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Public Service Intervention in Coffee Plantations Optimisation of Rejang Lebong District

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ABSTRAK

Kabupaten Rejang Lebong merupakan salah satu daerah penghasil kopi utama di Indonesia yang memiliki potensi besar untuk meningkatkan produktivitas dan nilai tambah kopi. Namun, pengelolaan kopi di daerah ini masih menghadapi berbagai tantangan, seperti rendahnya efisiensi produksi, kurangnya penerapan teknologi modern, serta lemahnya akses pasar dan dukungan kebijakan. Penelitian ini bertujuan untuk mengetahui penyebab rendahnya pendapatan dan kesejahteraan petani kopi di Kabupaten Rejang Lebong serta sebagai promosi dan branding kopi di Kabupaten Rejang Lebong yang belum dikenal di tingkat nasional dan internasional. Metode yang digunakan Penelitian ini termasuk penelitian deskriptif, yang menjelaskan fenomena faktual secara konseptual, dengan pengumpulan data melalui survei. Hasil penelitian menunjukkan bahwa masih diperlukan upaya yang lebih besar atau kekuatan untuk mengatasi berbagai macam kelemahan dan memanfaatkan peluang yang ada untuk mengatasi hambatan. Penelitian ini merekomendasikan integrasi program pengembangan kopi berbasis masyarakat dan dukungan kebijakan dari pemerintah daerah untuk menciptakan sistem pengelolaan kopi yang berkelanjutan. Optimalisasi pengelolaan kopi di Kabupaten Rejang Lebong diharapkan dapat mendorong peningkatan kesejahteraan petani, kelestarian lingkungan, dan penguatan ekonomi daerah.

ABSTRACT

Rejang Lebong Regency is one of the main coffee-producing regions in Indonesia, with great potential to increase coffee productivity and added value. However, coffee management in this area still faces various challenges, such as low production efficiency, lack of application of modern technology, and hesitant market access and policy support. This study purposed to determine the causes of the low income and welfare of coffee farmers in Rejang Lebong Regency and as a promotion and branding of coffee in Rejang Lebong Regency that has not been recognized at the national and international levels. The method used included descriptive research, which explained factual phenomena conceptually, with data collection through surveys. The results showed that greater efforts or strengths are still required to overcome various kinds of weaknesses and utilize existing opportunities to overcome obstacles. The research recommended the integration of community-based coffee development programs and policy support from the local government to create a sustainable coffee management system. Optimizing coffee management in Rejang Lebong Regency is expected to encourage the improvement of farmers' welfare, environmental sustainability, and the strengthening of the regional economy.

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INTRODUCTION

Coffee plays a crucial role in driving the local economy of Rejang Lebong District in Bengkulu Province. Covering around 155,027 hectares of coffee plantations, the area holds significant promise for economic growth through coffee farming. However, despite this potential, the coffee sector in Rejang Lebong faces multiple obstacles that prevent it from reaching optimal performance. Addressing these challenges is essential not only to strengthen the local economy but also to position Rejang Lebong's coffee competitively in the global marketplace.

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For many farmers, coffee cultivation is the main livelihood and a key source of household income. Yet, farming practices largely remain traditional, with limited uptake of modern technologies and restricted access to infrastructure, financial support, and other necessary resources. On the production side, issues such as pest outbreaks, low yields, scarce subsidized fertilizers, and weak farmer organizations pose major barriers. Furthermore, the lack of sophisticated specialty coffee management limits improvements in both quality and production volume.

Challenges downstream are equally critical. The marketing system lacks proper organization, promotion of specialty coffee is insufficient, and youth participation in coffee farming and management is low, leading to missed opportunities for economic expansion. Nevertheless, Rejang Lebong coffee is known for its distinctive flavor, which, if effectively promoted, could attract greater attention in both domestic and international markets.

Geographically, Rejang Lebong District, with Curup City as its capital, covers 155,027 hectares divided into 15 sub-districts, 34 urban villages, and 122 rural villages. The largest area is in Padang Ulak Tanding sub-district (24,460 hectares), while Curup sub-district is the smallest (621 hectares). Situated between the Bukit Barisan mountain range to the west and Kaba Hill to the east, the district offers ideal conditions for coffee cultivation. Its strategic location with easy access to the Sumatra Highway facilitates effective distribution of coffee products.

Current challenges in the coffee sector include limited access to subsidized fertilizers, increasing pest infestations, low productivity, reliance on conventional farming methods, inadequate safety precautions before harvest, and insufficient infrastructure. On the marketing side, the lack of a structured sales network, poor promotion of specialty coffee, and limited engagement of young people hinder sector growth.

Improving coffee productivity in the district requires better plant care through effective weed control, pruning, pest and disease management, and fertilization. Using high-quality planting materials and modern cultivation methods is also essential to boost yield and quality.

This study aims to develop strategies to optimize coffee management in Rejang Lebong by addressing these challenges and capitalizing on its advantages. A key contribution of this research lies in offering new perspectives in public administration and policy by integrating agricultural advancements with stronger institutional support and inclusive policymaking. It highlights the importance of community-based approaches and active involvement of youth, representing innovative directions for sustainable agricultural development and economic empowerment. Additionally, the research advocates for adaptive policies tailored to the district's unique geographic and socio-economic context, effectively linking improvements in production with market development.

By combining improved farming techniques with strategic marketing backed by inclusive and flexible policies, Rejang Lebong's coffee industry can realize its full potential as a major driver of the regional economy and become a competitive player in the global coffee market, ultimately enhancing the well-being and resilience of its local communities.

Literature Review

Coffee in Economic And Cultural Perspectives

Coffee is a beverage brewed from roasted and ground coffee beans. It is one of the most widely cultivated commodities globally, with over 50 countries engaging in its production. There are two main coffee varieties recognized worldwide: Robusta coffee (Coffea canephora) and Arabica coffee (Coffea arabica).

Coffee Processing Stages

The journey from coffee bean to cup involves a meticulous process. Coffee cherries are harvested—either manually or mechanically—followed by processing and drying to produce green coffee beans. These beans are then roasted at varying degrees, ground into a fine powder, and finally brewed to make the coffee beverage we enjoy.

Public Services

Local governments hold a crucial strategic role in delivering public services that extend beyond basic administrative duties, directly contributing to the enhancement of community welfare. This is particularly important in strengthening local economic sectors such as coffee production. Public services in this context are not merely about meeting fundamental needs but also about facilitating the development of regional economic potential through well-designed supportive policies and targeted interventions. Osborne, Radnor, and Nasi (2012) argue that effective public service management requires the integration of two main domains: public administration and service delivery. Given the inherently interdisciplinary nature of public administration, public service theory must be understood alongside other fields including economics, political science, psychology, sociology, and law (Sutarna, Widodo, & Nugroho, 2017). This comprehensive and integrated approach fosters a more responsive governance model, positioning local governments not only as regulators but also as enablers of public value, especially in sectors like agriculture and local commodity development.

Supporting this, Peters and Pierre (2016) emphasize that local governments must evolve beyond traditional administrative roles to become proactive agents of development by delivering innovative and outcome-oriented public services. Their study highlights the need for local administrations to embrace flexibility and creativity in addressing community needs.

Furthermore, Almandoz and Pacheco (2019) underline the importance of a multidisciplinary perspective in public service delivery, one that accounts for social, economic, and cultural dynamics within the community. This approach enables governments to design policies that are more tailored and responsive to local conditions, such as those impacting coffee farming communities.

In terms of economic development, Fung and Wright (2018) advocate for collaborative governance models that engage multiple stakeholders—including citizens and the private sector—in public service processes. Such models empower local governments to act as facilitators and enablers, fostering sustainable economic growth.

Moreover, empirical research by Setiawan and Utami (2020) shows that local government interventions focusing on capacity building for coffee farmers, including training and market access support, have a significant positive effect on productivity and

farmers' livelihoods. This evidence reinforces the role of local governments as essential enablers of public value creation within key economic sectors.

In summary, these studies collectively affirm that effective public service delivery at the local government level requires an interdisciplinary and inclusive governance approach. Such an approach transforms local authorities into active development partners who enhance community welfare and strengthen regional economies, particularly in agriculture and commodity-based industries like coffee.

Concept of Public Service and Public Value

In the New Public Service framework developed by Denhardt & Denhardt (2000), the main orientation of public services is to listen to and serve the community, not just regulate. Therefore, coffee development needs to be positioned as part of public services that support regional capacity. Local governments can play a role through agricultural counselling, farmer training, facilitation of market access, and promotion of coffee as a regional speciality product. This is in line with Mark Moore's view in his book 'Creating Public Value', which initiates the concept of public value creation as the main focus of managers of public sector organisations Moore (1995), where the government is tasked with creating public value through policies and services that empower the community.

Implementation of Public Services in Coffee Development

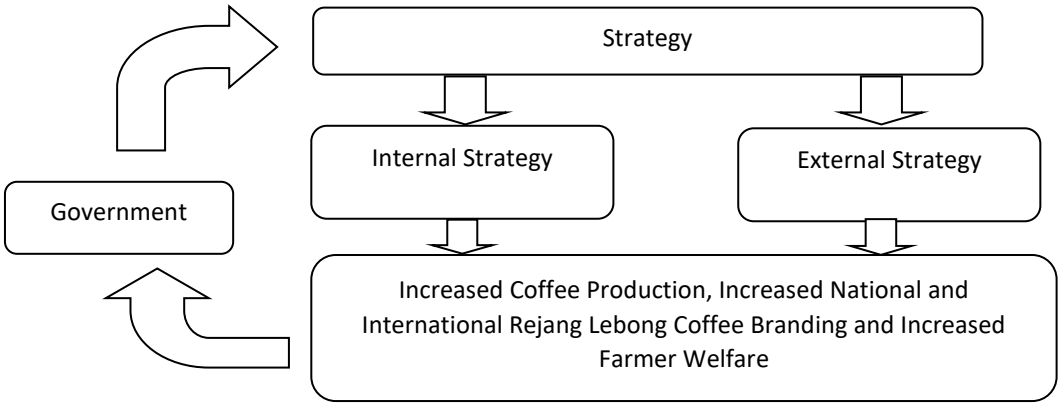
In the context of Rejang Lebong, public services in coffee development can be in the form of providing superior seeds, training on cultivation techniques, access to coffee research, and marketing support. Research by Nugroho and Dahuri (2012) states that the role of local governments in the development of superior commodities is one form of public service that supports the local economy and poverty alleviation. The provision of these services creates a more competitive and sustainable coffee production ecosystem.

Strategy Model for Rejang Lebong Coffee Plantation Development

The strategy model for coffee plantation development in Rejang Lebong Regency adopts the approach of the regional and human resource development strategy model developed by Dunn (2008) as shown in Figure 1. In this context, the government acts as the main actor formulating policies and strategies to optimise regional potential, particularly in the coffee plantation sector. The strategy is divided into two main aspects, namely internal and external strategies.

Internal strategies include strengthening regional institutional capacity, improving coffee farming systems, improving production technology, and fostering coffee farmers to increase crop productivity and quality. Regional development focused on potential coffee-growing areas is an important part of this strategy, taking into account aspects of infrastructure, market access, and other supporting environments.

Figure 1.
Development Strategy Model for Rejang Lebong Coffee Plantation



Source: Dunn (2008)

Meanwhile, the external strategy focuses on synergies with external parties, such as partnerships with the private sector, increasing export market access, promoting Rejang Lebong coffee as a superior commodity, and collaborating on research and innovation with educational institutions and research institutions. Human resource development of coffee farmers is also a focus, with the provision of training, vocational education, and strengthening entrepreneurial capacity.

Overall, this strategy aims to encourage an increase in the added value of Rejang Lebong coffee through an integrated and sustainable approach. Interventions from the government are directed at increasing the GRDP of the plantation sector, improving the exchange rate of coffee farmers, the competitiveness of local coffee products, and reducing environmentally harmful agricultural practices.

This model provides a comprehensive framework for regional development policy-making, particularly in the development of coffee plantations as a strategic sector in Rejang Lebong Regency.

SWOT Analysis in Coffee Public Services

The use of SWOT analysis in looking at public services in coffee development is important to understand strengths, weaknesses, opportunities, and threats. Rejang Lebong's internal strengths lie in soil fertility, favourable climate, and the existence of active coffee farmer groups. The government can maximise this potential by providing educational and technical services. Conversely, existing weaknesses such as limited post-harvest tools and suboptimal product branding indicate the need for interventions that are responsive to structural barriers.

Opportunities and Threats in the Coffee Industry

The growth of the coffee industry, both nationally and internationally, opens up great opportunities for the expansion of Rejang Lebong coffee to the global market, especially with the trend of third wave coffee and coffee tourism. The government can optimise these opportunities by organising coffee festivals, building agro-tourism destinations, and supporting the incubation of coffee MSMEs. On the other hand, threats such as price fluctuations, global competition, and climate change require mitigative public

service strategies, for example through the provision of agricultural insurance and minimum price policies.

The Government's Role in Increasing Community Participation

The concept of public service emphasises the importance of active community participation. Local governments need to build dialogue forums between farmers, coffee industry players, and related stakeholders to develop policies that are inclusive and based on real needs. Suyatno (2020) argues that collaborative public services between the government and the community result in higher levels of satisfaction and more tangible development sustainability.

Synergy between Public Service Theory and Practice

The integration of public service theory and SWOT analysis enables the Rejang Lebong government to design effective and sustainable strategies. Public service in the coffee sector is not just an administrative function, but a tool for socio-economic transformation based on cross-sector collaboration. The implementation of this strategy is expected to increase coffee productivity, expand market access, and boost the welfare of farmers and local coffee businesses.

Varieties And Processing Methods

The two primary coffee varieties—Arabica and Robusta—dominate the global market:

Arabica: Known for its mild flavor, Arabica thrives at altitudes of 600–2,000 meters, with optimal growth temperatures between 18–26°C.

Robusta: Discovered in Congo in 1898, it is more bitter and contains higher caffeine levels. It grows at altitudes of up to 800 meters and is more resistant to pests, making it less costly.

Additionally, Indonesia is famous for Kopi Luwak, derived from beans processed in the digestive system of civets.

Coffee Beverages And Economic Significance

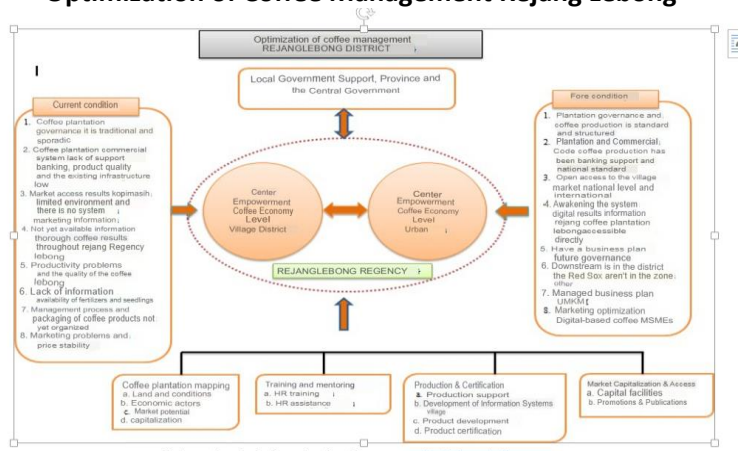
Coffee is not only a cultural staple but also an economic powerhouse. Examples of popular coffee drinks include espresso, latte, cappuccino, and local variations like kopi tubruk in Indonesia. Coffee is hailed as the second most traded legal commodity globally, following petroleum, underlining its significant contribution to international trade.

Optimizing Coffee Management

Effective coffee management requires government intervention for integrated regional and sectoral development, particularly in agriculture. This includes strategic planning, resource allocation, and aligning coffee management with broader economic objectives.

By optimizing its coffee industry, Indonesia can strengthen its position in the global coffee market, ensuring economic benefits for producers and the national economy.

Figure 2.
Optimization of Coffee Management Rejang Lebong



Pictures.1 optimization of coffee Management in Rejang Lebong

Based on Figure 1 optimization of coffee management above, the framework is formulated thought in the preparation of coffee management design as in the picture .2, below:

Source: Author Processed

RESEARCH METHOD

This study adopted a descriptive research approach aimed at conceptually explaining factual phenomena observed in the field. The factual findings were validated against relevant theoretical frameworks to offer a more structured and in-depth understanding of the issues investigated.

A survey method was employed to collect data, with respondents selected based on specific and relevant criteria. The units of analysis included coffee farmers, stakeholders, local government officials in coffee-producing areas, and coffee business operators or traders in Rejang Lebong Regency.

The central factual phenomenon identified in this study is the disparity between the high production potential of coffee in Rejang Lebong Regency and the relatively low added value received by coffee farmers. Several underlying factors contribute to this issue, such as:

- Limited access to post-harvest processing technology among farmers,
- Weak bargaining power of farmers within the coffee value chain,
- Inadequate institutional support in terms of training, financing, and marketing,
- A lack of product diversification and limited market access for local coffee.

By examining these phenomena, the study aims to provide a comprehensive portrayal of the socio-economic dynamics within the coffee production ecosystem in Rejang Lebong. These realities are further analyzed in relation to theoretical perspectives on agricultural development, value chains, and local economic empowerment.

Scope of the Study

The research enclosed: Optimization of coffee management, Marketing/branding of Rejang Lebong Regency coffee, and Human resource management for coffee farmers.

Data Collection Techniques

To ensure comprehensive data collection, this study employs both primary and secondary data sources:

Primary Data: Collected through structured questionnaires, in-depth interviews, and field observations. The questionnaires are designed based on previous studies and expert consultations to ensure validity and reliability.

Secondary Data: Sourced from government reports, industry publications, research journals, and statistical data related to coffee management in Rejang Lebong Regency.

Questionnaire Design and Distribution

The questionnaire is structured into multiple sections, covering demographic information, coffee farming practices, marketing strategies, and challenges faced by farmers. A Likert scale (ranging from 1 to 5) is used to quantify responses for statistical analysis. The questionnaire is pre-tested with a small group of respondents before full-scale distribution to ensure clarity and relevance.

The distribution process involves both online and offline methods:

Online distribution: Conducted via Google Forms and email to reach a wider audience.

Offline distribution: Conducted through direct visits to coffee farms, meetings with farmer associations, and industry stakeholders.

Analytical Methods

This study utilizes the SWOT analysis technique to identify the most effective strategies for optimizing the marketing and branding of coffee in Rejang Lebong Regency. SWOT analysis is employed to determine strategic decisions for implementing coffee management optimization. As defined by Rangkuti (2014), SWOT analysis evaluates the strengths, weaknesses, opportunities, and threats of an organization. The optimal strategy to achieve an organization's mission involves:

Exploiting opportunities and strengths,

Neutralizing threats, and Avoiding or addressing weaknesses. Additionally, statistical analysis is performed using: Descriptive Statistics: Used to summarize demographic characteristics of respondents and key variables in the study.

Correlation Analysis: To examine the relationships between various factors, such as the impact of marketing strategies on coffee sales performance.

Regression Analysis (if applicable): To determine the extent to which independent variables (e.g., management practices, branding strategies) influence the dependent variable (coffee production efficiency or profitability).

Software for Data Analysis

For data processing and statistical analysis, the study utilizes:

Microsoft Excel: For basic data management, visualization, and preliminary analysis.

SWOT Matrix Framework: For strategic decision-making in coffee management optimization.

By integrating these methodologies, this research provides a comprehensive analysis of coffee management optimization in the Rejang Lebong Regency, ensuring robust and actionable findings.

The weighting process is based on questionnaire responses, which are then analyzed further. The weighting model applied is as follows:

Table 1.
Responses

Code	Description
L	Low (Strengths, Weaknesses, Opportunities, Threats), if the issue does not affect the current condition very much
M	Moderate (Strengths, Weaknesses, Opportunities, Threats), if the issue does not affect current conditions current condition
H	High (strengths, weaknesses, opportunities, threats), if the issue cannot be justified at this time
VH	Very High (strengths, weaknesses, opportunities, threats), if the issue affects current conditions

Source: Rangkuti (2014)

Since the total weight must equal 1.00 for each evaluation matrix, the weight assigned to each respondent does not have to be identical. This depends on the number of variables selected and can be formulated as follows:

A(ST)+B(TI)+C(CP)+D(RD)=1.00(3.1)A(S_T) + B(T_I) + C(C_P) + D(R_D) = 1.00 \quad (3.1)A(ST)+B(TI)+C(CP)+D(RD)=1.00(3.1)

Where:

- AAA: The number of STS_TST in one evaluation matrix
- BBB: The number of TIT_ITI in one evaluation matrix
- CCC: The number of CPC_PCP in one evaluation matrix
- DDD: The number of RDR_DRD in one evaluation matrix
- SBSBSB: Weight of "Very Good" values
- BABABA: Weight of "Good" values
- CPCPCP: Weight of "Fair" values
- KRKRKR: Weight of "Poor" values

To simplify calculations, the ratio between RDR_DRD and STS_TST is set to a consistent scale of 2, expressed as:

$$RD : CP : TI : ST = 1 : 2 : 3 : 4 : 8 : 16 \quad \text{(3.2)}$$

If $ST = x$, that :

$$TI = \frac{1}{2}x \quad \text{(3.2.1)}$$

$$CP = \frac{1}{4}x \quad \text{(3.2.2)}$$

$$RD = \frac{1}{8}x \quad \text{(3.2.3)}$$

$$SK = \frac{1}{16}x \quad \text{(3.2.4)}$$

resulting:

$$A(x) + B\left(\frac{1}{2}x\right) + C\left(\frac{1}{4}x\right) + D\left(\frac{1}{8}x\right) + E\left(\frac{1}{16}x\right) = 1.00 \quad \text{(3.3)}$$

$$x = 16/(16A + 8B + 4C + 2D + E) \quad \text{(3.3.1)}$$

$$x = SB. \quad \text{(3.3.2)}$$

The model used to calculate the Rating is as follows:

Table 2.
SWOT Rating Model

Description	Score
The issue presented is not very urgent	1
The issue presented is not urgent	2
The issue presented is less urgent	3
The issue presented is urgent	4
The issue presented is very urgent	5

Source: Author Processed

Each respondent is free to enter a rating according to their opinion for each dimension attribute. After obtaining the weight and rating values, the total value for each dimension is calculated based on the following formulation:

Value (strength-weakness) =
∑ (rating(Sn) x weight(Sn)) + ∑ (rating(Wn) x weight(Wn)) (3.4)
Value (opportunity-threat) =
∑ (rating (On) x weight (On)) + ∑ (rating (Tn) x weight (Tn)) (3.5)

Population and Sampling Technique

The population of this research consists of coffee farmers, relevant stakeholders, coffee connoisseurs, and representatives from the local government of Rejang Lebong Regency. The total number of respondents involved in the coffee optimization survey in Rejang Lebong Regency is 100 (one hundred) individuals, selected through purposive sampling to ensure diverse perspectives across the coffee value chain. In addition to the survey, in-depth interviews were conducted with three experts in the fields of coffee agribusiness, sustainable regional development, and public policy. These experts provided critical insights and contextual understanding that enriched the interpretation of the data and supported the formulation of strategic recommendations tailored to the region's unique coffee landscape.

Table 3.
List Of Sample Respondents For Supporting Questionnaires

No	Respondent	Total Respondents
1	Regent of Rejang Lebong	1
2	Deputy Regent of Rejang Lebong	1
3	DPRD/Rejang Lebong Regency	1
4	Rejang Lebong Regency Agriculture Office	1
5	Trade and Industry Office of Rejang Lebong Regency	1
6	Rejang Lebong Regency Office of Cooperatives and SMEs	1
7	Rejang Lebong Regency Village Community Empowerment Office	1
8	Rejang Lebong Regency Tourism Office	1
9	Rejang Lebong Regency Environment Office	1
10	Head of NGOs in Rejang Lebong Regency	1
11	Head of Banking Branch Office of Rejang Lebong Regency	1
12	Chairman of AEKI Rejang Lebong Regency	1
Total		**12**

Source: Author Processed

Table 4.
List of Sample Respondents

No	Sample Of Respondents	Total
1	Rejang Lebong Regency - Farmers - GAPOKTAN Coffee extension workers and traders	88
Total		**88**

Source: Author Processed

Types and sources of data

The types and sources of data to be collected include:

Primary data

Primary data is data that will be obtained through direct interviews at the research site. Data related to primary data include the following; questionnaire sheets submitted to coffee farmers, coffee businesses/traders, stakeholders, local governments, and related technical stakeholders.

Secondary data

1. Data obtained from the GRDP of Rejang Lebong Regency for 2019-2024.

2. Report data from the Food Crops, Horticulture and Plantation office of Bengkulu Province in 2018.

Research instruments

The instrument used in this research is a questionnaire given to coffee farmers, coffee businesses/traders, local government stakeholders, and related technical stakeholders.

RESULTS AND DISCUSSIONS

Rejang Lebong Regency is one of the regencies in the Province of Bengkulu whose city center is located at ± 85 km from the city center of Bengkulu. In general, the physical condition of Rejang Lebong Regency has flat to undulating slopes. Most of the area of Rejang Lebong Regency is located on a land slope of more than 8% which is 106,371 hectares or around 68.58% of all land in the Regency with locations scattered throughout the district.

Rejang Lebong Regency is located in a hilly area, namely the Bukit Barisan Mountains in the west and the Kaba Hills in the east. Therefore, most of Rejang Lebong Regency or 25.10 percent of its total area is at an altitude above 1,000-1500 meters above sea level (masl) and 23.12 percent, or 35,841 hectares of the regency is at an altitude of 750-1000 masl.

Furthermore, 17.79 percent, or 24,477 hectares are at an altitude of 0-250, 15.27 percent, or 23,672 hectares are at an altitude of 250-500 masl, 16.64 percent or 25,798 hectares are at an altitude of 500-750 masl, 3.92 percent or 6,077 hectares are at an altitude of 500-1,000 masl, and another 0.16 percent or 255 hectares are at an altitude of more than 2000 masl. Judging from its altitude, Rejang Lebong Regency has the very potential to develop plantation crops both for small and large scale.

Table 5.
Area According To Land Elevation Per Sub-District In Rejang Lebong Regency

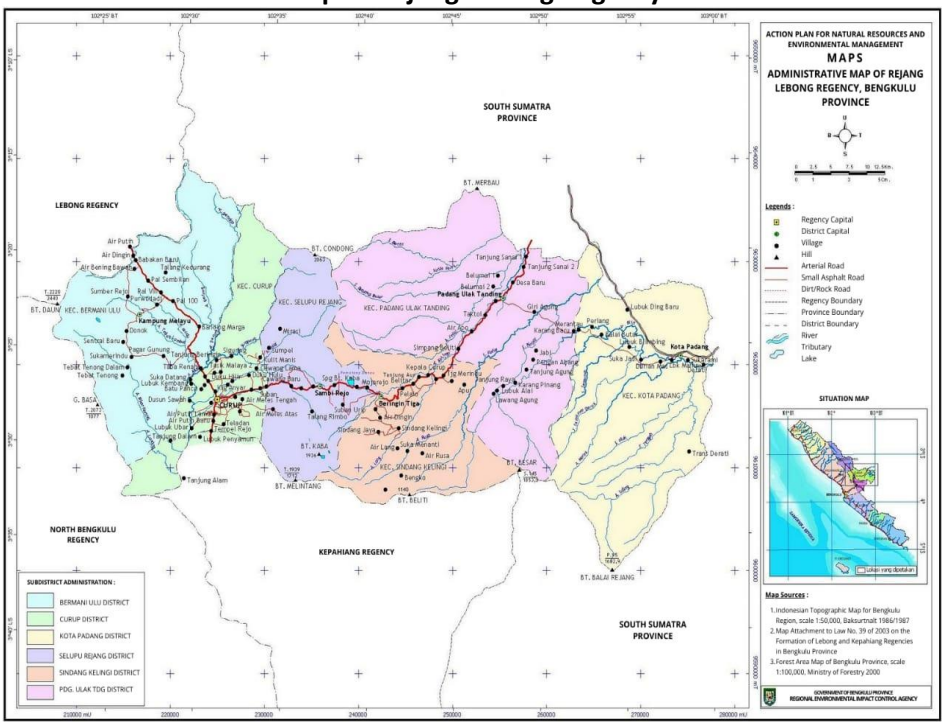
NO	Sub-district	land height (masl)						
		0-250	250-500	500-750	750-1000	1000-1500	1500-2000	>2000
1	Curup			620,8				
2	North Curup			3405,8	2912,3	4139,1	577,1	6,5
3	East Curup			917,3	159,4			
4	South Curup			2350,7	567			
5	Central Curup			662,2	783,5	302,6		
6	Sindang Kelingi		73,4	2162,8	2597,2	3353,5		
7	Sindang Daratan			220,9	3253,9	4081,5	832,2	
8	Padang	9979	4333,4	1823,8	1050,4	1716,4	135,5	
9	Sindang beliti Ilir	7092,9	2432,2	2225,3	2090	2560	196,6	
10	Bermani Ulu			783,9	7130	3612,5	1067	195,8
11	Bermani Ulu Raya			238,6	7000,6	7188	299,6	
12	Padang Ulak tanding	6890,6	8588,2	3846,7	2294	2447,4	393	
13	Binduriang	1,3	3466,1	972,7	6,6			
14	Sindang Belati Ulu	513,2	4778,5	5447,5	1753,2	1317	182	
15	Selupu Rejang		118,9	4243,2	8134,8	4243,2	2393,7	53,3
16	Rejang Lebong Regency	24,477	23,672	25,798	35,841	38,907	6,077	255

Source: Author Processed

Area And Production Of Smallholder Plantations

There are 2 (two) types of coffee plants grown by coffee farmers in Bengkulu Province, namely: Robusta Coffee and Arabica Coffee. Kepahiang, Rejang Lebong, and Lebong regencies are the largest regencies that produce Robusta and Arabica coffee. The area of the Robusta coffee plantation is 84,763 ha and the area of the Arabica coffee plantation is 1,536 ha.

Figure 3.
Map of Rejang Lebong Regency



Source: Rejang Lebong District Spatial Plan 2012-2032

Figure 1 explains Coffee plants in Rejang Lebong Regency are currently a regional superior product, where until the end of 2018 the robusta coffee plantation area in Rejang Lebong reached 23,036.65 hectares with a production of 15,853.117 tonnes or an average production per hectare of 870 kg. Arabica coffee plants have an area of 386 hectares, with an annual production of 52.125 tonnes, or an average production per hectare of 386 kg. Characteristics and Quality of Robusta Coffee Rejang Lebong is produced from Robusta coffee plants grown in the area of Rejang Lebong Regency with an average altitude of 610 m above sea level. The area has cool and humid air, with high wet-month precipitation throughout the year.

Robusta coffee from Rejang Lebong Regency, Bengkulu Province, obtained a geographical indication (GI) certificate from the Ministry of Law and Human Rights as a typical product of the region. With the issuance of the IG certificate for Rejang Lebong robusta coffee products, he added, it will provide protection for the region's plantation products so that they can compete with coffee products from other regions.

Can compete with coffee products from other regions both in the national and international markets.

Table 6.
Area and Production of Plantation Crops by Plant Type in Rejang Lebong

No	Description	2016	2017	2018	2019	2020
1	Palm oil	422	1182	985	1147	1093
2	rubber	2583	721	4696	4488	4464
3	robusta coffee	13422	13284	15740	17795	18605
4	Arabica coffee	138	149	179	188	206

No	Description	2016	2017	2018	2019	2020
5	cocoa	139	23	41	226	205
6	coconut in	720	22	180	125	188
7	pepper	34	73	86	98	95
8	sugar palm	3572	2936	4075	5349	5442
9	cinnamon	1	3	2	10	4
10	betel nut	44	12	11	44	43
11	candlenut	40	26	87	71	68
12	nutmeg	1	2	6	5	5

Source: Author Processed

Robusta Coffee

The area and production of smallholder plantations by commodity type and crop condition in 2019 for Robusta coffee with details are in the table below:

Table 7.
Area and production of Robusta Coffee plantations

No	district/city commodities	area of land (ra)				production (tons)	productivity (KG/HA)	farmer	form of production	average garden area
		TBM	TM	TTM/TR	amount					
	Robusta Coffee									
1	Bengkulu Utara	705	3609	853	5166	3300	915	4610	rice coffee	1,12
2	Muko-muko	13	80	1	94	50	625	163		0,58
3	Rejang Lebong	1979	19572	1484	23037	15740	804	18475		1,25
4	Kepahiang	1110	23566	10	24686	19204	815	13593		1,82
5	Lebong	1036	6924	137	8097	4995	721	5435		1,49
6	Bengkulu Selatan	130	2527	25	2682	2044	809	3623		0,74
7	Seluma	738	6799	446	7983	4882	718	7629		1,05
8	Kaur	2010	2578	182	9720	6021	795	2340		1,33
9	City Of Bengkulu		4		4	3	660	5		0,81
10	Bengkulu Tengah	150	4252		4411	3190	750	2607		1,69
	Province	7879	74911	3140	85929	59429	793	63483		1,35

Source: Author Processed

Arabica coffee

The area and production of smallholder plantations by type of commodity and crop condition in 2019 for arabica coffee with details in the table below:

Table 8.
Area and production of Arabica Coffee plantations

No	District/City Commodities	Area Of Land (Ra)				Production (Tons)	Productivity (KG/HA)	Farmer	Form Of Production	Average Garden Area
		TBM	TM	TTM/TR	amount					
	Arabica Coffee									
1	Bengkulu Utara	73	266	373	652	274	1830	483	Rice Coffee	1,34
2	Muko-Muko		5	4	9		34	38		0,24
3	Rejang Lebong	284	231		515	179	775	193		1,02
4	Kepahiang	1	99		60	32	542	193		0,31
5	Lebong									0
6	Bengkulu Selatan									
7	Seluma									
8	Kaur									
9	City Of Bengkulu									
10	Bengkulu Tengah	300			300	304	1013	345		0,87
	Province	354	562	317	1536	789,17	917	1567		0,98

Source: Author Processed

The Role of Rejang Lebong District Government in Coffee Development

The Rejang Lebong District Government has taken proactive measures to follow up on Governor's Decree No. Q.409.B.3 of 2018 regarding the formation of the Bengkulu Coffee Development Coordination Team. Several strategic initiatives have been implemented, including:

1. Provision of subsidized fertilizers to coffee farmers to improve crop yield and quality.
2. Access to micro-financing through the People's Business Credit (KUR) scheme, helping farmers secure the necessary capital for coffee cultivation.
3. Application for Geographical Indication (GI) protection for coffee farmer groups in Rejang Lebong submitted to the Ministry of Law and Human Rights.

As a result of these initiatives, in 2019, two farmer groups—Budi Utomo and Muhammad Syukur—successfully obtained Geographical Indication certification for Rejang Lebong Robusta

coffee, registered under the number E-IG.00.2018.000001. This achievement marks a significant milestone in enhancing the recognition and market value of local coffee products, supporting both regional branding and economic development.

The Analysis Used Is the SWOT Analysis

SWOT analysis with Internal strategy factors (IFE and External strategy factors (EFE).

(From the results of distributing questionnaires and data processing, the following results were obtained as follows:

Table 9.
Strategy optimization of Rejang Lebong coffee management internal and external factors

FACTOR INTERNAL			Total	RATING	WEIGHT (%)	WEIGHT X RATING
Strength	S1	The commitment of the regional head developing coffee cultivation in Rejang Lebong Regency	352	2	0.191	0.383
	S2	Rejang Lebong coffee as superior commodity	345	2	0.188	0.375
	S3	MOU with KPTIK on coffee management in Rejang Lebong Regency	364	2	0.198	0.396
	S4	Geography in Rejang Lebong Regency Lebong supports coffee cultivation. coffee	410	3	0.223	0.669
	S5	Rejang Lebong Regency has has intellectual property rights (HAKI) on coffee	368	3	0.200	0.600
TOTAL STRENGTH			**1839**		**1.000**	**2.423**
Weakness	W1	The low-budget realization of coffee	294	3	0.267	0.800
	W2	Lack of synergy between government and stakeholders	268	2	0.243	0.486
	W3	Little regulation on coffee	257	2	0.233	0.466
	W4	The sustainability and continuity of coffee programs are weak	284	1	0.257	0.257
TOTAL WEAKNESSES			**1103**		**1.000**	**2.009**
STRENGTHS-WEAKNESSES						**0.414**

Source: Author Processed

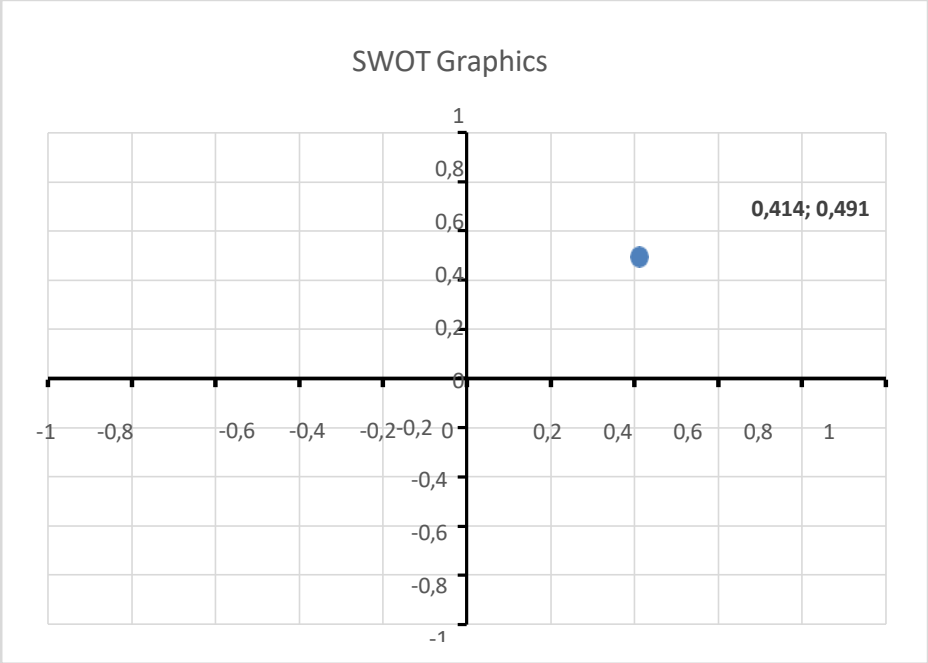
Table 10.
Matriks External Factor Evaluation (EFE)

FACTOR EKSTERNAL			Total	RATING	WEIGHT (%)	WEIGHT X RATING
Opportunities	O1	The existence of a cooperation network	350	3	0.316	0.949
	O2	established by regional leaders with coffee-producing regions	354	3	0.320	0.960
	O3	There is a coffee-based special economic zone (KEK)	402	3	0.363	1.090
TOTAL OPPORTUNITIES			**1106**		**1.000**	**3.000**
	T1	Ego Rejang Lebong Regency to create a centralized system	364	3	0.259	0.778

FACTOR EKSTERNAL			Total	RATING	WEIGHT (%)	WEIGHT X RATING
Threats		coffee				
	T2	Lack of banking support in coffee cultivation	350	3	0.249	0.748
	T3	The cooperation relationship between the local government and coffee stakeholders is not yet optimal.	321	2	0.229	0.457
	T4	Pulai Baai harbor facilities are still inferior to those in other regions.	369	2	0.263	0.526
TOTAL THREATS			**1404**		**1.000**	**2.509**
						0.491

Source: Research results, data processed

Figure 4.
Graph of Optimisation of Rejang Lebong coffee management internal and external factors



Source: Research results, data processed.

Strength-Opportunities (S-O) Strategy

The strategy chosen is SO, SWOT matrix: x = 0.414 and y = 0.419 with strategic efforts to optimize coffee in Rejang Lebong Regency as follows:

1. Increasing production and superior seeds
2. Downstream of coffee management products based on the development of coffee SME groups based on product marketing digitalization
3. Building a value chain coffee management stakeholders by their business model/business plan.

Stages Of Optimising Coffee Management In Rejang Lebong District

1. Design the optimization of coffee management in one commodity management cluster with the main priority of education and culture-based coffee with a mass visit market

segment, followed by the second priority cluster for the nature-based coffee segment (small-medium scale).
2. Invite investors to provide facility support and technology support in a productive partnership model between investors-community and government.
3. Optimise coffee management of human resources of the apparatus and community (farmers) with a new culture of tourism service industry actors (including building a cadre of pioneer coffee managers in rural areas).
4. Conduct short and medium-term development consistently, full of commitment with achievement and ambition.
5. Invite parties both external government and OPD to support management in synergy with maximum roles and contributions.

CONCLUSION

The Rejang Lebong District Government has demonstrated a strong commitment to developing the coffee sector through a public service-oriented approach, as reflected in Governor's Decree No. Q.409.B.3 of 2018. This commitment has been translated into practical measures such as subsidized fertilizers, access to credit through the KUR scheme, and legal protection of Geographical Indication (GI) rights. The successful GI certification of Rejang Lebong Robusta coffee has significantly enhanced its market value, regional identity, and global competitiveness.

This initiative reflects a synergistic relationship between local governance and community empowerment, aligning with broader goals of public value creation and sustainable regional development. However, sustaining and advancing these achievements requires more comprehensive strategies, including stronger collaboration with stakeholders and prioritizing high-quality coffee production within designated economic zones.

A key issue currently facing farmers is the widespread practice of harvesting mixed-ripeness cherries (green, yellow, and red), which compromises coffee quality. Ideally, only red cherries should be harvested to ensure premium quality. This highlights the need for government intervention through farmer education, improved harvest monitoring, and safety support during the harvesting process.

Additionally, farmers remain vulnerable to middlemen who impose low prices, limiting their income and disincentivizing quality production. To address this, the local government should implement fair pricing policies, facilitate the establishment of cooperatives or village-owned enterprises as alternative buyers, and broaden access to direct markets. Creating price stability through transparent contract systems can protect farmers from volatile market fluctuations.

Securing Intellectual Property Rights (IPR) for local coffee varieties is also critical for preserving product uniqueness and market positioning. Scaling up the production of recognized specialty coffee, adopting modern technologies, and fostering a supportive investment climate can increase productivity and operational efficiency. Tailored training programs based on real farmer needs must be intensified to close knowledge gaps and improve farm practices.

Integrating cultural and artistic elements into branding strategies can boost consumer interest and strengthen the identity of Rejang Lebong coffee. Expanding access to global markets and positioning the product as a premium brand offers significant potential, especially given the growing international demand for high-quality coffee. Optimizing land use and attracting both domestic and foreign investment will further inject capital and innovation into the sector.

Empowering farmers through fair pricing, quality seedlings, and protection from exploitative

market practices is essential to sustain their motivation and production standards. Furthermore, the use of digital technologies to streamline the supply chain and connect producers to broader markets will enhance the sector's adaptability and competitiveness. Through these integrated public service strategies, Rejang Lebong has the potential to emerge as a leading hub for sustainable and high-value coffee production in Indonesia.

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