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THE STRATEGY TO INCREASE ROBUSTA COFFEE PRODUCTION AT OGANKOMERING ULU REGENCY OF SOUTH SUMATRA PROVINCE

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ABSTRACT
This study examines the strategy to increase robusta coffee production in OganKomering Ulu Regency, South Sumatra Province. This study aims to analyze the strategy of increasing robusta coffee production in OganKomering Ulu Regency, South Sumatra Province. The study was located OganKomering Ulu Regency, South Sumatra Province. The time of the research is December 2021. The research method used is the survey method. Research respondents were 84 coffee farmers in OganKomering Ulu Regency, 10 agricultural extension workers, 10 coffee traders and 3 people from the Department of Agriculture. Data analysis used descriptive analysis techniques (describe and explain the development of robusta coffee production in the research area, SWOT analysis (Stength, Weakness, Opportunities, Threats). The results of this study found that First, the majority of coffee farmers are in productive age so that they can be motivated to increase production. coffee by growing coffee intensively Second, taking advantage of the still high demand for coffee to motivate farmers to increase production in OganKomering Ulu Regency Third, the obstacle to increasing coffee production in OganKomering Ulu Regency is that there is enough land available for coffee plants, but the effort Farming is not done well, including maintenance, plant rejuvenation, lack of capital and the lack of guidance from agricultural extension workers, especially the sub-sector, even though the local government is very supportive.
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1. INTRODUCTION

Coffee is one of the plantation commodities that has an important role in economic activities in Indonesia. Coffee is also one of Indonesia's export commodities which is quite important as a foreign exchange earner in addition to oil and gas. In addition to increasingly open export opportunities, the domestic coffee market is still quite large. Indonesia is one of the world's coffee producing countries, currently Indonesia is in the fourth rank of the world's coffee exporting countries after Brazil, Vietnam, Colombia. Of the total production produced, about 67 percent of coffee is for export, while the remaining 33 percent is for domestic needs (AEKI, 2020). South Sumatra Province is still the center of Robusta coffee production, followed by Lampung, Bengkulu, East Java and Jambi. Robusta coffee production of Indonesia in 2020 can be seen in Figure 1 below:

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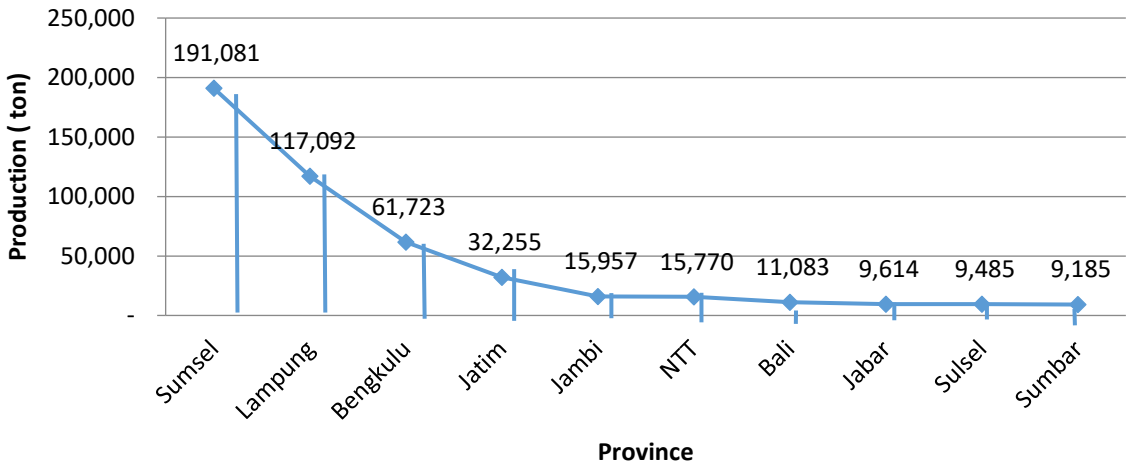

Figure 1. The production of robusta coffee in Indonesia, 2020

In 2020 South Sumatra Province was ranked first by producing robusta coffee production of 191,081 tons, Lampung province second at 117,092 tons, then Bengkulu province producing 61,723 tons, East Java Province 32,225 tons, Jambi Province 15,957 tons, and the Province of East Java. East Nusa Tenggara produces a production of 15,770 tons. Then followed by Bali Province which produced 11,083 tons of production, West Java Province ranked eighth with a production of 9,614 tons, South Sulawesi Province was ranked ninth at 9,485 tons, and West Sumatra Province was ranked tenth for robusta coffee production with a total production of 9,185 tons. (Directorate General of Plantations, 2021).

OganKomering Ulu (OKU) Regency is one of the coffee-producing areas in South Sumatra Province since ancient times, this is because coffee is a plantation commodity that can support the community's economy in addition to rubber and forest products (gum damar). OganKomering Ulu Regency when viewed from the agricultural development sector has a wealth of potential natural resources and is supported by a strategic location for plantation development. The area of people's plantations in the OganKomering Ulu district is 97,148 hectares spread over 13 sub-districts, for coffee an area of 2,943 hectares with a production of 15,802 tons. From the data mentioned, it can be concluded that the coffee plant is one of the mainstay commodities of plantations in OganKomering Ulu Regency which is one of the sources of Regional Original Income (PAD) of OganKomering Ulu Regency (OKU Agriculture Office, 2021).

Coffee plants are a source of income for farmers in OganKomering Ulu Regency. Although the land area and natural geography for coffee plantations in this area are supportive, coffee production in this area is still relatively low. The average coffee production in OganKomering Ulu Regency is around 938 kg/ha/year (BPS OganKomering Ulu, 2021). In OganKomering Ulu District, the sub-district with the highest average production is Lengkiti District, then Semidang Aji District, followed by other sub-districts. The average amount of coffee production in Lengkiti District is 1,843 kg/Ha and the average coffee production in Semidang Aji District is 1,078 kg/Ha. The average production of these two sub-districts has exceeded the average production rate of OganKomering Ulu Regency, which is 938 kg/ha. However, this figure is still below the national average production rate of 3,000 kg/ha. (Dirjenbun, 2019).

To catch up with the national average production figure, a strategy to increase coffee production in this area is needed. With sufficient land supply and production that tends to increase, if coffee farming in this area is managed properly, the potential for increasing average production is expected to increase even higher. This is certainly related to the background, so it is interesting to study further regarding the strategy to increase coffee production in OganKomering Ulu Regency. Based on the background and problems that have been stated previously, it is interesting to study further on the strategy to increase robusta coffee production in OganKomering Ulu Regency. If it is seen from the phenomenon that the average production of robusta coffee in OganKomering Ulu Regency is still low, the formulation of the research problem is what strategies can be done as an effort to increase robusta coffee production in OganKomering Ulu Regency. The research objective is to identify a strategy to increase robusta coffee production in OganKomering Ulu Regency.

2. RESEARCH METHOD

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This research was conducted in OganKomering Ulu Regency. The location determination was determined intentionally considering that OKU Regency is currently the Regency that produces the highest Robusta coffee production compared to other Regencies. The research was carried out in December 2021 until it was completed. The method used in this research is a survey method. According to Sugiono (2017), the survey method is a method used to find the effect of certain treatments. The survey method is used to obtain data from certain natural (not artificial) places, but researchers carry out treatments in data collection, for example by distributing questionnaires, tests, interviews, structured and so on (the treatment is not like in the experiment). The sampling method used in this research is the area sampling method (Cluster sampling), which is through two stages. The first stage is to determine the sample area, from 21 villages that have robusta coffee plants selected the most as many as 3 villages. The second stage is random sampling, namely samples drawn randomly from the population (Sugiono, 2017). The number of samples used were 63 respondents from farmers from 630 populations in 3 villages, 10 respondents from Agricultural Extension Officers, 9 respondents from collectors, 3 respondents from stakeholders related to the research, consisting of 1 respondent from the Head of the Plantation Section in charge of coffee commodity crops, 1 respondent from the Head of the Field. Plantation and 1 respondent from the Head of the Department of Agriculture.

The data collected includes primary data and secondary data. Primary data will be obtained directly from the sample through direct observation and interviews using questionnaires as a data collection tool. Secondary data is obtained from institutions or agencies with related research including: geographical conditions of the area, population, area, education level, land area, productivity and data related to this research. The data obtained were then completed and tabulated for later analysis in accordance with the research objectives.

To answer the problem formulation, using SWOT matrix analysis. Where the SWOT matrix is a combination of IFAS factors and EFAS factors to form a strategy. The IFAS factors and EFAS factors are related to the development of robusta coffee farming business. The next step after obtaining an analysis of the strengths, weaknesses, opportunities and threats in Robusta coffee farming in Lengkiti District, OganKomering Ulu Regency, is as follows:

1. Determining the IFAS and EFAS Faktor Factors
2. Calculating the scoring weights of IFAS and EFAS
3. Analysis Stage

3. RESULTS AND ANALYSIS

In determining the strategy for increasing robusta coffee production, the internal strategy factor matrix (IFAS) and the external strategic factor matrix (EFAS) are used. The following table presents the internal strategy factors consisting of strength and weakness factors and internal strategy factors consisting of opportunity factors and threat factors. These factors are listed in table 1 below

Tabel1. IFAS Factor (Internal Factor Analysis Strategy)

Strenght	Weakness
1. Availability of superior seeds	1. Farmers' motivation is still low
2. Land availability	2. Rejuvenation of coffee plants
3. Farming experience	3. Some of the coffee plants are old
4. Age of productive farmers	4. Plant maintenance is still low
5. Supporting facilities and infrastructure	5. Farmers lack capital

EFAS Factor (Eksternal Factor Analysis Strategy)

Opportunities	Threats
1. Supporting agro-climatic and geomorphological conditions	1. Limitations of extension workers, especially the plantation sub-sector
2. Coffee demand is still high	2. Expensive prices for fertilizers and agricultural machinery
3. The local government that provides endorsement	3. Many competitors from other regions
4. Local, Domestic and International markets are still wide open	4. Pests of plant diseases

The results of the calculation of the IFAS and EFAS

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Factor weightsCalculation of weighting, rating and score can be obtained from the results of the respondent's questionnaire analysis, where each strength factor and weakness factor in the IFAS matrix table is given a score (rating x weight).

a. Internal Environment

Internal environmental analysis is used to determine how much strength and weakness can be obtained from the strategy to increase robusta coffee production. This strategy aims to increase robusta coffee production, so that the focus in increasing production is the strategic factors of strengths and weaknesses in it. Internal factors are identified as things that can affect the increase in robusta coffee production.

Table 2. SWOT analysis of the factors of strength and weakness (IFAS) of robusta coffee production

IFAS	Point	Rate	Score
Strenght (S)			
1. Availability of superior seeds	3,2	0,11	0,34
2. Land availability	3,1	0,10	0,33
3. Farming experience	2,9	0,10	0,28
4. Age of productive farmers	3,2	0,11	0,35
5. Supporting facilities and infrastructure	2,0	0,07	0,14
Amount			1,44
Weakness (W)			
1. Farmers' motivation is still low	3,3	0,11	0,36
2. Rejuvenation of coffee plants	2,6	0,09	0,23
3. Some of the coffee plants are old	3,0	0,10	0,31
4. Plant maintenance is still low	3,3	0,11	0,37
5. Farmers lack capital	3,0	0,10	0,31
Amount		1,00	1,59

Table 2 shows the highest score for internal factors is strength, namely the productive age of farmers, which is 0.35 and the highest score for weakness is plant maintenance, which is 0.37. A high score indicates a strength that occurs frequently. The strength that will be used is focused on the high score among the other strength factors. The total score for the strength factor is 1.44 and the total score for the weakness factor is 1.59. The highest weakness factors should be prioritized to minimize weaknesses and improve them.

b. External environment

External factors are things that cannot be controlled by robusta coffee farmers which consist of opportunities and threats in increasing robusta coffee production in OganKomering Ulu Regency. External parties are the Regional Government, the Agriculture Service of OganKomering Ulu Regency, and competitors. External factors identified in the form of supportive agro-climatic and geomorphological conditions, high demand for coffee, local governments that provide support, local, domestic and international markets are still wide open and other external factors that provide opportunities and threats for increasing robusta coffee production. The external party is the local government, in this case the Department of Agriculture. The results of the analysis of the external environment of the opportunity and threat factors for increasing robusta coffee production are shown in Table 3 below.

Table 3. SWOT Analysis of internal and external environment

EFAS	Point	Rate	Score
Supporting agro-climatic and geomorphological conditions	3,5	0,13	0,47
2. Coffee demand is still high	3,3	0,13	0,41
3. The local government that provides endorsement	3,2	0,12	0,38
4. Local, Domestic and International markets are still wide open	3,2	0,12	0,40

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Amount	1,67		
Threat (T)			
1. Limitations of extension workers, especially the plantation sub-sector	3,3	0,13	0,42
2. Expensive prices for fertilizers and agricultural machinery	3,3	0,12	0,40
3. Many competitors from other regions	3,2	0,12	0,38
4. Pests of plant diseases	3,2	0,12	0,38
Amount		1,00	1,59

After obtaining the results of the calculation of the scoring weights and being included in the SWOT matrix diagram, it turns out that the strategy for increasing robusta coffee production is in Quadrant IV, as shown in Figure 2 below:

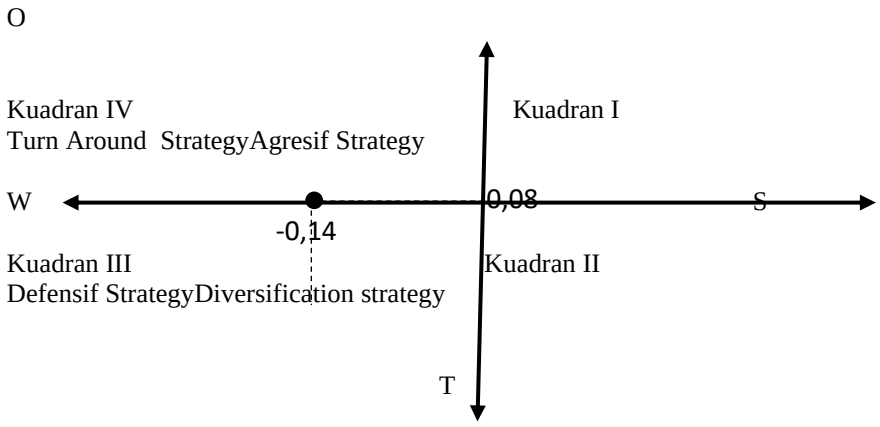

Figure 2. SWOT diagram

The results of the study in the form of a strategy to increase robusta coffee production in OganKomering Ulu Regency are shown in Figure 3 in the form of the following SWOT matrix:

IFAS / EFAS	**Strenght**	**Weakness**
	1. Availability of superior seeds 2. Land availability 3. Farming experience 4. Age of productive farmers 5. Supporting facilities and infrastructure	1. Farmers' motivation is still low 2. Rejuvenation of coffee plants 3. Some of the coffee plants are old 4. Plant maintenance is still low 5. Farmers lack capital
Opportunities 1. KondisiAgroklimat dan Geomorfologi yang mendukung 2. Permintaan kopi yang masihtinggi	**S-O Strategies** 1. Availability of local superior seeds and agro-climatic and geomorphological conditions that support an increase in coffee production (S1,O1)	**W-O Strategies** 1. Take advantage of the still high demand for coffee to motivate farmers to increase production (W1,O2) 2. Increase cooperation with capital institutions (Government Support) for

3. Pemerintahdaerah yang memberikandukungan 4. Pasar lokal, Domestik dan Internasionalmasihterbukaluas	2. Availability of land and high demand for coffee opens up opportunities to increase coffee production (S2,O2) 3. Support for facilities and infrastructure and local government is expected to increase coffee production (S5,O3)	plant rejuvenation, plant maintenance and overcoming farmers' lack of capital (W2,W4,W5,O3)
Threats 1. Limitations of extension workers, especially the plantation sub-sector 2. Expensive prices for fertilizers and agricultural machinery 3. Many competitors from other regions 4. Pests of plant diseases	**S-T Strategies** 1. Strive for superior seeds that are resistant to plant pests so that production increases (S1,T4) 2. Utilizing farming experience to overcome the limitations of extension workers and plant pest control in increasing coffee production (S3,T1,T4).	**W-T Strategies** 1. The large number of competitors from other regions can motivate low-income farmers to increase coffee production (W1,T3). 2. The presence of plant disease pests can increase maintenance efforts intensively (W4, T4)

The result of the research shows that there are four possible strategic alternatives, namely Strategic SO (Strenghts-Opportunities), ST Strategy (Strengths-Threats), WO Strategy (Weaknesses-Opportunities) and WT Strategy (Weaknesses-Threats). The four possible strategies above are not used entirely in increasing robusta coffee production in the research area, but are adjusted to the known positions in the SWOT position matrix. In the research area, the right strategy used in this position is the Turn Around strategy. The Turn Around strategy is a strategy that focuses on the WO (Weaknesses-Opportinities) strategy, which is to minimize weaknesses by taking advantage of opportunities. So that the appropriate strategies used in increasing Robusta coffee production in the research area are:
1. Take advantage of the still high demand for coffee to motivate farmers to increase production.(W1,O2)
2. Increasing cooperation with capital institutions (Government Support) for plant rejuvenation, plant maintenance and overcoming farmers' lack of capital (W2,W4,W5,O3).

Robusta Coffee Production Improvement Strategy.

Alternative strategies that can be taken are: SO Strategy: (1) Availability of local superior seeds and agro-climatic and geomorphological conditions that support an increase in coffee production (S1,O1) ; (2) Availability of land and high demand for coffee opens up opportunities to increase coffee production (S2,O2); and (3) Support for facilities and infrastructure and local government is expected to increase coffee production (S5,O3). ST strategy: (1) Strive for superior seeds that are resistant to plant pests so that production increases (S1,T4); (2) Utilizing farming experience to overcome the limitations of extension workers and plant pest control in increasing coffee production (S3,T1,T4). The strategy produced in this study is in line with the research of Manurung, P., Ginting, M., & Fauzia, L. (2016) which states that increasing land availability is intended to balance high coffee demand so as to increase Arabica coffee production. The same thing was stated by Saragif, J. F (2019) which stated that the strategy to increase robusta coffee productivity in Sigodang Barat Village, Panei District, Simalungun Regency, North Sumatra Province was carried out by utilizing the experience of farmers and the ease of farming management in responding to the lack of available counseling and training. WO Strategy: (1) Utilizing the still high demand for coffee to motivate farmers to increase production (W1,O2) ; (2) Increasing cooperation with capital institutions (Government Support) for plant rejuvenation, plant maintenance and overcoming farmers' lack of capital (W2,W4,W5,O3). WT strategy: (1) The number of competitors from other regions can motivate low-income farmers to increase coffee production (W1,T3) ; (2) The presence of plant pests and diseases can increase maintenance effortsintensively (W4, T4).

4. CONCLUSION

Based on this research, it can be concluded as follows: The right strategy used to increase robusta coffee production in the research area is the Turn Around strategy which focuses on the WO (Weaknesses-Opportinities) strategy, which is to take advantage of existing opportunities to minimize weaknesses. So that the appropriate strategies used in increasing robusta coffee production in OKU Regency are:

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a. Take advantage of the still high demand for coffee to motivate farmers to increase production.
b. Increase cooperation with capital institutions and there is government support in this case the Department of Agriculture and Plantation with plant rejuvenation activities, plant maintenance and overcoming farmers' lack of capital.

It is recommended for robusta coffee farmers to carry out intensive maintenance on coffee plants through the provision of fertilizers and control of coffee plant pests and diseases. It is hoped that the OKU Regional Government will pay more attention to and facilitate supporting activities in the form of providing farmers' initial funds and create a special program to support the development of robusta coffee production and always play an active role in increasing robusta coffee production.

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