffee plantations. Constraints in the development of coffee are in the case of coffee marketing channels that have not been maximized by farmers, transportation due to the topography of the area and the location of the factory that is far away, low marketing production, quality of coffee (quality ), and capital that influences the selling price of the coffee. This situation is certainly inseparable from the influence of the factors of the coffee industry production itself, namely in the form of capital, raw materials, labor, transportation, marketing and income of business owners that also affect the income of workers. For this reason, researchers are interested in researching the marketing channels of Coffee in Rejang Regency. Lebong, and analyze the efficiency of the Coffee marketing channel in Rejang Lebong Regency. From the results of the study, it was found that the coffee marketing channel occurred in Rejang Lebong Regency had 5 types of marketing channels. Marketing margins and the biggest profits are obtained by large traders.

## INTRODUCTION

Coffee is a type of beverage that is important for most of the population worldwide. In Rejang Lebong Regency, especially in the Bermani Ulu Subdistrict, Bermani Ulu Raya (BUR)

District and Bengko District in Sindang Dataran Subdistrict became the largest coffee contributors. Overall in 2015, Rejang Lebong could produce 13,402 tons of coffee from an area of 21,635 hectares (Ha) (eight-in-indonesia/<http://bengkuluekspress.com/kopi-rejang-lebong-d>).

Most of the coffee production (*Coffea Spp*) is produced by smallholder farmers. Coffee marketing activities in Rejang Lebong Regency are carried out by marketing institutions. Where the longer the marketing chain, the smaller the price value given to producer farmers. other problem that influences of coffee development *including* coffee marketing channels that have not been maximized by farmers, transportation caused by remote topography and location of factories, low production of marketing, coffee quality and capital that affect coffee selling prices .For this reason, researchers are interested in examining Coffee marketing channels in Rejang Lebong Regency, with the aim of finding out the shape of Coffee marketing channels in Rejang Lebong District and Marketing margins and the biggest profits are obtained by large traders. in Rejang Lebong District

## RESEARCH METHODS

### Method of Collecting Data

Data used in this study are primary data and secondary data. Primary data obtained from direct interviews using questionnaires or a list of questions that have been prepared previously. Secondary data is data from agencies or institutions that are related to this research and literature study.

### Variables observed

1. Coffee Marketing Channels in Rejang Lebong Regency which include coffee farmers, collectors and large traders
2. Coffee marketing margins in Rejang Lebong Regency
3. Efficiency of coffee marketing channels in Rejang Lebong Regency.

### Data Analysis Method

#### 1. Marketing Channel Analysis

To find out efficiency of marketing channels can be formulated as follows:

$$Mp = \frac{(Pr - Pf)}{Pr} \times 100\%,$$

Where;

Mp= Margin Marketing

Pr =consumer level coffee price

Pf= The price of coffee at the farm level

#### 2. Marketing Margin Analysis

To determine the marketing margin analysis used the formula:

$$M - Hp - (Hb + Bp)$$

Where:

M = Margin Marketing  
Hp = Cost of sales ( USD)  
Hb = the purchase price (USD)  
Bp = marketing costs (US \$)

### 3. Efficiency Analysis of marketing channels Coffee in Rejang Lebong

The portion received by farmers (*farmer's share*)

$$F = (P_f / P_r) \times 100\%$$

Where;

F = The portion received by farmers

P<sub>f</sub> = The price of coffee at the farm level

P<sub>r</sub> = The price of coffee at the consumer level

A marketing channel is considered economically efficient if the marketing channel has a relatively low percentage of marketing margins and the portion received by the farmer value *farmer's share* of more than 50 %.

## RESULTS AND DISCUSSION

### Coffee Marketing Channels

the distribution of coffee in Rejang Lebong Regency is still controlled by collectors and several large traders who are used to take coffee produced by farmers. Coffee has 3 types, super, good and original. Super types will be exported abroad, while *original* and good types will become processed coffee to be marketed in Indonesia such as instant coffee and ground coffee. Coffee from farmers after being collected by collectors will be sent to several provinces that have coffee factories including Palembang, Lampung and Medan.

Farmers in Rejang Lebong Regency sell their coffee to Collector Traders who come to the villages where the farmers live, and there are also farmers who go directly to the collector traders. From the overall sample taken in this study, only 4% of farmers sell their coffee directly to large traders, this is usually done by farmers who have a large area of land and farming activities are not the main occupation, so farmers when harvesting is not directly sell the results of the coffee, but first stored in a warehouse until collected in sufficient quantities and only sold when the price of coffee is good (high).

The following is the marketing flow of coffee in Rejang Lebong Regency based on the results of the study:

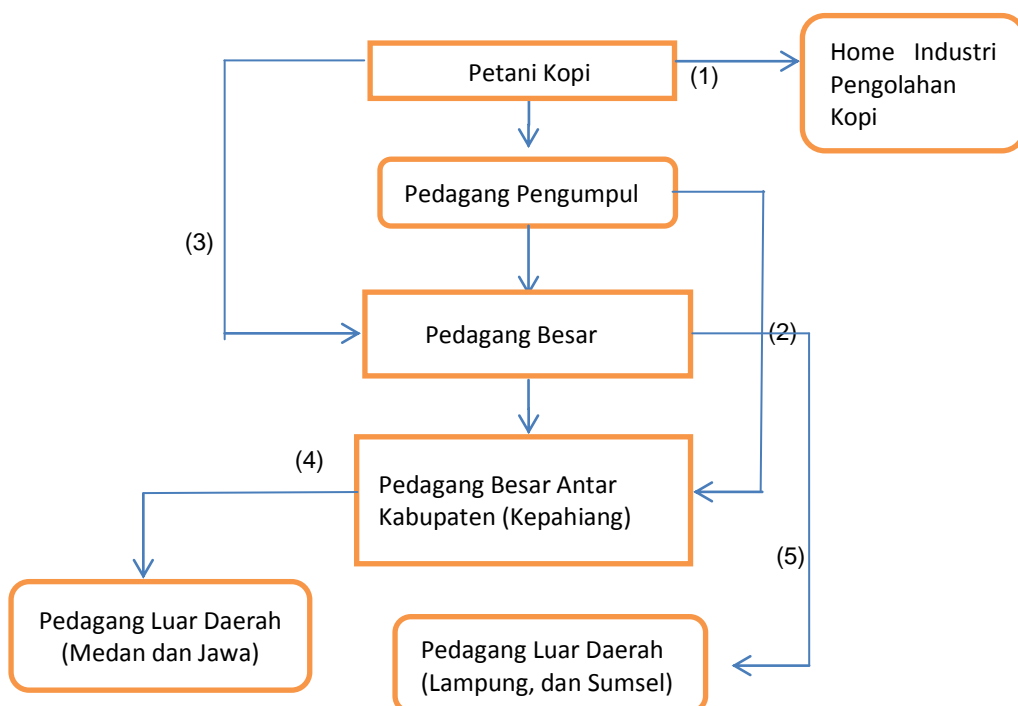


Figure 1.  
flow of coffee in Rejang Lebong Regency based on the results of the study

Based on the results of the study, obtained 5 coffee marketing patterns in Rejang Lebong Regency: Pattern 1, from Coffee Farmers to Home Industries. For this marketing channel it is very little the amount of coffee bought by the home industry. On average 1 to 2 sacks once a purchase, after undergoing the process of processing and returning capital, then buy back to the farmers with a relatively small amount.

The second channel is farmers selling coffee to Collecting Traders, from coffee collectors then being sold to Large traders in the Regency, and from Large Coffee Traders sold to Traders outside the Region ie to Lampung or to Palembang depending on contracts between large traders in the Regency with exporters in Lampung and Palembang.

The third marketing channel is from farmers, coffee is sold directly to large traders, from large district traders, sold to exporters in Lampung and Palembang. 96% of coffee farmers in Rejang Lebong sell coffee to collectors who live or are usually not far from where they live, and only 4% of coffee farmers in Rejang Lebong Regency sell their coffee directly to large traders at the district level . Coffee farmers who sell directly to large traders are coffee farmers who have an area of land above 2.25 hectares and large capital and are not main jobs but have other jobs besides becoming coffee farmers

Marketing Channel 4, namely farmers selling coffee yields to traders, from collecting traders sold to large inter-regency traders in Kepahiang, from regency traders in new Kepahiang sold to traders outside the Region (Medan and Java). This is done by Collecting Traders why they sell to large traders between regencies in Kepahiang when traders between regencies in Kepahing give higher prices compared to Big traders in Rejang Lebong Regency.

For the 5th marketing channel, farmers sell coffee yields to collectors, from collectors to large district traders, from large district traders to inter-regency traders in Kepahiang. This is done by district collection traders if they do not already have contracts with exporters in Lampung and Palembang, and on the basis of consideration of a better price and less risk if bringing coffee directly to Lampung or Palembang. Because based on the results of interviews with large-scale district traders it is known that large-scale traders in Kepahiang have contracts with exporters in Medan and in Surabaya or other Java regions, so large-scale traders in Kepahiang dare to buy at prices higher than the market because the selling price in Medan , in Surabaya and other areas of Java are higher.

### Cost, Profit, and Marketing Margin

As for the costs incurred, profit and marketing margins. presented in table 1. The following

Table 1. Costs, Profits, and Marketing Margins

No	Description	Average Prices (Rp/Kg)
1.	Farmers	
	<b>Prices at farm level</b>	<b>18,250</b>
	Marketing	
	Costs Transportation	201
	Costs Labor Costs	55
	<b>Total Costs</b>	<b>256</b>
	<b>Prices are in thank farmers</b>	<b>18,250</b>
2.	Home Industry	
	<b>The purchase price</b>	<b>18500</b>
3.	Traders Gatherer	
	<b>purchase price</b>	<b>18,250</b>
	Marketing Costs	
	Transportation expenses	280
	Labor costs	54
	Cost Tool	29
	<b>Total Cost</b>	<b>363</b>
	<b>Selling Price</b>	<b>18 737</b>
	<b>Gain</b>	<b>124</b>
	<b>Margin</b>	<b>487</b>

4.	Wholesalers Regency	
	<b>Price Buy</b>	<b>18 737</b>
	Marketing Costs	
	Transportation expenses	400
	Wage Labor	50
	Cost of Equipment	70
	<b>Total Cost</b>	<b>520</b>
	<b>Selling Price</b>	<b>19,771</b>
	<b>Profits</b>	<b>514</b>
	<b>Margins</b>	<b>1,034</b>
	Large Inter-Regency Traders	
	<b>Buying Price</b>	<b>19,500</b>

Source: Primary Data processed, 2019

From Table 1. Average Cost, Profit and Margin of Coffee Marketing in Rejang Lebong Regency can we know, that in the marketing channel 1 Coffee commodity, farmers sell their crops to the home of the coffee powder processing industry in a relative amount m a little bit sad, once the sales process ranges from 1 to 2 sacks only, and most of the coffee harvest is sold by farmers to collectors. In this marketing channel 1, farmers do not incur transportation costs because the home industry voters directly come to farmers to buy dried coffee beans. Farmers spend only labor costs of Rp. 5,000 for 1 sack of coffee sold or Rp. 50 / kg. Coffee farmers also do not do sorting and grading.

Table 2. Average Cost, Profit and Margin of Coffee Marketing in marketing channels 1.

	Description	Average Price (Rp / kg)
1	Farmer	
	<b>Prices at farm level</b>	<b>18,250</b>
	Marketing	
	Costs Transportation Costs	0
	Labor Costs	50
	<b>Total Costs</b>	<b>50</b>
	<b>Prices farmers receive</b>	<b>18,500</b>
2	Home Industry	
	<b>Purchase prices</b>	<b>18500</b>
	<b>Profits</b>	<b>200</b>
	<b>Margins</b>	<b>250</b>
	<b>Farmer's share</b>	<b>98.65 %</b>

Source: Primary Data processed (2019)

In this marketing channel 1, the margin earned is Rp. 250 / kg of coffee with a profit of IDR 200 / kg. in this study is limited by not discussing in detail how much the production costs in the processing of coffee grounds and what is the final price of processed coffee products.

Table 3 Average Cost, Benefits, Coffee Marketing Margin and *Farmer's share* in the marketing channel 2.

No	Description	The Average Price (Rp)/ kg)
1	Farmers	
	<b>Prices in Level of farmers</b>	<b>18,250</b>
	Marketing Costs	
	Transportation expenses	201
	Labor Costs	55
	<b>Total Cost</b>	<b>256</b>
	<b>Ticket prices received farmers</b>	<b>18,250</b>
2	Traders Gatherer	
	<b>Purchase price</b>	<b>18,250</b>
	Marketing Costs	
	Transportation expenses	280
	Labor Costs	54
	Equipment Costs	29
	<b>Total Costs</b>	<b>363</b>
	<b>Selling Prices</b>	<b>18,737</b>
	<b>Profits</b>	<b>124</b>
	<b>Margins</b>	<b>487</b>
3	Regency Wholesalers	
	<b>Buying Prices</b>	<b>18,737</b>
	Marketing costs	
	Transportation Costs	400
	Labor costs	50
	Tool Costs	70
	<b>Total Costs</b>	<b>520</b>
	<b>Selling Prices</b>	<b>19,771</b>
	<b>Benefits</b>	<b>514</b>
	<b>Margins</b>	<b>1,034</b>
	<b>Farmer's share</b>	<b>92.31%</b>

Source: Primary Data processed (2019)

In marketing channel 2, Farmers sell coffee to traders, from coffee collectors then sold to large traders in the Regency, and from Large Coffee traders are sold to traders outside the Region ie to Lampung or Palembang depending with a contract between a large trader in the Regency and an exporter trader in Lampung and Palembang. In marketing channel 2, the total costs incurred by farmers amounted to Rp.1084 / kg. costs include transportation and labor costs. Coffee sold by farmers to collecting traders does not go through the stages of sorting or grading, but is directly sold to the collecting traders. In the collecting traders, also does not go through the stages of sorting or grading. When selling to large traders, the price determination is determined by large traders in accordance with the prices prevailing at the time of the transaction, if at the time of buying coffee to farmers get a good price (cheap enough) and sell at a good price too (quite expensive) the collector will get a good profit as well, but when buying to farmers at a high price, and when selling prices are down, the collector will experience a loss

Determination of coffee prices are determined based on price "*base*" the term used by wholesalers and collector traders. This base price is obtained from export traders in Lampung or in South Sumatra based on international coffee trade prices. With this base price, large traders will then multiply around 84% or 85% or it can also be 90% what the value is given to the collecting traders. Determination of the price percentage that is given to these traders by looking at the condition of the coffee offered. If the coffee offered is dry, then the percentage can be as high as 90% of the base price. But if the condition of the coffee is rather wet / less dry, the price given by large traders to collectors is around 84% or 85% of the base price. The low percentage of price given is because the quality of our coffee is not good in terms and there is no sorting and grading done by farmers.

This situation is also caused because there are competitors, namely inter-regency traders who are in Kepahiang. These inter-regency traders dare to buy prices more expensive because they have contracted directly with export traders in Medan and Java.

**Table 4. Average Costs, Profits and Margins of Coffee Marketing in Marketing Channels 3**

No	Description of	Average Prices (Rp / kg)
1	Farmer	
	<b>Prices at Farmer Level</b>	<b>18,250</b>
	Marketing	
	Transportation cost	201
	Labor Costs	55
	<b>Total Costs</b>	<b>256</b>
	<b>Prices farmers receive</b>	<b>18,737</b>
	<b>Profits</b>	<b>231</b>
	<b>Margins</b>	<b>487</b>
2	Regency Wholesalers	
	<b>Buying Prices</b>	<b>18,737</b>
	Marketing	
	Transportation Costs	400
	Labor Wages	50
	Equipment Costs	70
	<b>Total Costs</b>	<b>520</b>
	<b>Selling Prices</b>	<b>19,771</b>
	<b>Profits</b>	<b>514</b>
	<b>Margins</b>	<b>1,034</b>
	<b>Farmer's</b>	<b>92.31% Share</b>

Source: Primary Data(2019)

On marketing channel 3, farmers sell coffee directly to Wholesalers in the Regency without going through Collector Traders. From the analysis of the Primary data obtained by researchers, the results obtained if farmers sell directly to Wholesalers, then farmers will get a margin of Rp. 487 / kg. Margin value that is not obtained if farmers sell to traders. This is because it has cut 1 marketing chain shorter than 2 marketing channels. It's just that based on the findings of this study, only 4% of all coffee farmers in Rejang Lebong Regency sell their coffee directly to traders, and they sell in a considerable amount above 1.5 tons by first collecting the results when harvested, not directly sold but stored first, after a lot and then sold to large traders. Farmers who collect the harvest first, store it in large quantities and good



prices and then sell it are farmers with large outer land and the work of coffee farmers is not the main job, so they do not depend on coffee yields for their daily living expenses.

**Table 5. Average Cost, Profit and Margin of Coffee Marketing in the marketing channel 4**

No	Description	Average Price (Rp / kg)
1	Farmer	
	<b>Prices at the Farmer Level</b>	<b>18,250</b>
	Marketing	
	Transportation costs	201
	Labor Costs	55
	<b>Total Costs</b>	<b>256</b>
	<b>Prices farmers receive</b>	<b>18,250</b>
2	Merchants Collecting	
	<b>Buying Prices</b>	<b>18,250</b>
	Marketing	
	Transportation Costs	350
	Labor Costs	54
	Equipment Costs	29
	<b>Total Costs</b>	<b>433</b>
	<b>Selling Prices</b>	<b>19,500</b>
	<b>Benefits</b>	<b>817</b>
	<b>Margins</b>	<b>1,250</b>
	Large Inter-Regency Traders	
	<b>Buying Prices</b>	<b>19,500</b>
	<b>Farmer's share</b>	<b>93.58%</b>

Source: Primary Data in processing 2019)

Marketing channel 4 is done by collectors if they get a better price compared to selling prices to large district traders. They sell the harvest to large traders between districts, namely to kepahiang. If they sell to Inter-Regency Traders and get a higher price than sell to Wholesalers in the Regency, then the margin will be Rp. 1,250 / kg with a profit of Rp. 817 / kg. And according to complaints from large-scale traders in the regency, these large inter-regency traders are a barrier to getting coffee at lower prices and good quality. In the past before inter-district traders, they could get coffee at lower prices, and also better quality (dry) because they could pressure farmers, if the coffee quality was not good they did not want to buy. But since there are inter-Regency Coffee traders, they have difficulty getting coffee with good prices and good quality, because the Collecting Traders will sell the coffee they get from farmers to Inter-regency traders, and from the farmer side, they do not maintain the quality, the coffee is not dry. still wet will still be sold by collectors who will sell to inter-district traders.

Other effects with the presence of inter-regency Wholesalers, occasionally if the price quote from Lampung or South Sumatra is not much different or the difference is small, there are several regency traders who sell to Inter-Regency Wholesalers with the reason that if they count and the difference is not so much they choose sell to traders between districts. Do not bear the risks on the road, they say, the risks on the road such as a diesel car carrying coffee accident or slip, or other things they do not want.

**Table 6. Average Costs, Profits and Margins of Coffee Marketing in Marketing Channels 5**

No	Description	Average Prices (Rp / kg)
1	Farmer	
	<b>Prices at Farmer Level</b>	<b>18,250</b>
	Marketing	
	Transportation cost	201
	Labor Costs	55
	<b>Total Costs</b>	<b>256</b>
	<b>Prices received by farmers</b>	<b>18,250</b>
2	Merchants Collecting	
	<b>Buying Prices</b>	<b>18,250</b>
	Marketing	
	Transportation Costs	280
	Labor Costs	54
	Equipment Costs	29
	<b>Total Costs</b>	<b>363</b>
	<b>Selling Prices</b>	<b>18,737</b>
	<b>Profits</b>	<b>124</b>
	<b>Margins</b>	<b>487</b>
3	Merchants Regency	
	<b>Buying Prices</b>	<b>18,737</b>
	Marketing	
	Transportation Costs	400
	Labor cost	50
	Costs	70
	<b>Total Costs</b>	<b>520</b>
	<b>Selling Price</b>	<b>19,500</b>
	<b>Profit</b>	<b>514</b>
	<b>Margin</b>	<b>1,034</b>
4	Large Inter-Regency Traders	
	Buying Price	<b>19,771</b>
	<b>Farmer's share</b>	<b>96%</b>

Source: Primary data processed (2019)

In this marketing channel 5, farmers sell their crops to Collector Traders, Collector Traders sell their crops to Regency Wholesalers, This is done by the collector traders because they get capital from Regency Wholesalers, This is usually done if they do not know or do not have relationships with large-scale traders between districts. From the regency's large traders, the results of this study are 29% of the large-scale traders sometimes sell the coffee they get to inter-regent traders. they do like this if they find out that Wholesalers between Regencies will buy the same price as if they sell to Foreign Traders or this difference is not much different from the price offered by traders outside the Province, with consideration of the risk taken is smaller, and farmer's share they received more than they sold to traders outside the province, which was 98%.

### Efficiency of Marketing Channels

A marketing channel is said to be efficient if it is able to deliver results from producers to consumers at a reasonable cost and be able to make a fair share of the overall price paid by consumers. To find out the efficiency of marketing channels economically is to look at margins and parts that are received by the *farmer's share* on each existing marketing channel

**Table 7. Marketing margins, margin distribution, share profit and cost ratio in marketing coffee**

No	Marketing institutions and cost components	Average Price (Rp/ kg)	Distribution margin (%)	Share price (%)	Ratio (K / B)
1	Farmer <b>Prices at farm level</b> Marketing Costs Transportation Costs Labor Costs <b>Total Cost</b> <b>The price received by farmers is</b>	<b>18,250</b>  201 55 <b>256</b> <b>18,250</b>			
2	Home Industry <b>price of buying</b>	<b>18500</b>		<b>98.65%</b>	
3	Collecting Traders <b>Purchase Price</b> Marketing Costs Transportation fee Labor Costs Cost of Tools <b>Total Cost</b> <b>Selling Price</b> <b>Profit</b> <b>margin</b>	<b>18,250</b>  280 54 29 <b>363</b> <b>18,737</b> <b>124</b> <b>487</b>	      <b>25.46%</b>	      <b>97.40%</b>	      <b>34.16%</b>
4	Regency Wholesalers <b>Purchase Price</b> Marketing Costs Transportation costs Labor (cost) Cost of Equipment <b>Total Cost</b> <b>Selling Price</b> <b>Profit</b> <b>margin</b>	<b>18,737</b>  400 50 70 <b>520</b> <b>19,771</b> <b>514</b> <b>1,034</b>	      <b>49.71%</b>	      <b>92.31%</b>	      <b>98.85%</b>

5	Collecting Traders				
	<b>Purchase Price</b>	<b>18,250</b>			
	Marketing Costs				
	Transportation costs	350			
	Labor Costs	54			
	Cost of Tools	29			
	<b>Total Cost</b>	<b>433</b>			
	<b>Selling price of</b>	<b>19,500</b>		<b>93.59%</b>	
	<b>Profit</b>	<b>817</b>	<b>65.36%</b>		<b>188.68%</b>
	<b>margin</b>	<b>1,250</b>			
6	Inter-Regency Wholesalers				
	<b>Purchase Price</b>	<b>19,500</b>			

Source: Primary data processed (2019)

Marketing costs incurred by each marketing channel differ. Based on the above table, it is known that the highest costs incurred by large-scale traders in the amount of Rp 520 / kg of coffee, this is caused by long distances and the risks faced are also many, such as traffic jams on the road, accidents, and others. But with this large risk and large marketing costs, marketing margins and profits obtained by traders are also greater than those of other marketing institutions in the marketing channel, which is Rp. 1,250 / kg with a profit of Rp. 817 / kg.

In the coffee trade, every day prices fluctuate, so the risk of loss and profit is also greater. It is possible that today a large trader buys coffee from a collector at a price of Rp. 18,700, and is brought to an export trader in Lampung or in South Sumatra, according to the contract that has been agreed upon, and if the base price turns to expensive, then back to the initial agreement is to keep the initial price or adjust to the current price. If it adjusts to the price when the goods arrive in Lampung or Palembang, if the price goes up, the Big Trader will get a lot of profit, but if the price drops, the Trader will receive a lower price.

This condition is also experienced by the Collecting Traders, who buy coffee from farmers in accordance with the prices prevailing at the time of the transaction as well as when selling also in accordance with the prices prevailing at the time. So usually for collectors who have enough capital, they will see the condition of the market price of coffee on that day, if good, then sell, if not they will save a few days before waiting for good enough coffee prices. But if their capital is small and they need fast capital turnover, then they will release / sell coffee at any price given to them. The price of coffee is determined by International Trade.

The farmer is the recipient of the price, regardless of the price given by the collector or large trader when they sell their coffee harvest to the collector or large trader. From the analysis of the *farmer's share*, it was found that the highest percentage of the *farmer's share* was obtained by farmers when they sold their coffee harvest to the Home industry, which was 98.65%, where they could get a pretty good price compared to the price when they sold their coffee to collector. It's just that the current conditions in Rejang Lebong Regency, coffee powder processors are still small-scale home industries that require very little raw material for coffee beans with a very large supply of coffee beans that is owned by Rejang Lebong Regency. So it is important to be a concern for the government of Rejang Lebong Regency to encourage or create its own coffee powder processing plant so that coffee which is a superior product of Rejang Lebong Regency can be processed on its own.

## **CONCLUSIONS AND RECOMENDATIONS**

### **Conclusions**

1. Rejang Lebong Regency with an area of coffee plantations in Rejang Lebong Regency is currently 27,828.12 hectares, with a production of 13,459 tons in 2018 (Central Statistics Agency of Rejang Lebong Regency, 2018).
2. Coffee marketing channels that occur in Rejang Lebong Regency there are 5 types of marketing channels
3. Farmer's Share that are received by farmers, the largest obtained if farmers sell their coffee to the coffee processing industry that is equal to 98.65%.

### **Recommendations**

1. Coffee Farmers are important to maintain the quality of coffee before they are sold so that they get a better and more profitable price through a maximum drying process, sorting and grading from dried coffee beans.
2. Pat Petulai University as an Educational Institution with an entrepreneurial vision and mission, can apply through the establishment of operating in the field of Coffee Powder Processing which has good quality and its own characteristics.
3. The Rejang Lebong government is suggested to be able to focus on growing the home of the coffee powder processing industry in Rejang Lebong Regency so that it becomes a large coffee powder processing industry so that the coffee yields in Rejang Lebong Regency are directly processed and sold to outside markets. in the form of a final product that is ready for consumption by the public.

## REFERENCES

- Astin Alkitasa. (2004). *Margin Pemasaran*, LP3ES-UI-Jakarta
- BPS Bengkulu. (2018). *Rejang Lebong dalam angka*. Laporan Tahunan Hutbun.
- Basu Swastha. (1999), *Jenis-Jenis Pemasaran* , Intimedia, Jakarta.
- Basirun dkk. (1991), *Analisis Pemasaran*, Bumi Aksara, Jakarta.
- Dinas Perkebunan Provinsi Bengkulu. (2015). *Peluang Investasi Sub Sektor Perkebunan di Provinsi Bengkulu*. Pemerintah Provinsi Bengkulu.
- Dori Suhendra. (2012), *Analisis Pendapatan Usahatani Pada Kopi Tradisional dan Kopi Sambung di Desa Lubuk Kembang Kecamatan Curup Utara Kabupaten Rejang Lebong*. Jurnal Agrise.11 (1): 61-68
- Downey dan Trocke. (1981). *Teori Marketing*, Bina Aksara, Jakarta.
- Gittinger J.P. (1986). *Analisis Ekonomi Proyek- Proyek Pertanian*.Edisi Kedua. *Terjemahan Universitas Indonesia Press*. Jakarta.
- Halwani R.H. (2002). *Ekonomi Internasional dan Globalisasi Ekonomi*. Penerbit Ghalia. Indonesia. Jakarta.
- Hanafir dalam Beni (2013) <http://bengkuluexpress.com/kopi-rejang-lebong-delapan-besar-se-indonesia/>.
- Indrus, Muhammad. (2009). *Metode penelitian Ilmu Sosial*. Jakarta
- Kalaba, Yulianti. (2012). *Analisis Daya Saing Kakao Indonesia*. (Tesis) UGM.Yogyakarta
- Kuncoro, Mudrajat, (2009). *Metode Riset untuk bisnis dan Ekonomi*, Edisi 3. Jakarta,
- Kotler, Philip, et, al. (1996). *Marketing Manajemen an Asian Perspective*. Jakarta : Prentice Hall.
- Mubyarto, (1989). *Pengantar Ekonomi Pertanian*. Edisi Revisi. LP3ES. Jakarta.
- Najiyati Sri dan danarti, (1995) *Kopi Budidaya dan Penanganan Lepas Panen*. Penerbit PT. Penebar Swadaya
- Nasir, M.(1989). *Metode Penelitian*, Ghalia Indonesi, Jakarta.
- Nurlan F. (1986), *Indicator Keberhasilan Dalam Pemasaran*. UI-Press, Jakarta.
- Panggabean. (2011) *Buku Pintar Kopi*. Jakarta
- Salvatore. (1997). *Ekonomi Internasional*. Erlangga .Jakarta.
- Simaibang, Maruwadi (2008). *Analisis Finansial Usaha tani Kopi Arabika Varietas Unggul di Kabupaten Pakpak Bharat (Kasus:Desa Kuta Mariah, Kecamatan Kerajaan, Kabupaten Pakpak Bharat)*.(Skripsi) USU.Medan
- Statistik Perkebunan Indonesia 2009-2011. (2013) <http://regionalinvestment.bkpm.go.id/newsipid/id/commodityarea>. Php diakses terakhir 5 februari 2013
- Statistik Perkebunan Tahun 2009 -2011 (2010) *Departemen Pertanian*. Direktorat Jenderal Perkebunan Jakarta 2010
- Sugiono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D* . Penerbit Alfabeta Bandung
- Syamsu Alam. (2006). *Kelayakan Pengembangan Kopi Sebagai Komoditas Unggulan di Provinsi Sulawesi Selatan*. Univesitas Hasanudin Makasar.