POTENTIAL ANALYSIS OF GAYO ARABICA COFFEE DERIVATIVE PRODUCTS AT KBQ BABURRAYYAN CENTRAL ACEH
(Case Study of KBQ Baburrayyan)

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Abstract

Gayo Arabica Coffee is one of the leading commodities which is an Arabica coffee variety originating from the Gayo Highlands, with the best taste. Gayo coffee is also in demand by the international community because it has a taste and the development of Gayo Arabica coffee has also been processed into various kinds of Gayo Arabica Coffee Derivative Products with the development of innovations like this will be a potential product advantage to develop in a sustainable manner. The purpose of this research is to make a decision to determine superior products that will develop sustainably at KBQ Baburrayyan. the method used is the Analytical Hierarchy Process to process qualitative data into a form of quantitative data.

Keywords: ***Potential, Coffee Derivative Products, Process Analytical Hierarchy***

1. INTRODUCTION

Indonesia is one of the countries that has a tropical climate because Indonesia is located on the equator so that Indonesia gets sunlight throughout the year. This is what makes Indonesia have a climate with normal temperatures. With such a climate, Indonesia is one of the countries with abundant natural resources. And most of the Indonesian people's livelihoods are in the agricultural sector. The agricultural sector has 5 sub-sectors, namely: (1) Food Crops, (2) Plantation Plants, (3) Livestock and Products, (4) Forestry, (5)) Fisheries. Plantation crops are one of the leading sub-sectors in agriculture. One of the plantation crops that is an export commodity is coffee and Indonesia is one of the third largest coffee export producing countries in the world (Zuhdi and Suharno, 2015) Coffee is one of the plantation commodity products that has a fairly high economic value among other plantation crops and plays an important role as a source of foreign exchange for the country. Coffee does not only play an important role as a source of foreign exchange but is also a source of income for no less than one and a half million coffee farmers in Indonesia (Rahardjo 7: 2012). Coffee is an important export potential in world trade. Indonesia is classified as the fourth largest coffee exporting country in the world after Brazil, Vietnam and Colombia. (AEKI, 2020). Coffee does not only play an important role as a source of foreign exchange but is also a source of income for no less than one and a half million coffee farmers in Indonesia (Rahardjo 7: 2012). Coffee is an important export potential in world trade. Indonesia is classified as the fourth largest coffee exporting country in the world after Brazil, Vietnam and Colombia. (AEKI, 2020). Coffee does not only play an important role as a source of foreign exchange but is also a source of income for no less than one and a half million coffee farmers in Indonesia (Rahardjo 7: 2012). Coffee is an important export potential in world trade. Indonesia is classified as the fourth largest coffee exporting country in the world after Brazil, Vietnam and Colombia. (AEKI, 2020).

Aceh is the largest coffee-producing region in Indonesia. Central Aceh is an area that has exported Gayo coffee. Based on data from the Central Statistics Agency (BPS), in the period January to August 2021, the value of coffee exports reached US\$476.76 million. During the same period, Aceh was Indonesia's 4th largest coffee exporting province with an export value of

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US$49.89 million. Meanwhile, the main export destination countries for Indonesian coffee are the United States, Egypt, Japan, Malaysia, Italy and Spain. Gayo Arabica Coffee is an Arabica coffee variety which is one of the leading commodities originating from the Gayo Highlands, with the best taste. Gayo coffee is also in demand by the international world because it has a taste and aroma. The taste, aroma and body of Gayo coffee are quite eye-catching by the world of international trade. Characteristics The taste of Gayo Arabica coffee can be proven by a cupping test / taste test. The types of processed coffee products that are marketed can usually be in the form of cherries, pumpkin, grain and green beans. However, it is not uncommon for some people to make innovative products from coffee derivatives but have not had a direct impact on the process of developing innovative coffee products.

The development of Gayo Arabica Coffee derivatives has very good prospects in the future. Processing of Gayo Arabica Coffee into a variety of derivative products will increase its shelf life from the risk of spoilage and have a wider marketing reach. Besides that, it can also increase added value. For this reason, in the context of its development, it needs to be supported by all stakeholders starting from plant cultivation, production processes and marketing. This effort also needs to be supported by related institutions such as human resources, machine and equipment providers and banking/capital.

At KBQ Babburayyan, a cooperative engaged in the export of coffee. This cooperative is the largest exporter in the United States Starbucks. Not only that, this cooperative has also processed coffee products into derivative products, namely Strong wine, Caskara and Green Coffee. These three products are very popular with the community because of their delicious taste, which makes these products attractive to both local residents and foreigners. The wine itself is Sari Pati processed from fermented coffee beans which are used to warm the body and also does not contain alcohol, Green Coffee is green coffee made from selected greenbeen and Cascara is coffee tea made from cascara's coffee skin itself. has been exported in Taiwan.

However, for now, the export of Caskara tea has been stopped due to the war between Taiwan and China. The conflict between China and Taiwan could have worse implications than the Ukraine-Russia war. This is because the conflict between China and Taiwan will involve the US. The Ministry of Finance's Fiscal Policy Agency (BKF) considers that the conflict between China and Taiwan involving the US is an exogenous risk, but it still needs to be watched out for. The head of the BKF, Febrio Nathan Kacaribu, stated that Indonesia would not be directly affected. However, Febrio said that there was a propagation risk from the conflict to the Indonesian economy (bisnis.com., 8 August 2022) Foreign Minister Retno LP Marsudi stated that the potential for conflict between China and Taiwan would become an additional challenge for Indonesia and the region.

Apart from that, there are two other factors that further enhance the meaning of Taiwan's position for Indonesia, and of course also for the region, namely the global supply chain and shipping routes for Indonesian export transport. Global supply chains make some of Indonesia's export commodities sent to other countries to be processed. Furthermore, the processed products were sent by Taiwan and surrounding countries.

As for pursuing cost-effectiveness, some of Indonesia's exports to East Asia and other regions use intermediary ports. Apart from Southeast Asia, the intermediary ports for Indonesian exports are also located in China and South Korea. Indirect exports will be difficult to send if there is war or tension around Taiwan, because there are no transport ships (cnnindonesia.com., 5 August

2022). So for now selling Kaskara tea is only in the regions, and strong wine enthusiasts are no less competitive than Kaskara tea enthusiasts because there are a lot of interested people and orders making strong wine a product that is in demand for now.

so this research is considered very appropriate to do. This research will use the Analitycal Hierarchy Process (AHP) method. AHP is used to determine the weight and 4 criteria that have been determined, namely upstream farming, processing, support and downstream. the Analytical Hierarchy Process (AHP) method is a decision support system that is relevant and has a consistency value calculation in determining the priority level of criteria and alternatives. The concept of AHP is to change qualitative values into quantitative values. By using the AHP method, you will get superior products that become superior products that can build the competitiveness of each product with the uniqueness of a product.

2. IMPLEMENTATION METHOD

Time and place

This research was carried out in November 2022 at the KBQ Babburayyan cooperative, Pegasing sub-district, Central Aceh district.

Data collection technique

The data collection method used was giving a questionnaire to Mr. Moc Haris S, T and also conducting in-depth interviews with Mr. Moc Haris S, T about how Gayo arabica coffee derivative products are made. The data used in this study were secondary data and primary data. Secondary data was collected from the results of questionnaires and interviews. Primary data were obtained from Bpss related to data and land area of Arabica coffee production. The research method used was Descriptive Quantitative using the AHP (Analitycal Hierarchy Process) method.

Data processing

(Analitycal Hierarchy Process) AHP

A decision-making method first developed by Thomas L. Saaty in 1990. AHP is a decision-making process using pairwise comparisons to explain evaluation factors and weighting factors in multi-factor conditions. paired alternatives that will be selected using a pairwise comparison questionnaire involving institutional expert respondents who understand and understand the goals and objectives of the institution [9]. Basically the steps in the AHP method include:
a. Arrange hierarchy

Develop a hierarchy of problems encountered. The problems to be solved, by dividing them into elements, namely criteria and alternatives, are then arranged into a hierarchical structure.

b. Assessment of criteria and alternatives

Criteria and alternatives are done by pairwise comparisons. According to Saaty (1988), for various issues, a scale of 1 to 9 is the best scale for expressing opinions. The importance level value is shown in the following table:

Table 1. Importance Level Value

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Interest Intensity	Information
1	Both elements are equally important
3	One element is more important than the other elements.
5	One element is more important than the other
7	One element is clearly more important than the other elements
9	One element is absolutely important than the other elements
2,4,6,8	The values between two adjacent considerations

Reciprocal, if A/B=9 then B/A=1/9 If element i has one of the above numbers when compared to element j, then j has the opposite when compared to element i. Comparisons are made based on the decision maker's policy by assessing the level of importance of one element over other elements. The process of pairwise comparisons, starting from the highest level of the hierarchy aimed at selecting criteria, for example A, is then taken for the elements to be compared, for example A1, A2 and A3.

c. Synthesis What is done in this step is:
1) Add up the values of each column in the matrix.
2) Normalize the matrix by dividing each value from the column by the total column in question
3) Find the average value by adding up the values of each row and dividing by the number of elements.

d. Measuring Consistency
In making decisions, it is important to know how good the consistency is because we do not want decisions based on judgments with low consistency. The things to do in this step are:
1) Multiplies each value in the first column by the relative priority of the first element, the value in the second column by the relative priority of the second element, and so on.
2) Add up each row.
3) The result of the sum of the rows is divided by the corresponding relative priority element.
4) Adding the quotient above with the number of elements present, the result is called λ max.

e. Calculating the consistency index (CI)
Dwith the formula CI = (λmax − n)/n-1
Where n is the number of elements
f. Calculating the consistency ratio (CR)
Dwith the formula: CR = CI / IR
where :
CR = Consistency Ratio (consistency ratio)
CI = Consistency Index (index consistency) IR = Index Random Consistency (index random consistency).
The list of Random Consistency (IR) Indices can be seen in the table below. Matrix Size of IR Values.

1,2	3	4	5	6	7	8	9	10	11	12	13	14	15
0.00	0.58	1.90	1.12	1.24	1.32	1.41	1.45	1.49	1.51	1.48	1.56	1.57	1.59

g. Checking the consistency of the hierarchy

If the value is more than 10%, then the data judgment must be corrected. However, if the Consistency Ratio (CI/IR) ≤ 0.1, then the calculation results can be declared correct.

3. RESULTS AND DISCUSSION

Based on the criteria and alternatives that have been taken, they are arranged in a hierarchical structure to facilitate data processing. The process of compiling a hierarchy is very important to prevent errors from occurring which will result in inconsistencies later. For this reason, a hierarchical structure was created to describe the objectives to be achieved in this study. The hierarchy made based on criteria, sub criteria and alternatives is as shown in the following figure:
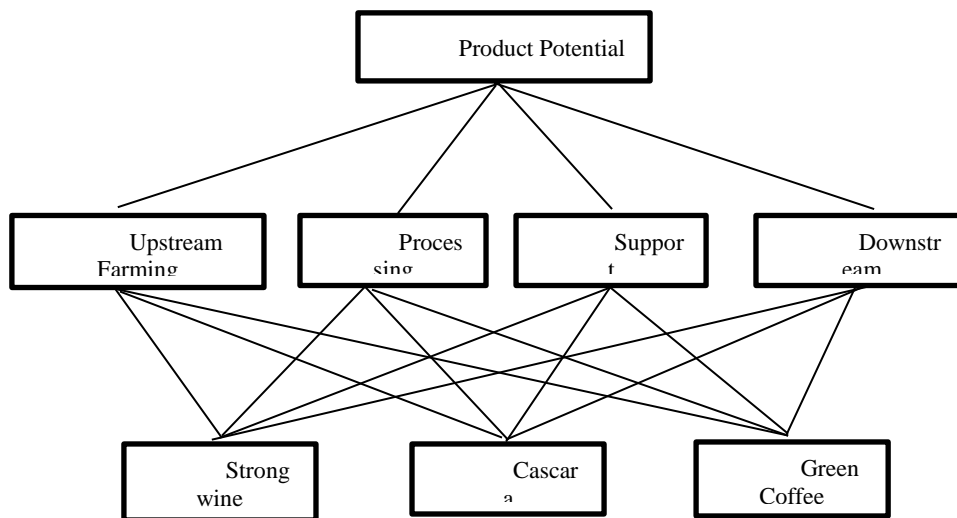
Based on the results of filling out the questionnaire that was given to the respondents, it was then made in the form of a pairwise comparison matrix to get the weight of each criterion. To simplify the calculation, it is made in tabular form. Based on the comparison matrix that has been made, the data can be processed to obtain a consistency index and consistency ratio. Then the results of the paired matrices for each of the criteria and alternatives made can be presented in tabular form.

Criteria Comparison Matrix

The eigenvector values are generated from the average relative weights for each row. The results can be obtained in the Criteria Comparison Matrix table or table 3:

Table 3. Criteria Comparison Matrix

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Kriteria	Hulu Usaha tani	Pengolahan	Penunjang	Hilirisasi	Nilai Eigen				Jumlah	Rata-rata
Hulu usaha tani	1	1	8,000	3,00	0,4067797	0,394737	0,56338	0,25	1,614897	0,403724
Pengolahan	1	1	5,00	3,00	0,4067797	0,394737	0,352113	0,25	1,403629	0,350907
Penunjang	0,125	0,2	1	5,00	0,0508475	0,078947	0,070423	0,416667	0,616884	0,154221
Hilirisasi	0,333	0,333	0,2	1	0,1355932	0,131579	0,014085	0,083333	0,36459	0,091148
Jumlah	2,458333333	2,533333333	14,200	12,00						1

From the Comparison Criteria Matrix table, the CR value is 0.004, because CR <0.100, the respondent's preference is consistent. With an upstream weighting value of 0.403 farming, Processing with a weighting of 0.350, Support has a weighting value of 0.154 and the last downstream with a weighting value of 0.091.

Upstream Farming Criteria
The eigenvector values are generated from the average relative weights for each row. The results can be obtained in table 4:

Table 4. Comparison of Upstream Farming

Hulu usaha tani	Strongwine	Cascara	Kopi Hijau	Nilai Eigen			jumlah	Rata-rata
Strongwine	1	3	5	0,652174	0,666667	0,625	1,94384	0,647947
Cascara	0,333	1	2	0,217391	0,222222	0,25	0,68961	0,229871
Kopi Hijau	0,20	0,50	1	0,130435	0,111111	0,125	0,36655	0,122182
Jumlah	1,53333333	4,5	8					1

From the Comparison Matrix Table of Upstream Criteria Farming, it can be obtained results with a CR value of 0.004, because CR <0.100, the respondent's preference is consistent. The table above shows that Stongwine with a weight value of 0.647 and Cascara with a weight value of 0.229 are the most important criteria for determining products that have the potential to become products that develop sustainably. next is Green Coffee Products with a weight value of 0.122.

Processing Criteria
The eigenvector values are generated from the average relative weights for each row. The results can be obtained in table 5:

Table 5. Comparison of Processing Criteria

Pengolahan	Stongwine	Cascara	Kopi Hijau	Nilai Eigen			Jumlah	Rata-rata
Strongwine	1	7	3	0,677419	0,7	0,666667	2,044086	0,681362
Cascara	0,143	1	0,5	0,096774	0,1	0,111111	0,307885	0,102628
Kopi Hijau	0,333	2	1	0,225806	0,2	0,222222	0,648029	0,21601
Jumlah	1,48	10	4,5					1

From the Processing Criteria Comparison Matrix Table, it can be obtained results with a CR value of 0.003, because CR <0.100, the respondent's preference is consistent. From the table above shows that Stongwine with a weight value of 0.681 and Cascara with a weight value of 0.102 are the most important criteria for determining products that have the potential to become products that develop sustainably. next is Green Coffee Products with a weight value of 0.216.

Supporting Criteria

The eigenvector values are generated from the average relative weight for each row. The results can be obtained in table 6:

Table 6. Comparison of Supporting Criteria

Penunjang	Strongwine	Cascara	Kopi Hijau	Nilai Eigen			Jumlah	Rata-rata
Strongwine	1	0,25	2	0,181818	0,172414	0,25	0,604232	0,201411
Cascara	4	1	5	0,727273	0,689655	0,625	2,041928	0,680643
Kopi Hijau	0,500	0,200	1	0,090909	0,137931	0,125	0,35384	0,117947
Jumlah	5,5	1,45	8					1

From the Comparison Table of Supporting Criteria, it can be obtained results with a CR value of 0.032, because CR <0.100, the respondent's preference is consistent. The table above shows that Cascara with a weight value of 0.680 and Strongwine with a weight value of 0.201 are the most important criteria for determining products that have the potential to become products that develop sustainably. next is Green Coffee Products with a weight value of 0.117.

Downstream Criteria

The eigenvector values are generated from the average relative weight for each row. The results can be obtained in table 7:

Table 7. Comparison of Downstream Criteria

Hilirisasi	Strongwine	Cascara	Kopi Hijau	Nilai Eigen			Jumlah	Rata-rata
Strongwine	1	1	3	0,428571	0,454545	0,333333	1,21645	0,405483
Cascara	1	1	5	0,428571	0,454545	0,555556	1,438672	0,479557
Kopi Hijau	0,3333	0,2	1	0,142857	0,090909	0,111111	0,344877	0,114959
Jumlah	2,33333333	2,2	9					1

From the Downstream Criteria Comparison Matrix Table, it can be obtained results with a CR value of 0.030, because CR <0.100, the respondent's preference is consistent. The table above shows that Cascara with a weight value of 0.479 and Strongwine with a weight value of 0.405 are the most important criteria for determining products that have the potential to become products that develop sustainably. next is Green Coffee Products with a weight value of 0.114.

Table 8. Ranking

Perangkingan	
Strongwine	0,5687073
Cascara	0,2774975
Kopi Hijau	0,1537952
	1

So from the results of the ranking above the product, the product that has the potential to become a product that develops in a sustainable manner is Strongwine with a weight of 0.568 with an advantage in the upstream farming as well as temporary processing for downstreaming and

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supporting more to Cascara, but as a whole it is Strongwine which has more potential to develop sustainably .

4. CONCLUSION

Based on the results of research that has been done during the research process. Then the decision-making process that involves many criteria and alternatives, the AHP method is very appropriate to use because this method can show many comparisons between one criterion and other criteria. By using the AHP method, it facilitates the decision making process for a product based on criteria and alternatives arranged into a hierarchy. This study found that the criteria that have the potential to determine derivative products that have the potential to become sustainable development products are Strongwine with a value of 0.568 and Cascara with a value of 0.277.

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