

Strategy for the development of Arabica Coffee agribusiness in Cisantana Village, Cigugur District, Kuningan Regency

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ABSTRACT

Keywords:

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The purpose of this research is to identify the external and internal factors influencing the development of Arabica coffee agribusiness in Cisantana Village, Cigugur District, Kuningan Regency, and to explore alternative strategies that can be implemented for the advancement of this agribusiness in the village. This research focuses on the development strategies for the Arabica Coffee Agribusiness. In this research, the population consists of all farmers in the Village, numbering 80 individuals. The sample for internal respondents is based on the Slovin formula. The internal factor analysis matrix (IFAS) for the development strategy for Arabica agribusiness shows that the strength indicator is the volume of production for development activities. The external factor analysis summary (EFAS) strategy shows that there is a gap in the existing literature on the coffee sector by focusing on the unique socio-economic conditions specific to the village, which have not been thoroughly examined in broader studies like those by Summase et al.

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INTRODUCTION

Indonesia has great potential in the agricultural sector, particularly in coffee, which is a major commodity for the global economy. In 2013, global coffee consumption reached 2.25 billion cups per day, and by 2015, the demand for coffee powder was estimated to reach 8.77 million tons. Well-known types of coffee include Arabica, Robusta, Excelsa, Racemosa, Liberica, and Kopi Luwak, with Arabica dominating 70% of the market. Arabica coffee originates from Ethiopia and was brought to Indonesia, where some of the best varieties, such as Gayo Aceh Arabica Coffee, West Java Arabica Coffee, and Toraja Arabica Coffee, are grown.

Arabica coffee is superior because it is more expensive, commands 70% of the world's coffee market, and has a lower caffeine content (Anhar et al., 2021; Diaz-Gómez et al., 2025; Morris, 2018; Rico et al., 2024; Wintgens, 2012). With its acidic taste and strong character, this coffee thrives in highland areas, and Indonesian Arabica coffee is recognized as some of the best in the world (Getahun et al., 2024; Putra & Wonoadi, 2023; SANDUA, n.d.). In 2012, Indonesia was the third-largest coffee producer; however, it has now dropped to fourth place after Brazil, Vietnam, and Colombia due to the use of traditional farming techniques. Indonesian coffee productivity currently stands at 0.552 tons per hectare with a total production of 685,090 tons, while Vietnam has higher productivity at 2.175 tons per hectare with a production of 1,395,600 tons. Projections for Arabica coffee production and demand in Indonesia for 2015-2019 indicate an average surplus of 312,528 tons per year, with the largest surplus expected in 2018 at 324,837 tons, but projected to decrease to 293,051 tons by 2022.

Table 1. The production and consumer demand for Arabica coffee in Indonesia from 2018 to 2022.

Year	Production (tons)	Demand (tons)	Surplus (tons)
2018	693.724	368.887	324.837
2019	702.480	381.849	320.631
2020	711.067	394.932	316.135
2021	719.551	411.568	307.983
2022	727.923	434.922	293.051

Source: Center for Agricultural Data and Information Systems

The challenges in marketing agribusiness products stem from small and seasonal production, as well as inadequate markets, pricing issues, and unfavorable payment conditions (Kyfyak et al., 2022; Naruetharadhol et al., 2022; Nugroho, 2021; Sakib et al., 2021; Sgroi & Sciancalepore, 2022). Farmers often sell at low prices due to limited capital and limited bargaining power (Balmann et al., 2021; Cohen et al., 2022; Hoang & Nguyen, 2023). Agricultural prices are frequently volatile due to fluctuations in supply and demand (Forhad & Alam, 2022; Ginn, 2024; Muflikh et al., 2021; Tripathi et al., 2023; Umar et al., 2021). The absence of market information hampers profitable production and sales decisions, while low product quality results from improper handling and insufficient human resource quality in rural areas (Chen et al., 2021; Kalimuthu et al., 2024; Limpamont et al., 2024; Negi & Trivedi, 2021; Teferi et al., 2024). This is related to minimal training and issues in human resource management, such as unclear data, lack of training, careless recruitment, and inadequate human resource policies.

Geographical Indication (GI) certification for coffee aims to enhance productivity, efficiency, market access, and worker conditions, while also protecting natural resources (Cardoso et al., 2022; Ghosh, 2024; Hilal et al., 2021; Jovine, 2024; Yadav, 2024). This program provides market access for coffee producers through sustainable efforts, premium prices, and farming efficiency, while improving the quality of coffee and its reputation based on its geographical indication. West Java is a well-known coffee producer in both domestic and export markets, featuring arabica and robusta varieties. Arabica coffee received Geographical Indication certification in 2008 to preserve its uniqueness and quality (Mulyani et al., 2022). This certification offers protection and a decent income for coffee producers.

The coffee farming business of Arabica coffee in the agropolitan area produces coffee that is exported to the United States, South Korea, and Taiwan, with grade 1-2 coffee exported as OC coffee and grade 3-4 processed into ground coffee for the local market. The village of Cisantana Cigugur, a producer of Arabica coffee, has obtained a Geographical Indication Certificate (SIG), which guarantees quality and enhances income and consumer trust in the international market. The coffee farming business in Cisantana Village, Kuningan, has great potential due to its vast land and natural resources that support coffee plantations. Cisantana Arabica coffee is of good quality, featuring large beans, a citrus aroma, and a not-too-bitter taste. However, the development of coffee is hindered by the lack of research centers and minimal human resources in marketing and processing.

The purpose of this research is to identify the external and internal factors influencing the development of Arabica coffee agribusiness in Cisantana Village, Cigugur District, Kuningan Regency, and to explore alternative strategies that can be implemented for the advancement of this agribusiness in the village. The research contributes to the field of agribusiness by providing valuable insights into the specific external and internal factors that affect the development of Arabica coffee agribusiness in Cisantana Village, Cigugur District, Kuningan Regency. By identifying these factors, the study enhances the understanding of the local agribusiness environment and its challenges. Additionally, the exploration of alternative strategies for development offers practical guidance for local stakeholders, including farmers, policymakers, and agribusiness entrepreneurs, facilitating informed decision-making aimed at improving productivity and sustainability in the Arabica coffee sector. Ultimately, this research supports the enhancement of local economic development and the resilience of the agribusiness industry within the region.

This research identifies a gap in the existing literature on coffee agribusiness by focusing on the unique socio-economic and agro-climatic conditions specific to Cisantana Village, Cigugur District, Kuningan Regency, which have not been thoroughly examined in broader studies like those by Summase et al. (2020) and Anhar et al. (2021). It employs a comprehensive SWOT analysis to assess local internal and external factors, emphasizing the importance of cooperatives and community involvement in enhancing marketing strategies, a less prevalent theme in other works. The study highlights the significance of Geographical Indication (GI) certification for Arabica coffee as a strategic asset, providing targeted recommendations for local stakeholders, which is a novel contribution. Additionally, it utilizes the Internal-External (I-E) Matrix to position the development strategy, integrating local data into strategic frameworks, thereby filling a crucial void in current research on the Arabica coffee industry (Rico et al., 2024).

METHOD

This research was conducted in Cisantana Village, Cigugur Sub-district, Kuningan District, from October to December 2024. The location was chosen purposively because Cisantana Village has been producing Arabica coffee since 2010, and farmers consistently produce coffee each year. In addition, no similar research has been conducted in this location.

The quantitative data in this research includes production volume, the price of red coffee, the price of wet coffee, the price of dry coffee, production costs, and income. This research focuses on the development strategies for the Arabica coffee agribusiness.

Primary data is data obtained directly from respondents in Cisantana Village, which is observed and recorded for the first time. The primary data in this research includes coffee agribusiness development strategies, as well as internal and external factors of the upstream subsystem, cultivation subsystem, product processing subsystem, marketing system, and supporting services subsystem. Secondary data is data obtained indirectly to gather information or descriptions from the objects being studied, with the aim of supporting this research. In this study, secondary data was obtained from relevant books, literature available online, and institutions such as the Cisantana Village Office, the Central Statistics Agency of West Java Province, the Central Statistics Agency of Kuningan Regency, and libraries.

In this study, the population consists of all farmers in Cisantana Village, Cigugur District, Kuningan Regency, numbering 80 individuals. The determination of respondents in this study was conducted using purposive sampling. The sample in this research consists of 55 individuals divided into two categories, namely internal and external. The internal sample (Arabica coffee farmers from Cisantana Village) comprises 45 individuals obtained through random sampling, where all individuals, whether individually or in groups, are given an equal opportunity to be selected as sample members using Slovin's formula.

$$n = \frac{N}{(1 + Ne^2)}$$

Description:

n = Sample size

N = Population size

e = Allowable margin of error set at 0.10

$$n = \frac{80}{(1 + 80 \times 0,1^2)}$$

$$n = \frac{80}{(1 + 80 \times 0,01)}$$

$$n = \frac{80}{(1 + 0,8)}$$

$$n = \frac{80}{1,8}$$

$$n = 44,4444$$

Based on the calculations using the Slovin formula, the sample for internal respondents consists of 45 Arabica coffee farmers distributed in Cisantana Village.

The external sample includes 10 consumers selected using a purposive sampling technique, namely 2 village officials, 1 agricultural extension worker, 2 other coffee entrepreneurs, and 5 consumers considered the most potential, making these individuals suitable for sampling.

Table 2. External Respondent Data

No.	External Respondents	Number of People
1	Village Apparatus	2
2	Agricultural Extension	1
3	Worker Other Coffee Entrepreneurs	2
4	Consumers	5
Total		10

The questionnaire is a method of data collection that involves providing a set of written questions or statements for respondents to answer. Questionnaires are used when researchers want to understand the perceptions or habits of a population based on responses, specifically to identify strategies for developing Arabica coffee businesses.

Literature study is a method of data collection that involves gathering existing documents or records, both from coffee farmers and from internet searches, as well as other references related to the research.

Documentation is a method of providing or collecting evidence, such as images, quotes, and other references to complement the data collected through the questionnaire regarding the strategy for developing Arabica coffee businesses.

Data analysis is used to determine initial strategies by identifying internal factors (strengths and weaknesses) as well as external factors (opportunities and threats). The identified data is then organized in tabular form and analyzed.

The EFAS Matrix

The EFAS matrix is a method for collecting external data for the research. At this stage, the model used is the external strategic factors matrix. Below is the EFAS matrix:

Table 3. EFAS Matrix

External strategic factors	Weight	Rating	Weight x Rating
Opportunities (strength)			
Sub total			
Threat (weakness)			
Sub total			
Total	1,00		
Difference between opportunity and threat sectors			

IFAS Matrix

Internal data related to the strengths and weaknesses of a research study can be analyzed using the IFAS matrix. The IFAS matrix is designed to identify internal strategic factors.

Table 4. Matriks EFAS

Internal strategic factors	Weight	Rating	Weight X Rating
Strength			
Sub Total			
Weaknesses			
Sub Total			
Total	1,00		
Difference between Strength and Weakness Score			

I-E Matrix

The Internal-External (I-E) Matrix combines the IFAS and EFAS matrices to analyze an organization's position and determine appropriate strategies. On the X-axis, the IFAS values are divided into weak (1.0–1.99), moderate (2.00–2.99), and strong (3.00–4.00). On the Y-axis, the EFAS values are divided into low (1.0–1.99), moderate (2.00–2.99), and high (3.00–4.00).

According to David in Kusnindar (2017), the I-E matrix is divided into three sections: first, divisions in cells I, II, and IV pursue growth and build strategies; second, divisions in cells III, V, and VII require maintenance strategies; third, divisions in cells VI, VIII, and IX implement harvesting or divestment strategies.

Tabel 5. Internal-Eksternal Matrix
TOTAL WEIGHTED SCORE IFAS

TOTAL EFAS WEIGHT SCORE	TOTAL WEIGHTED SCORE IFAS			
	Strong 4	Medium 3	Weak 2	Weak 1
	3	I	II	III
	2 High	IV	V	VI
	1 Medium	VII	VIII	IX
	Low			

Source: Rangkuti (2018)

SWOT Matrix

According to Rangkuti (2018), the SWOT matrix is a tool used to organize the strategic factors of a company. This matrix can clearly illustrate how the external opportunities and threats faced by the company align with the internal strengths and weaknesses it has.

Table 6. SWOT Matrix

EFAS \ IFAS	Strategy (S) Identify 5-10 internal strength factors.	Weakness (W) Determine 5 to 10 factors of internal weakness.
Opportunities (O) Identify 5-10 factors of external opportunities.	S-O Strategy Create strategies that leverage strengths to take advantage of opportunities.	W-O Strategy Create strategies that minimize weaknesses to capitalize on opportunities.
Threats (T) Identify 5-10 external threat factors.	S-T Strategy Create strategies that utilize strengths to overcome threats.	W-T Strategy Create strategies that minimize weaknesses and evade threats.

Source: Rangkuti (2018)

RESULTS AND DISCUSSION

Characteristics of Respondents

Internal and External Respondent Characteristics Based on Age

Age is one of the factors that influence a person's ability to perform activities. The age of respondents can affect work productivity as well as their role in decision-making related to various job alternatives undertaken.

Table 7. Characteristics of Respondents' Age: Internal and External

No.	Age (Year)	Number (Person)		Percentage (%)	
		Internal	External	Internal	External
1	15-65	45	10	100,00	100,00
2	>65	0	0	0,00	0,00
	Total	45	10	100,00	100,00

Source: Primary Data Analysis, 2024

Based on the research results presented in Table 7 above, it can be observed that the highest number of internal respondents in the productive age criteria, which includes ages 15-65 years, is 45 people, constituting a percentage of 100.00% and categorized as being of productive age. This indicates that productive age impacts productivity in the development of Arabica coffee agribusiness and efficient agricultural management. Meanwhile, for external respondents, the highest number in the productive age criteria of 15-65 years is 10 people, also with a percentage of 100.00%, which is similarly categorized as being of productive age. This illustrates that productive age influences the policies for the development of Arabica coffee.

Characteristics of Internal and External Respondents Based on Education

The level of education is one of the factors that determine work productivity, attitudes, and a person's ability to make decisions and take action.

Table 8. Characteristics of Respondents' Education: Internal and External

No.	Education	Number (Person)		Percentage (%)	
		Internal	External	Internal	External
1	Elementary School	17	0	37,78	0,00
2	Junior High School	7	5	15,56	50,00
3	Senior High School	21	2	46,67	20,00
4	Higher Education	0	3	0,00	30,00
	Total	45	10	100,00	100,00

Source: Primary Data Analysis, 2024

Based on the research results in Table 8 above, it shows that the highest number of external respondents at the Junior High School level is 50.00%, which represents 5 people. This is due to the fact that the majority of farmers do not have higher education, which affects technology adoption. Meanwhile, the highest number of external respondents at the College level is 3 people (30.00%). According to Suryadi (2014), education

impacts economic growth because it plays a role in enhancing labor productivity. Higher and quality education can improve the capabilities of human resources. The development of human resources in a country will determine the nature of economic and social development, as humans are active participants who can accumulate capital, exploit various resources, and engage in numerous economic, social, and political activities that are crucial for social growth.

Characteristics of Respondents Based on the Area of Arabica Coffee Land

Land area is one factor in the development and production of farming activities. The amount of land that farmers use for agriculture affects the quantity of production.

Table 9. Characteristics of farmers based on the area of Arabica coffee land in Cisantana Village

No.	Land area (are)	Number (Person)	Percentage (%)
1	<50	16	35,56
2	50-100	24	53,33
3	>100	5	11,11
	Total	45	100,00

Source: Primary Data Analysis, 2024

Based on Table 9, it shows that the area of Arabica coffee land with the highest percentage is 53.33%, with a total of 24 farmers. This indicates that a sufficiently large area of land can yield maximum production.

Analysis of IFAS and EFAS Matrices

Internal Factor Analysis Summary (IFAS)

After identifying internal factors in the development strategy of Arabica coffee agribusiness in Cisantana Village, Cigugur District, Kuningan Regency, weights and ratings were assigned to each factor. These score values provide an overview of the strategies that can be formulated. The results of the internal factor scores, which include strengths and weaknesses, can be seen in the table below.

Table 10. Internal Factors Analysis Summary (IFAS) Strategy for the Development of Arabica Coffee Agribusiness in Cisantana Village, Cigugur District, Kuningan Regency (Strength Factors)

No.	Internal Factors			
	Strength Factor	Weight	Rating	Score
1	The amount of Arabica coffee production	0,060	3,873	0,234
2	Water availability for irrigation	0,058	3,691	0,212
3	Access to credit for geographically indicated Arabica coffee farmers	0,053	3,382	0,179
4	Availability of Arabica coffee land	0,059	3,745	0,219
5	Post-harvest techniques for Arabica coffee	0,056	3,564	0,198
6	Pruning of Arabica coffee	0,058	3,691	0,213
7	Prices aligned with product quality	0,055	3,545	0,196
8	Higher prices when sold through APEKI	0,057	3,636	0,207
9	Regular extension services for Arabica coffee farmers	0,053	3,418	0,183
10	Fertilization of Arabica coffee	0,056	3,582	0,200
	Total strength	0,564	36,13	2,042

Source: Primary Data Analysis

Based on the research results shown in Table 10 below, it can be seen that the primary strength in development is the production volume of Arabica coffee, with a total score of 0.234, which is supported by the sufficient utilization of land area. Meanwhile, the lowest strength is identified in the access to credit for Arabica coffee farmers, influenced by geographical factors, with a total score of 0.179, aimed at improving the quality of Arabica coffee harvests.

Table 11. Internal Factors Analysis Summary (IFAS) Strategy for the Development of Arabica Coffee Agribusiness in Cisantana Village, Cigugur District, Kuningan Regency (Weakness Factors)

No.	Internal Factors			
	Weakness Factor	Weight	Rating	Score
1	Suboptimal packaging techniques	0,046	2,927	0,134
2	Low educational level of farmers	0,044	2,818	0,124

Internal Factors				
No.	Weakness Factor	Weight	Rating	Score
3	Low adoption rate of science and technology	0,043	2,727	0,116
4	Pest and disease control is not optimal	0,044	2,800	0,122
5	Technology in coffee processing remains basic	0,042	2,673	0,112
6	High production costs	0,047	3,036	0,144
7	Lack of infrastructure to support post-harvest processes	0,045	2,873	0,129
8	Unpredictable weather changes lead to decreased productivity	0,041	2,636	0,109
9	Insufficient guidance for farmers in preparing land for agribusiness development	0,043	2,764	0,119
10	Lack of picking machine technology to facilitate the harvest of Arabica coffee	0,041	2,636	0,110
Total Weaknesses		0,436	27,89	1,218

Source: Primary Data Analysis

Based on the research findings in Table 11, it can be seen that the main weakness in the development strategy of Arabica coffee agribusiness is the less-than-optimal packaging technique, with a score of 0.134. The lowest weakness is the unpredictable weather changes, which lead to a decrease in productivity, with a total score of 0.109.

Table 12. Internal Factors Analysis Summary (IFAS) Strategy for the Development of Arabica Coffee Agribusiness in Cisantana Village, Cigugur District, Kuningan Regency (Total)

Total (IFAS)	Weight	Rating	Score
Total Strengths	0,564	36,13	2,042
Total Weaknesses	0,436	27,89	1,218
Total IFAS	1,000	64,02	3,260

Source: Primary Data Analysis

Based on the results of the research above, it can be inferred that the weight value of the internal factor is (1.000). The total score for the internal factors consists of a strength score of 2.042, while the weakness score amounts to 1.218. Thus, the total score for internal factors reaches 3.260. This indicates that the strategy for developing Arabica coffee agribusiness in Cisantana Village is in an average condition (3.260). Therefore, it is necessary to enhance the productivity of the existing strengths to address the weaknesses identified in the External Factor Analysis Summary (EFAS) matrix.

External Factor Analysis Summary (EFAS) Matrix

Based on the research findings presented in Table 13 below, it can be seen that the main opportunity in the development strategy for Arabica coffee agribusiness lies in the unique agro-climatic conditions in Cigugur, which have been certified with a geographical indication. This provides a foundation with a total score of 0.175, utilizing favorable weather conditions to produce abundant harvests, thereby resulting in prosperous farmers and an advanced village. Meanwhile, the lowest opportunity is the access to open local and international markets, with a score of 0.135. This condition greatly supports the development strategy for Arabica coffee agribusiness.

Table 13. External Factors Analysis Summary (EFAS) Strategy for the Development of Arabica Coffee Agribusiness in Cisantana Village, Cigugur District, Kuningan Regency (Opportunity Factors)

Internal Factors				
No.	Opportunity Factor	Weight	Rating	Score
1	The unique agroclimatic conditions in Cigugur, certified with geographical indications	0,054	3,273	0,175
2	Serve as the basis for the social and cultural impacts, being one of the potentials for agribusiness development	0,052	3,182	0,166
3	The intercropping of coffee and oranges creates a distinctive flavor in Cigugur Arabica coffee	0,052	3,164	0,164
4	Agricultural practices based on agrotourism become an attraction for local wisdom	0,050	3,036	0,151
5	The roasting technique influences the coffee's taste	0,052	3,145	0,162

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Internal Factors				
No.	Opportunity Factor	Weight	Rating	Score
6	Unique and attractive packaging affects consumer interest	0,048	2,945	0,142
7	The local, domestic, and international markets are widely open	0,047	2,873	0,135
8	Consumer interest in Arabica coffee is increasing	0,050	3,073	0,154
9	The growth of the regional economy through Cigugur Arabica coffee SIG (Geographical Indication)	0,050	3,055	0,153
10	Access to capital is becoming more widespread	0,049	3,000	0,147
Total opportunities		0,503	30,75	1,549

Source: Primary Data Analysis

Based on the research results presented in Table 14 below, the main threat in the development strategy of Arabica coffee agribusiness is continuity toward the export market, with a total score of 0.197. This is due to the fact that high-quality coffee production cannot be exported quickly because of relatively high export costs. Additionally, the direct export process from farmers has not been functioning well, requiring government intervention for coffee products to be exported abroad. Meanwhile, the lowest threat is the competition among competitors in creating high-quality Arabica coffee products, with a score of 0.114. This is because farmers in Cisantana Village believe that there is no competition, as they all consider themselves siblings and complement each other with the aim of creating harmonious farming practices.

Table 14. External Factors Analysis Summary (EFAS) Strategy for the Development of Arabica Coffee Agribusiness in Cisantana Village, Cigugur District, Kuningan Regency (Threat Factors)

Internal Factors				
No.	Threat Factor	Weight	Rating	Score
1	The marketing network for the export market is still low.	0,054	3,327	0,181
2	Continuity in the export market.	0,057	3,473	0,197
3	Increased land conversion.	0,053	3,236	0,171
4	The government's role in accessing the export market is not optimal.	0,049	3,000	0,147
5	The open nature of the market has led to competition from similar products.	0,050	3,055	0,153
6	Farmers' lack of knowledge in producing export-quality products.	0,052	3,200	0,168
7	Competition among producers of quality arabica coffee.	0,043	2,636	0,114
8	Marketing of farmers' arabica coffee beans is still dominated by middlemen.	0,048	2,927	0,140
9	Weak exchange rate of the rupiah against the dollar.	0,046	2,818	0,130
10	Insufficient tax credit facilities for export products.	0,044	2,709	0,120
Total threats		0,497	30,38	1,521

Source: Primary Data Analysis

Table 15. External Factors Analysis Summary (EFAS) Strategy for the Development of Arabica Coffee Agribusiness in Cisantana Village.

Total (EFAS)	Weight	Rating	Score
Total Opportunities	0,503	30,75	1,549
Total Threats	0,497	30,38	1,521
Total EFAS	1,000	61,13	3,070

Source: Primary Data Analysis

Based on the table above, it can be seen that the external value has a weight of (1.000). The score for the opportunity factor amounts to 1.549, while the score for the threat factor amounts to 1.521, resulting in a total score for external factors reaching (3.070). This indicates that the strategy for developing Arabica coffee agribusiness in Cisantana Village is in an average condition (3.070), which means that the development of Arabica coffee agribusiness in Cisantana Village utilizes existing opportunities to address the threats faced. The assessment of internal and external factors in the development strategy of Arabica coffee agribusiness in Cisantana Village can be obtained through the total score, which is the result of multiplying the weight and rating. The total score for internal factors is (3.260), while the total score for external factors is (3.070).

Internal-External Matrix

After obtaining scores from the IFAS matrix, which provides an overview of strengths and weaknesses, as well as scores from the EFAS matrix, which offers insights into the opportunities and threats faced in the development of Arabica coffee agribusiness in Cisantana Village, the next step is to match the IFAS matrix and the EFAS matrix. Based on the scores from the IFAS and EFAS matrices, the position of the Arabica coffee agribusiness development in Cisantana Village will be determined on the IE (Internal-External) matrix. The I-E matrix can be seen in Table 16 below:

CONCLUSION

The research concludes that the internal factor analysis matrix (IFAS) for Arabica coffee agribusiness development indicates the strength lies in the volume of production, while the high cost of post-harvest processing represents a weakness. Unique agro-climatic conditions in Cigugur, certified as a geographical indication, provide opportunities, whereas vulnerability in export markets poses a threat. The development strategy is positioned in quadrant 1, suggesting growth and building strategies focused on leveraging strengths and opportunities. Recommendations for farmers include addressing weaknesses through commitment and policy support, while the government should enhance export market continuity and promote modern agriculture. Future research could investigate government policy impacts, conduct cost-benefit analyses for production inputs, explore market diversification, analyze agro-climatic influences on quality, and study cooperative models to improve marketing strategies, ultimately contributing to sustainable agribusiness practices in the region.

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