

The Supply Chain and Value Added Analysis of Luwak Coffee Agroindustry in Lampung Province

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ABSTRACT

This research aims to (1) determine the flow pattern of supply chain, (2) determine the value added, and (3) determine development strategy of luwak coffee Agroindustry in Lampung Province. This research was conducted on West Lampung and Tanggamus Region as the representative of Lampung Province. Purposive methods is done to decide the location of this research. The respondents who involved in this research were 35 people that consist of 9 coffee farmers, 7 owner of luwak coffee agroindustry, 3 merchants of coffee, 1 big seller of coffee, 5 retailers of luwak coffee and 10 consumers of luwak coffee. The first objective was analyzed by a descriptive method, the second objective by Hayami value added analysis method, and the last objective was analyzed by SWOT analysis method. The results proved that (1) the stakeholders who involved in this supply chain of luwak coffee agroindustry in Lampung Province were consist of coffee farmers, merchants, sellers of raw coffee beans, agroindustry of luwak coffee, wholesalers, retailers, exporters, and consumers; (2) value added of one kilogram raw coffee beans processing became luwak coffee gained an average 61.997,86 IDR, one kilogram raw coffee beans became a powder of luwak coffee gained an average 20.554,53 IDR, and one kilogram raw coffee beans became the powder of luwak coffee gained an average 41.373,61 IDR,(3)development strategy of luwak coffee agroindustry was produce good quality of luwak coffee to increase the selling price.

Key words: luwak coffee agroindustry, strategy development, , supply chain, value added