

**MARKETING EFFICIENCY OF ARABICA COFFEE BEANS AT DESA BANGKA LELAK,  
KECAMATAN LELAK, KABUPATEN MANGGARAI  
(Efisiensi Pemasaran Biji Kopi Arabika Di Desa Bangka Lelak Kecamatan Lelak Kabupaten Manggarai)**

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**ABSTRACT**

Coffee is one of the plantation crops widely cultivated and managed by communities in Desa Bangka Lelak. In practice, coffee farmers in Desa Bangka Lelak often face several problems, namely the determination of selling prices by intermediary traders, limited access to markets due to long distances, and very limited road infrastructure conditions. Therefore, this study aims to: (1) identify the existing coffee marketing channels in Desa Bangka Lelak, Kecamatan Lelak, Kabupaten Manggarai; (2) determine the marketing margin, farmer's share, and marketing costs in Desa Bangka Lelak, Kecamatan Lelak, Kabupaten Manggarai; and (3) determine the efficiency of marketing channels in Desa Bangka Lelak, Kecamatan Lelak, Kabupaten Manggarai. The results show that the majority of coffee farmers are within the productive age group; all coffee farmers are male, totaling 25 persons; they have a secondary education level (senior high school), more than 10 years of farming experience, an average number of family dependents ranging from 4 to 6 persons, and all coffee farmers have land areas of more than 1 ha. There are two marketing channels, namely farmers -> collectors -> retailers -> final consumers and farmers -> retailers -> final consumers. The marketing margin in marketing channel I is Rp.20,000, while in marketing channel II it is Rp.15,000. The farmer's share in marketing channel I is 78%, while in marketing channel II it is 83%. The marketing cost efficiency value in marketing channel I is 12%, while in marketing channel II it is 9%; therefore, the most efficient value is found in marketing channel II.

*Keywords: coffee beans, marketing, efficiency*

**ABSTRAK**

Kopi merupakan salah satu komoditas perkebunan yang banyak dibudidayakan dan dikelola oleh masyarakat di Desa Bangka Lelak. Dalam praktiknya, petani kopi di Desa Bangka Lelak sering menghadapi berbagai kendala, yaitu penentuan harga jual oleh pedagang perantara, terbatasnya akses pasar akibat jarak yang jauh, serta kondisi infrastruktur jalan yang sangat terbatas. Oleh karena itu, penelitian ini bertujuan untuk: (1) mengidentifikasi saluran pemasaran kopi yang ada di Desa Bangka Lelak, Kecamatan Lelak, Kabupaten Manggarai; (2) menentukan margin pemasaran, bagian harga yang diterima petani (\*farmer's share\*), dan biaya pemasaran di Desa Bangka Lelak, Kecamatan Lelak, Kabupaten Manggarai; serta (3) menentukan efisiensi saluran pemasaran di Desa Bangka Lelak, Kecamatan Lelak, Kabupaten Manggarai. Hasil penelitian menunjukkan bahwa sebagian besar petani kopi berada dalam kelompok usia produktif; seluruh petani kopi berjenis kelamin laki-laki dengan jumlah 25 orang; mereka memiliki tingkat pendidikan menengah (SMA), pengalaman bertani lebih dari 10 tahun, rata-rata jumlah tanggungan keluarga antara 4 hingga 6 orang, dan seluruh petani kopi memiliki luas lahan lebih dari 1 hektar. Terdapat dua saluran pemasaran, yaitu petani -> pedagang pengumpul -> pengecer -> konsumen akhir dan petani -> pengecer -> konsumen akhir. Margin pemasaran pada saluran pemasaran I adalah Rp20.000, sedangkan pada saluran pemasaran II adalah Rp15.000. Bagian harga yang diterima petani pada saluran pemasaran I sebesar 78%, sedangkan pada saluran pemasaran II sebesar 83%. Nilai efisiensi biaya pemasaran pada saluran pemasaran I adalah 12%, sedangkan pada saluran pemasaran II adalah 9%; dengan demikian, tingkat efisiensi terbaik ditemukan pada saluran pemasaran II.

Kata kunci: biji kopi, pemasaran, efisiensi

## INTRODUCTION

Indonesia is an agrarian country with great potential in the agricultural sector, which serves as the source of livelihood for the majority of the population and plays an important role in national economic recovery (Husodo et al., 2004). One important subsector is the plantation subsector, which contributes significantly to the Indonesian economy (Wibowo, 2007). Coffee is a plantation commodity with high economic value that functions as a source of foreign exchange and community income.

The development of coffee in Indonesia has increased rapidly and has become the plantation commodity with the third-highest growth after oil palm and rubber. This increase is driven by changes in community consumption behavior, in which coffee is consumed not only to meet basic needs but also as part of lifestyle and social identity (Afdholi, 2019).

As a commodity with high economic value, coffee is highly dependent on an efficient marketing system. Marketing functions to distribute products from farmers to consumers and determines costs, margins, marketing profits, and farmer's share. The coffee marketing process involves various marketing institutions, such as collectors, intermediary traders, and exporters, each of which seeks to obtain profit and thereby influences the size of the marketing margin (Angipora, 2002). The main problem in marketing is inefficiency in marketing channels due to intermediary dominance, double margins, and weak bargaining positions of farmers (Irawan et al., 2001; Nurasa, 2007).

Provinsi Nusa Tenggara Timur is one of the coffee-producing regions in Indonesia, particularly on Flores Island. Coffee production in NTT during the 2019-2023 period showed a fluctuating trend, with an increase occurring only in 2020 and subsequently declining (BPS, 2023). Kabupaten Manggarai is one of the largest contributors to coffee production in NTT. Coffee in Manggarai has not only economic value but also cultural value and regional identity. Arabica coffee from Flores Manggarai has even received various national and international awards, demonstrating its quality (Asosiasi Kopi Spesialti Indonesia, 2015). However, coffee production in Kabupaten Manggarai has also tended to fluctuate over the last five years (BPS, 2023).

Kecamatan Lelak is one of the coffee production centers in Kabupaten Manggarai, with Desa Bangka Lelak as the largest coffee-producing desa. Coffee production in Desa Bangka Lelak reaches approximately 85 tons per year and is supported by suitable geographical conditions as well as the application of the coffee Geographical Information System (SIG), which guarantees product quality and identity. Despite having great potential, coffee farmers in Desa Bangka Lelak face various marketing problems, such as limited market access, a distance of approximately 30 km from the desa to the kota, and inadequate road infrastructure conditions. This condition causes farmers to depend on collectors who determine the selling price of coffee.

Consequently, coffee prices at the farmer level range from Rp70,000 to Rp75,000/kg, which is far lower than the price at the final consumer level, reaching approximately Rp90,000/kg. This price difference indicates marketing inefficiency and a low price share received by farmers.

This study aims to analyze the marketing system of Arabica coffee beans in Desa Bangka Lelak, Kecamatan Lelak, Kabupaten Manggarai. Specifically, this study aims to identify the coffee marketing channels that are formed, analyze marketing margins, farmer's share, and marketing costs in each marketing channel, and assess the marketing efficiency level of Arabica coffee beans. The results of this study are expected to provide a clear overview of coffee marketing performance in the research area and serve as consideration for farmers, the government, and related parties in improving the marketing system and increasing coffee farmers' income.

## METHOD

### Time and Research Location

This research was conducted in Desa Bangka Lelak, Kecamatan Lelak, Kabupaten Manggarai, in June 2025. Desa Banka Lelak was purposively selected because it was in accordance with the research objectives.

### Data Collection Techniques

The following techniques were used in data collection:

- Questionnaire, namely a data collection technique carried out by providing several written questions or statements to respondents to answer.

- Observation, namely direct observation at the research location, specifically in Desa Bangka Lelak, Kecamatan Lelak, Kabupaten Manggarai.
- Interview, namely a data collection method through systematic question-and-answer activities based on the research objectives and used as a sample to complete the required data.
- Documentation.

#### **Data Analysis Method**

The data analysis method in this study was carried out in stages, beginning with data transfer, editing, processing, and data analysis. The analysis in this study used qualitative and quantitative analysis.

Qualitative analysis in this study included summarizing data with the aim of identifying the condition of coffee bean marketing. Meanwhile, quantitative analysis was intended to calculate marketing margin, farmer's share, marketing costs, and marketing efficiency of coffee beans in Desa Bangka Lelak, Kecamatan Lelak, Kabupaten Manggarai.

### **RESULTS AND DISCUSSION**

Desa Bangka Lelak is located in Kecamatan Lelak, Kabupaten Manggarai, with an area of approximately +- 650 hectares. Geographically, this desa borders Desa Puar Lewe to the north, Desa Lamba Ketang to the south, Desa Bangka Tonggur to the west, and Desa Pong Leko, Kecamatan Ruteng, to the east. The population of Desa Bangka Lelak is 2,297 persons, consisting of 1,152 males and 1,145 females, distributed across seven sub-villages, namely Rejang, Wakel, Dese, Manu, Welu, Werong, and Mbohang. The majority of the population is Catholic and works as farmers.

Although regional development is strongly influenced by the availability of facilities and infrastructure, Desa Bangka Lelak still has limited educational facilities and inadequate road infrastructure, which hinders distribution and community economic activities.

#### **Arabica Coffee Bean Marketing Channels**

According to Kotler (2002), a marketing channel is a series of organizations that are frequently involved in the process of making a product available for use or consumption. A marketing channel is a pathway of marketing institutions that carry out activities to distribute goods from producers to consumers. The pattern of this marketing channel will influence the size of marketing costs and the price paid by consumers.

According to William J. Stanton (2007), one type of distribution channel is consumer goods. Consumer goods are types of goods that can be used to meet human needs. Because coffee marketing channels are included in consumer goods, the marketing channels are as follows:

Producer - consumer

Producer - retailer - consumer

Producer - wholesaler - retailer - consumer

Producer - agent - retailer - consumer

Producer - agent - wholesaler - retailer - consumer

Based on research conducted in Desa Bangka Lelak, Kecamatan Lelak, Kabupaten Manggarai, there are two marketing channels, namely:

Farmers - Collectors - Retailers - Final Consumers

Farmers - Retailers - Final Consumers

### Arabica Coffee Marketing Channels in Desa

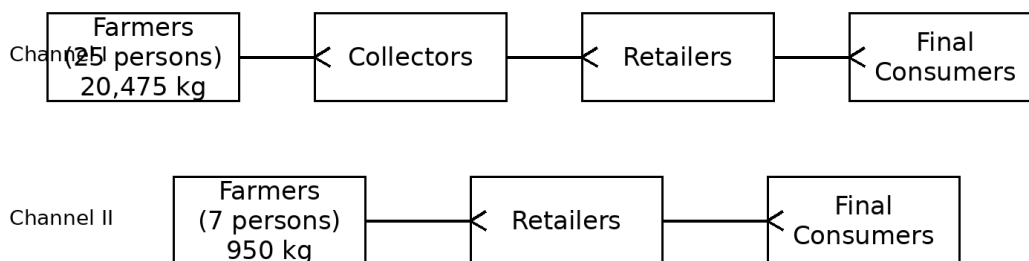


Figure 1. Diagram of coffee marketing channels in Desa Bangka Lelak

In Marketing Channel I, 25 farmers sell part or all of their coffee production to collectors who come directly to Desa Bangka Lelak. Farmers choose this channel because of long-established and mutually beneficial cooperation. Collectors play a role in providing market access for farmers who experience marketing difficulties, as well as providing support in the form of information on cultivation techniques and seeds that suit land conditions. Social closeness also influences farmers' decisions to sell to collectors. In the transaction process, collectors travel approximately 15 km through damaged, narrow, and steep road conditions. The average purchase price of coffee at the farmer level is Rp70,000/kg, which is then sold to retailers at Rp80,000/kg and subsequently distributed to final consumers in Kota Ruteng at Rp90,000/kg after traveling approximately 25 km.

In Marketing Channel II, there are 7 farmers who sell part or the remaining coffee production harvested late directly to retailers. Retailers visit farmers and offer a higher price than collectors, namely Rp75,000/kg. The coffee is then sold directly to final consumers at an average price of Rp90,000/kg. In this channel, retailers travel approximately 40 km to urban areas through damaged, narrow, and steep road infrastructure conditions.

#### Functions of Marketing Channels

The marketing process of agricultural commodities has several marketing functions that must be carried out by each marketing institution to increase the utility value of agricultural commodities. Agricultural marketing functions are performed by institutions involved in coffee marketing in Desa Bangka Lelak, as shown in Table 1.

Table 1. Marketing functions of Arabica coffee beans in Desa Bangka Lelak

| Channels and Marketing Institutions | Marketing Functions |        |           |         |            |      |      |                    |
|-------------------------------------|---------------------|--------|-----------|---------|------------|------|------|--------------------|
|                                     | Exchange            |        | Physical  |         | Facilities |      |      |                    |
|                                     | Selling             | Buying | Transport | Storage | Sorting    | Risk | Cost | Market Information |
| Farmers                             | √                   |        |           |         |            | √    | √    | √                  |
| Collectors                          | √                   | √      | √         | √       | √          | √    | √    | √                  |
| Retailers                           | √                   | √      | √         | √       | √          | √    | √    | √                  |
| Final Consumers                     |                     | √      |           |         | √          |      |      | √                  |

Source: processed primary data, 2025

#### Farmer Marketing Functions

Coffee farmers in Desa Bangka Lelak carry out most marketing functions, especially in the exchange, physical, and simple facility stages. In the exchange function, farmers act as the main sellers, with most farmers (95%) selling coffee through marketing channel I to collectors, while a small portion (5%) sell directly to retailers in channel II. This indicates that the bargaining position of farmers is still relatively weak because most production depends on the presence of collectors.

In the facility function, farmers play a role in sorting to separate defective coffee beans and bear the risk of quality deterioration due to overly long storage. Costs borne by farmers include drying, storage, and family labor. Farmers obtain market information in a limited manner, generally from collectors. This condition indicates that farmers are in a price-taker position, where prices are largely determined by the next marketing institution.

From the perspective of marketing efficiency, the functions carried out by farmers mainly occur at the initial stage of the value chain, such as production and initial selling functions. Although these roles are crucial in determining commodity availability, farmers' contribution to creating added value remains relatively low. This condition is caused by farmers' limited access to broader markets and minimal price information, which weakens their bargaining position and prevents them from receiving optimal economic benefits.

### **Collector Marketing Functions**

Collectors act as the main link between farmers and retailers and carry out almost all marketing functions. In the exchange function, collectors buy coffee from farmers at an average price of Rp70,000/kg and sell it to retailers at Rp80,000/kg. This price difference reflects the profit margin obtained as compensation for the marketing costs and risks they bear.

In the physical function, collectors are responsible for transporting coffee from farmers' locations to storage places using private vehicles, as well as storing it in dry and safe places to maintain product quality.

Facility functions include sorting based on the visual quality of coffee beans, managing risks related to possible quality deterioration due to humidity, and incurring costs for transportation, packaging, and labor. Collectors also serve as the main providers of market information, especially regarding prices at the retailer level. Therefore, collectors have a strategic position in the marketing system because, in addition to carrying out complex physical and facility functions, they also play a role in determining transaction prices at the farmer level. However, their dominance may also reduce the share of prices received by farmers (farmer's share), particularly if the market is oligopsonistic.

### **Retailer Marketing Functions**

Retailers carry out marketing functions at the final stage, namely delivering products to final consumers. In the exchange function, retailers buy coffee from collectors at Rp80,000/kg (channel I) and sell it at an average price of Rp90,000/kg. In channel II, retailers buy directly from farmers at Rp75,000/kg and then sell it to consumers at the same price of Rp90,000/kg. This difference in purchasing pattern shows that channel II is more efficient because the distribution chain is shorter and marketing costs are lower.

In the physical function, retailers transport coffee from collectors or directly from farmers to their business locations and store it in places protected from humidity to maintain quality.

Facility functions include re-sorting, managing risks of price fluctuations and quality deterioration, as well as operational costs such as transportation, labor, and rental costs. Retailers also play an important role in conveying market information because they are the closest actors to consumers.

The role of retailers in performing these marketing functions shows that they do not only function as final sellers but also as determinants of product added value through distribution activities and market information.

### **Consumer Marketing Functions**

Final consumers perform the exchange function through purchasing products from retailers. In the context of facility functions, consumers incur purchasing costs and obtain information on price and quality as the basis for consumption decisions. Although their role is limited, consumers have an important influence in determining the direction of market demand, which in turn affects prices across the marketing chain. Thus, consumers become the final determinant of marketing system efficiency, because consumer demand levels and preferences affect sales volume, selling prices, and the speed of product turnover in each marketing institution. Putri et al. (2020) state that the presence of collectors in coffee marketing plays an important role in facilitating market access for farmers, especially in areas with limited infrastructure and long distances to markets. Nevertheless, the role of collectors can also reduce farmer's share because of the addition of marketing institutions in the distribution chain. These findings are consistent with the condition in Desa Bangka Lelak, where coffee farmers still depend on collectors due to limited market access and inadequate road infrastructure. This dependence

causes farmers' bargaining position to be relatively weak and coffee selling prices to be largely determined by intermediary traders.

### **Costs, Marketing Margin, Marketing Profit, and Farmer's Share**

The process of moving goods from farmers or producers to consumers requires costs. The existence of marketing costs increases the price of a product. The longer the marketing chain, the higher the costs incurred.

Costs incurred by intermediary traders in marketing are important because the size of these costs largely determines the share that will later be received. Therefore, farmers and marketing institutions always compare the income received with the costs incurred. Several costs incurred by marketing institutions include transportation, retribution, storage, and packaging costs.

Marketing margin is the difference between the price paid by consumers and the price received by producers (Widiastuti and Harisudin, 2013).  $MP = Pr - Pf$ , while the share of price received by farmers for their own efforts is called farmer's share and is used to determine the price received by farmers from consumers as well as the marketing margin. The following is an analysis of costs, marketing margins, marketing profits, and farmer's share in the research location.

Table 2. Costs, Marketing Margin, Marketing Profit, and Farmer's Share for Channels I and II

| Marketing Channel | Marketing Institution | Purchase Price (Rp) | Selling Price (Rp) | Marketing Cost (Rp) | Profit (Rp) | Margin (Rp) | Farmer's Share | Efficiency |
|-------------------|-----------------------|---------------------|--------------------|---------------------|-------------|-------------|----------------|------------|
| I                 | Farmers               |                     | 70.000             |                     |             |             | 78%            | 15%        |
| I                 | Collectors            | 70.000              | 80.000             | 6.280               | 13.720      | 20.000      |                |            |
| I                 | Retailers             | 80.000              | 90.000             | 7.308               | 12.692      |             |                |            |
| I                 | Final Consumers       | 90.000              |                    |                     |             |             | 100%           |            |
| II                | Farmers               |                     | 75.000             | 8.161               | 6.839       | 15.000      | 83%            | 9%         |
| II                | Retailers             | 75.000              | 90.000             |                     |             |             |                |            |
| II                | Final Consumers       | 90.000              |                    |                     |             |             | 100%           |            |

Source: processed primary data, 2025

Based on Table 2, in marketing channel I farmers sell coffee to collectors who visit them at an average price of Rp. 70,000/kg. The collectors then resell it to retailers at Rp. 80,000/kg, and in the final distribution, retailers sell it to final consumers at Rp. 90,000. The costs incurred by collectors include labor costs of Rp. 46/kg, transportation costs of Rp.106/kg, and packaging costs of Rp.100/kg, resulting in marketing costs of Rp. 251/kg. The costs incurred by retailers include packaging costs of Rp. 141.7/kg, labor costs of Rp. 45.71/kg, transportation costs of Rp. 79.169/kg, retribution costs of Rp.12.883/kg, and security costs of Rp.12.833/kg, resulting in an average marketing cost of Rp. 292/kg. In the first marketing channel, the margin obtained is Rp.20,000/kg for each intermediary trader. The farmer's share obtained is 78%, and the profit obtained by collectors in marketing channel I is Rp.3.72/kg, while for retailers it is Rp. 2.692/kg.

In marketing channel II, retailers buy coffee production from farmers at an average price of Rp. 75,000/kg. Retailers then sell it in the market or at home at an average price of Rp. 90,000/kg. The costs incurred by retailers include packaging costs of Rp. 193.6/kg, transportation costs of Rp. 820.22/kg, retribution costs of Rp.81.02/kg, and security costs of Rp.81.02/kg, resulting in a total average marketing cost of Rp. 1,166/kg. In marketing channel II, there is a marketing margin of Rp.15,000/kg for retailers. The farmer's share received is 83%, and the profit received is Rp.6,893/kg.

### **Marketing Cost Efficiency**

Marketing efficiency is the ratio between marketing costs and selling price. Efficiency is often used to assess the performance of the marketing process of a commodity (Harafiah and Saefudin, 1986). Coffee marketing in Bangka Lelak shows that there are two different marketing channel institutions: first, farmers sell to

collectors, who resell to retailers and then to final consumers; and second, farmers sell to retailers, who then sell to final consumers.

Table 3. Level of Marketing Cost Efficiency

| Marketing Channel | Marketing Institution | Purchase Price (Rp) | Selling Price (Rp) | Marketing Cost (Rp) | Efficiency |
|-------------------|-----------------------|---------------------|--------------------|---------------------|------------|
| I                 | Farmers               |                     | 70.000             |                     | 15%        |
| I                 | Collectors            | 70.000              | 80.000             | 6.280               |            |
| I                 | Retailers             | 80.000              | 90.000             | 7.308               |            |
| I                 | Final Consumers       | 90.000              |                    |                     |            |
| II                | Farmers               |                     | 75.000             | 8.161               | 9%         |
| II                | Retailers             | 75.000              | 90.000             |                     |            |
| II                | Final Consumers       | 90.000              |                    |                     |            |

Source: processed primary data, 2025

From Table 3, the results of marketing cost efficiency analysis have two different values. The first marketing channel has a value of 15%, while the second marketing channel has a value of 9%. The most efficient value is found in marketing channel II because the costs incurred are lower than those incurred in marketing channel I.

According to Soekartawi (1995), marketing cost efficiency is calculated using the following formula:

$$EP = TNP/TB \times 100\%$$

Description:

EP = Marketing Cost Efficiency (%)

TNP = Total Marketing Cost (Rp)

TB = Price at the Consumer Level (Rp/kg)

The decision rules for marketing cost efficiency are as follows:

0-33% = Efficient

34-67% = Less Efficient

68-100% = Inefficient

Based on these decision rules for marketing cost efficiency, marketing channel I and marketing channel II can be categorized as efficient because they have values of less than 34%, namely 15% in marketing channel I and 9% in marketing channel II.

The study by Siska Tri Wulandari (2023) shows that marketing functions have not been fully carried out by marketing institutions. The market structure formed is oligopsonistic, in which prices are mostly controlled by intermediaries. In addition, limited market information and the absence of government policies related to coffee prices also influence market conditions. From the perspective of market performance, the results show high marketing margins, uneven margin distribution, low farmer's share, and a low K/B ratio, indicating that coffee marketing in that area is still inefficient.

This study was conducted in Desa Bangka Lelak, Kecamatan Lelak, Kabupaten Manggarai, Provinsi Nusa Tenggara Timur, which has hilly geographical conditions and limited market access. Meanwhile, Wulandari's study was conducted in Kabupaten Empat Lawang, South Sumatra, with relatively broader market access but a market structure dominated by collectors and exporters. This explains why Wulandari found an oligopsonistic market structure, where intermediaries have strong control over prices, whereas this study found that marketing channels can still operate efficiently, especially through shorter channels.

The results of this study are in line with Saragih (2018), who analyzed the marketing efficiency of Arabica coffee in Kabupaten Dairi. Saragih found that shorter marketing channels tend to have lower marketing costs, smaller marketing margins, and higher farmer's share. This condition also occurs in Arabica coffee marketing in Desa Bangka Lelak, where marketing channel II (farmers-retailers-final consumers) shows a higher level of

efficiency than marketing channel I. This proves that shortening the marketing chain has a positive effect on increasing efficiency and the income received by coffee farmers.

### CLOSING

#### Conclusion

Based on the description of the results and discussion above, the following conclusions can be drawn:

1. There are two marketing channels in Desa Bangka Lelak, namely: first, farmers sell to collectors - retailers - consumers; and second, farmers - retailers - consumers.
2. The margin obtained in marketing channel I is Rp.20,000/kg, while in marketing channel II it is Rp.15,000/kg. The farmer's share obtained in marketing channel I is 78%, while the farmer's share received in marketing channel II is 83%.
3. The cost efficiency value in marketing channel I is 15%, while in marketing channel II it is 9%.

#### Suggestions

1. For farmers, coffee farmers in Desa Bangka Lelak are advised to choose the marketing channel that has proven to be the most efficient, namely marketing channel II, because it provides a smaller marketing margin and a larger farmer's share. In addition, farmers need to improve cooperation through groups or farmer institutions so that they have a stronger bargaining position in determining prices.
2. For the government, it is recommended to provide policies and conditions that support the process from coffee cultivation to marketing.
3. For future researchers, this study is expected to provide information and serve as a reference in conducting similar or other research.

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