

An Swot Analisis: Strategy of Optimum Coffee Development in Mamasa District West Celebes

Nuryahya Abdullah¹, Baba Barus², Dwi P Tejo Baskoro³

¹Regional Planning Science, Department of Soil Science and Land Resources, Faculty of Agriculture
Bogor Agriculture University, Bogor, 16680, West Java, Indonesia

²Department of Soil Science and Land Resources, Faculty of Agriculture
Bogor Agriculture University, Dramaga, 16680, West Java, Indonesia

³Department of Soil Science and Land Resources, Faculty of Agriculture,
Bogor Agriculture University, Bogor, 16680, West Java Indonesia

Abstract: Mamasa has lost economic cost in the plantation sector, especially coffee. Leakage is the loss of territory revoked economic value added context character trees industry of coffee. This study will answer a strategy that provides great added value to Mamasa based on results SWOT analysis. The results of this study explained that the loss of value-added coffee mamasa caused by factors distance from the land to market requires a high cost, the lack of added value of the resulting loss of value-added product changes, it is not integrated commodity prices. Distance and road conditions greatly affect the amount of transportation costs incurred by farmers so that the benefit is not optimal. Therefore, strategies are offered in order to reduce the leakage of the region's economy mamasa in the context of value-added coffee is the development of industrial packaging coffee speciality in every region of manufacturers by optimizing the mhp, improving the accessibility of supporting coffee, the promotion of coffee speciality mamasa through print and electronic media so that the coffee mamasa has a characteristic in the community itself, improve the technical mastery coffee cultivation and land conservation for farmers.

Keywords: lost economic cost, coffee, Mamasa

1. Introduction

The area Leakage due to the loss of economic value added (lost economic cost) in the context of industrial tree code on the coffee commodity that occurred in Mamasa is a very important issue related to the rate of economic growth in the region. This is because Mamasa has an actual coffee land area covering 33589.79 hectares with a number of farmers who depend on coffee livelihoods reached 20 980 heads of household [1]. Cultivation of coffee in Mamasa just be a provider of raw materials for the industrial area so it is assumed that Mamasa did not get an optimum benefit. In addition, by popularity, coffee Mamasa is known only as Toraja coffee brand that was one area of interest industry. Actually, the distribution of coffee processing in Mamasa just dominant as a provider of whole coffee fruit (green bean), still a few farmers who do a processing to the processing stage of packaging. Knowledge of farmers has not come to the creation of brand products so that areas of the industry saw this opportunity and absorbed greater added value. [2];[3] stated that the agricultural sector which is not followed by a processing operation is likely to have a weak relevance to the future (forward linkage) and has the potential leak area and were able to inhibit the grow rate of the economy. Those factors caused Mamasa continued to loss value added in the coffee sector.

This study aimed to get an overview of various coffee products marketing and provide recommendations for coffee development that created a great economic value added for Mamasa.

2. Research Method

2.1 Research Site

This research was conducted in Mamasa district located between 2°39'216 "LS until 3°19'288" LS between 119°0'216 "BT until 119°38 '144' BT in West Celebes, Celebes island, Indonesia The capital city of Mamasa district is Mamasa subdistrict.

2.2 Character of Research Site

Mamasa district is located in the highlands (above 700 masl) with agricultural patterns which are still keeping the local wisdom. Mamasa's government directs that the necessity of the development of the coffee. Coffee plantation in Mamasa spread to almost all subdistricts, the majority of the management of Arabica and Robusta coffee plants dominant constrained by the physical condition of the area where approximately 84.5% of the land is not suitable (N) with a dominant limiting slope with erosion (eh), rooting media (rc) and water availability (wa) at some locations already open, while the corresponding land (S) is about 15.5%. The Coffee development is predominant in the valley and still limited in sloping areas with a range between 15 to 40%. Although the water potential is huge, the coffee processing plant is not electrical based yet because the potential has only used as micro-hydro power plants (MHP) to meet the needs of electricity at the night..

2.3 Data Analysis Method

The data were analyzed using several methods with SWOT

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analysis. it is used to provide recommendations related to internal and external problems of the coffee commodity development in Mamasa. The results of this analysis then simulated the spatial form so that it looks that the landing was in line with the potential economic value added in the context of coffee in Mamasa district.

We also interviewed government, coffee entrepreneurs and farmers are formulated and then produce a picture of the actual sketch commodity flow both Arabica and Robusta coffee. the SWOT analysis is used to provide recommendations related to internal and external problems of the coffee commodity development Mamasa. The results of this analysis then simulated the spatial form so that it looks that the landing was in line with the potential economic value added Mamasa in the context of coffee.

3. Result

3.1 Marketing of Coffee Mamasa

Currently, there are two types of coffee Mamasa marketing process characterized by the differences of coffee varieties . Arabica varieties sold in the form of coffee beans (greenbean) unpeeled whereas Robusta varieties sold already in the form greenbean (standard conversion of 2.5 kg greenbean leather-wrapped horns produce 1 kg greenbean). the marketing process of coffee is generally performed at a weekly market, farmers have come to the market with the coffee (Arabica and Robusta), and then sell it to a small gatherer. Furthermore, these two varieties by small gatherer then channeled to the local gatherer. Aside from the traditional farmers, the local gatherers also get the coffee from their assisted farmers (specifically for assisted farmers, the coffee price already approved before harvesting time). There are two kind local gatherers in mamasa district namely gatherers Local 1 who does not have the processing facility of post-harvest so that only collects the results of the small Gatherer and sell them to the Toraja district while gatherers Local 2 already has a processing tool to increase the added value of coffee in the form of green bean, coffee powder and sorting results are then distributed to a large collection (UD. Murni) in Polewali Mandar and Exporter in Toraja. Furthermore, it makes the brand of Toraja Exporters of greenbean shape and ground coffee which is then marketed to Makassar (service and a souvenir shop),specially the brand of specialty,it is directly exported to the United States and Japan. Spatially , marketing centripetal of coffee Mamasa is shown in Figure 1.

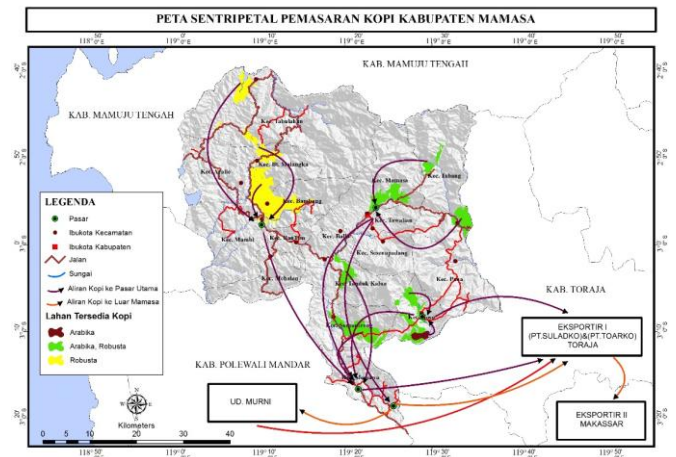


Figure 1: Marketing centripetal cofee of Mamasa

Farmgate prices do not reflect the actual prices occurred at higher market levels. The condition occurs due to the slow movement of the price adjustment at the farm level in the following exporter price, especially when the price increases in the level of exporters. [4] stated that the positive or negative effects of a pricing determined by the distance to the point of export. Of these conditions, indicating that the coffee marketing seen the game from market actors who have a chance to get a bigger profit. [5]; [6]; [7] explained that the unintegrated of commodity prices can be attributed either distorting from the domestic market or the international market. Limitations of processing industry at the household level resulting in farmers suffered a great loss of value added of coffee products change so that employers were able to capitalize these opportunities. Furthermore, [8]; [9] stated that the loss of economic value due to commodity development that is based on the lack of local processing in producer level and marketing constraints.

3.2 SWOT Analysis for Optimal coffee Development in Mamasa

The scope of the SWOT analysis includes the results obtained previously for the manufacture of strategy. This is in accordance with the [10]; [11] stated that the SWOT analysis is able to provide insight in determining the strategy and increasing the effectiveness of the decision-making process. SWOT components are presented in Table 2.

Table 2: SWOT Matrix

Internal factor				
No	Strenght	Weight	Rating	Weight Score
1	The availability of sufficient energy from the MHP	0,13	1,80	0,23
2	The availability of suitable land for coffee	0,08	2,40	0,18
3	The support of the Government policy for Coffee Development in Mamasa	0,10	2,00	0,21
4	Trends of the increase of Coffee Production	0,10	2,00	0,21
5	Mamasa as a producer of specialty coffee	0,08	1,20	0,09
Weakness				
1	The lack of treatment plants (packaging) of coffee	0,13	-1,20	-0,15
2	A bad accessibility	0,10	-1,20	-0,12
3	unintegrated price between farmers and businessmen	0,08	-1,60	-0,12

4	The processing plant is not based electric	0,10	-2,00	-0,21
5	Coffee Mamasa planted on steep slopes conditions	0,10	-2,40	-0,25
Total		1,00	1,00	0,07
External Factor				
No	(Opportunity)	Weight	Rating	Weight Score
1	The opening of the market demand for specialty commodities	0,10	1,20	0,12
2	Export and domestic market opportunity is quite big	0,10	2,00	0,21
3	The magnitude of the impact of the development of the coffee sector to the other sectors in the context of the creation of great added value for Mamasa	0,13	2,60	0,33
4	Cheap packaging tool	0,10	2,00	0,21
5	A great number of coffee Investor	0,13	1,40	0,18
Threats				
1	Market competition from outside traders of Mamasa who possessed a large capital	0,10	-1,20	-0,12
2	Coffee products, in particular, another Arabica product already known to be used by consumers	0,10	-1,20	-0,12
3	Potential of environmental damage	0,10	-2,40	-0,25
4	Most of Mamasa's products change into Toraja's products	0,13	-1,20	-0,15
Total		1,00	6,80	0,80

Determination of optimal coffee development strategy is needed to describe the actual position of Mamasa district in the context of SWOT quadrant so that appropriate strategy offered. The actual position of Mamasa district in the context of SWOT can be seen in Figure 4.

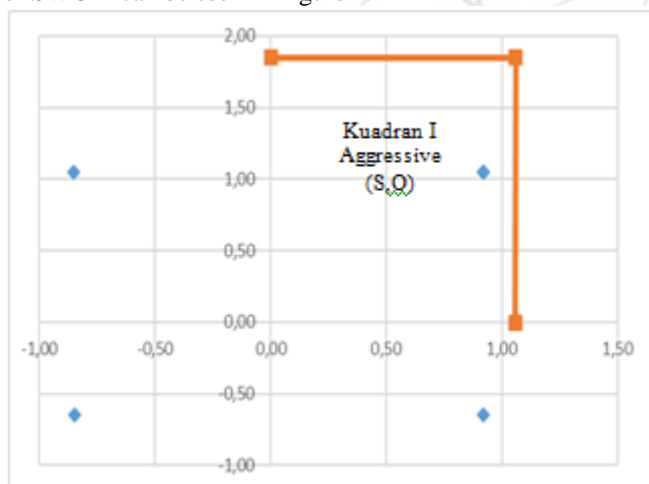


Figure 4: Actual SWOT Quadrant

Based on the actual results of SWOT analysis, Mamasa district located in Quadrant I (Aggressive), that is (1.06), (1.85) which means that this cell is the meeting of two elements of positive strength and positive opportunity so that provide the possibility for Mamasa district to be developed more quickly if the advantage of all the variables affected aggressively could be taken.

3.3 Strategy for Optimal coffee development to Improve economic of Mamasa

Based on the strengths, weaknesses, opportunities and threats obtained through analysis of internal factors and external factors, it can be formulated the alternative strategies adopted that relies on aggressive strategy which called as proactive strategy. Formulation of strategies can be used as an alternative in the context of the development of an optimal coffee is as follows:

1)Strategic of Strength-Opportunity. Alternatives offered in the form of coffee speciality packaging industry

development in each region of producers by optimizing the MHP. This alternative is an offer considered as a very strategic for the development of the coffee packaging industry in Mamasa District, Mamasa district will have its own brand and will also be able to raise a great added value. In addition, the establishment of industries such as energy requirements, continuity and quality of the coffee is also fulfilled.

2)Strategy of Weaknesses-Opportunities . Alternatives offered is the improvement of the accessibility of coffee. the good road conditions will reduce transport costs by 25%. In addition, the improvement of accessibility can facilitate the entry of investors to develop coffee Mamasa which must be considered capable of providing a large effect on other economic sectors in the context of the Mamasa's GDP.

3)Strategic of Strength-Threat. Alternatives offered in the form of coffee Mamasa promotion through print and electronic media so that the coffee Mamasa has a characteristic in the community itself. Provision of a pilot unit coffee processing, provision of promotional coffee products Mamasa and Mamasa coffee product certification process through the creation of brand (organic coffee or specialty coffee) with the aim to penetrate the fair trade system, where employers buy coffee products Mamasa with prices in favor of the farmers. In addition, Control Union, Urth Coffee and GI (Geographical Identification) is a method that is able to maintain in the context of achieving continuity of production in order to support industry compliance built in areas producer of coffee in Mamasa.

4)Strategy of Weaknesses-Threats. Alternatives offered in the form of increasing technical mastery coffee cultivation and conservation of land to farmers. Coffee in Mamasa tends to be cultivated in steep lands so the alternative is considered capable of providing a forum for farmers related to education-based coffee cultivation land conservation. continuity fulfillment industry that was built in the territories of coffee producers in Mamasa.

If this scenario can be run with the establishment of the coffee packaging industry, the program is expected to accommodate the farmers to gain a great added value for the

farmers welfare. In addition, infrastructure improvements can reduce the cost of transportation. Tutorial of coffee Mamasa 1 promotion tool is placed in the Mamasa subdistrict because it is the county seat and close to several other coffee-producing districts while the promotion of coffee Mamasa 2 placed in Sumarorong subdistrict because the aspects of closeness with Nosu and Mambi subdistricts as the center of Arabica and Robusta coffee producers. Sumarorong subdistrict is also the gateway of Mamasa after Messawa subdistrict which has a waterfall tourist destination so it can support the promotion of coffee. The increase of human resources with technical cultivation training conducted with the cooperation of Department of Agriculture for the entire district, specifically for demonstration plot it is required to support the education of farmers on cultivation technique mastery. The scenario of this program will be placed in Kulit Kaula subdistrict as it close to the road, rivers and coffee plantations. Spatially, the direction of the plan of optimal coffee development in Mamasa is presented in Figure 5.

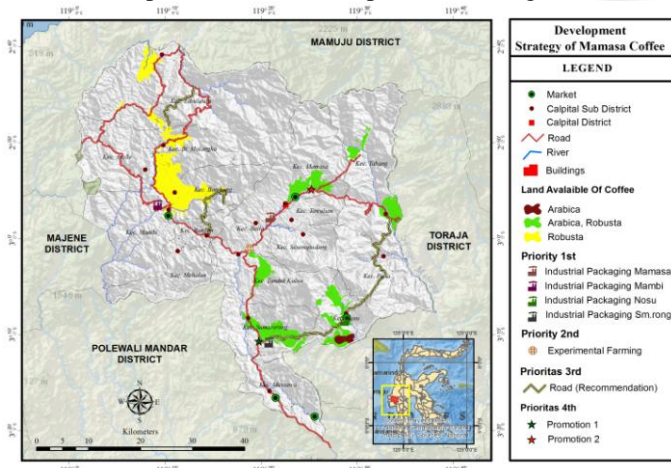


Figure 5: Tutorial of Coffee Development in Mamasa

4. Conclusion

Strategies offered to reduce the leakage of regional economic of Mamasa district are in the context of coffee optimally namely (1) the development of industrial packaging of coffee speciality in each producer region by optimizing the MHP (2) improving the accessibility (3) the promotion of coffee Mamasa speciality through print and electronic media so coffee Mamasa characterized in their own community (4) improving the technical mastery of coffee cultivation and land conservation to farmers.

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Author Profile



Group.

Nuryahya Abdullah received his Bachelor degrees in Soil Science, Hasanuddin University in 2012 and is a Master Candidate of Regional Planning Science in Institut Pertanian Bogor. He is also a founder and a Operational Director of Gelora Panrita Nusantara XII



Analysis

Baba Barus is Lecturer and chairman of the department of soil science and land resources, Bogor Agricultural Science. His research focused on the Planning and Regional Development, GIS / RS and Geomorphology, Modelling Natural Hazards and Risk



Dwi P Tejo Baskoro, P.h.d. in University of The Philippines Los Banos. Join be Lecturer in department of soil science and land resources, Bogor Agricultural Science. His research focused on the Land Conservation and hydrology.