

Local Government Strategy in Protecting Coffee Farmers from the Economic Impact During COVID-19

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Abstract: The local government's policy in Central Aceh Regency to protect coffee producers from the COVID-19 pandemic is explained in this paper. Coffee is a mainstay commodity and a support for the regional economy in Central Aceh Regency. Coffee producers account for at least 34,476 households (KK), or over 90% of Central Aceh's population. As a result, the coffee commodity is critical to the gayo coffee farming community in Central Aceh Regency's well-being. The COVID-19 pandemic, on the other hand, had a significant impact on the global coffee industry, with shipments and prices plummeting. A qualitative technique is used in this investigation. In-depth interviews and documentation were used to gather data. According to research, the COVID-19 pandemic had a substantial influence on coffee producers' economic conditions, as evidenced by a 70 percent decline in gayo coffee exports and a drop in selling price from Rp. 110 thousand to Rp. 60 thousand per kilogram during the pandemic. According to the findings of this study, the government can protect coffee producers during the pandemic by offering coffee growing instruction, providing business finance help, and assisting farmers in marketing Gayo coffee through meetings with coffee exporters.

1 INTRODUCTION

This research is about the effect of the covid-19 pandemic on the economic condition of gayo coffee farmers in Central Aceh Regency. The COVID-19 pandemic has also tested the agricultural sales chain (Kumar et al., 2021; Poudel et al., 2020; Timilsina et al., 2020). This includes coffee commodities (Vargas et al., 2021). Based on data, more than 52 countries in the world use coffee as the economic support for millions of farmers (Guido, Knudson, & Rhiney, 2020) and one of these countries is Indonesia. Coffee is a leading export commodity, where Indonesia is the fourth exporter in the world with an average contribution of 4.76 percent of total global exports (Nalurita, Asmarantaka, & Jahroh, 2014). This shows that coffee is an important sector in Indonesia. As released by the Central Statistics Agency (BPS), coffee exports reached 186.8 thousand tons as of July 2020. This figure increased by 10.69 percent compared to the previous year with Japan, Hong Kong, South Korea, Taiwan, and China being the largest export destination countries (2020) (Nopriyandi & Haryadi, 2017). In Aceh Province,

Aceh Tengah Regency is a production center that contributes the highest export value in coffee sales.

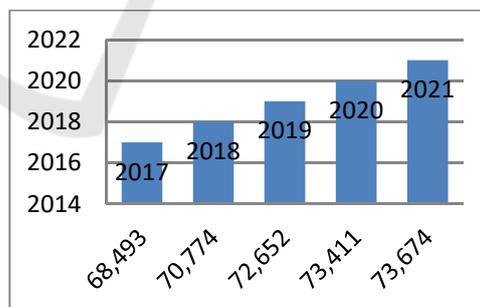


Figure 1: Graph of Coffee Export Value of Aceh Province Central Aceh

Regency is an area that makes coffee a mainstay commodity as well as a support for the regional economy. In fact, in this district there is a coffee farmer organization called the Gayo Organic Coffee Farmers Association (PPKO) which has also been certified from "Fair Trade", an international certificate organization for coffee. Thus, Gayo coffee is currently recognized as the best organic coffee in

the world and is in demand by international consumers, as well as being the target of national consumers. The profit obtained from gayo coffee exports originating from smallholder plantations of gayo coffee farmers in Central Aceh was USD11.46 million (2016) and reached USD34.41 (2017) (Mawardo, Hulupi, Wibawa, Wiryaputra, & Yusianto, 2008).

However, the COVID-19 pandemic has hit hard on the world coffee business sector as well as gayo coffee in Central Aceh Regency. Before the pandemic, coffee farmers were able to sell their harvests smoothly, but after the pandemic the number of gayo coffee exports dropped dramatically to 70% with the selling price also dropping during the pandemic, from Rp. 110 thousand to Rp. 60 thousand per kilogram. In fact, so far Gayo coffee farming absorbs a lot of labor and is able to support the regional economy. Every year, coffee production in Central Aceh is around 28 thousand tons with a value of around Rp. 1.8 trillion from 48 thousand hectares of land area or a minimum of 700 kg/ha/year. The gayo coffee plantations in Central Aceh are entirely indigenous plantations, with an area of 4,318.39 km². Following data from the Plantation and Forestry Office of Central Aceh Regency, there are at least 34,476 households (KK) who work as coffee farmers or almost 90% of the total population of Central Aceh are coffee farmers. Therefore, the coffee commodity has an important role in the welfare of the gayo coffee farming community in Central Aceh Regency (Juliaviani, Sahara, & Winandi, 2017). In this study, the problem studied was how the covid-19 pandemic also affected the economic condition of gayo coffee farmers with the hypothesis that there was an influence between the occurrence of the covid-19 pandemic on the economic condition of gayo coffee farmers.

The purpose of this study was to measure the depth of influence caused by the covid-19 pandemic on the condition of gayo coffee farmers. The hypothesis in this study is that the COVID-19 pandemic has a very significant effect on the economic conditions of coffee farmers. Increasing the role of the Central Aceh District Government in establishing welfare programs for coffee farmers as a preventive measure against possible future economic failures so that coffee farmers can feel economically secure and able to function independently. Increased collaboration between local governments, the private sector, and farming communities so that they can form a just economic condition for coffee farmers so as to create prosperity in the coffee distribution chain in Central Aceh Regency. Encouraging the creation

of a conducive economic climate through mapping the impacts caused by the pandemic on the condition of coffee farmers so that the Regional Government can create, stimulate, and establish appropriate business engineering and be able to minimize the negative impacts of the pandemic.

Increase the active involvement of coffee farmers in managing coffee commodities for the progress of Central Aceh Regency significantly so that there is an increase in economic independence after the pandemic period. Develop the role of the Central Aceh Government in maximizing natural resources and directing the potential of coffee in Central Aceh Regency for large-scale industry and coffee tourism so as to create prosperity for coffee farming communities in Central Aceh Regency. Finding the right solution that can be applied to coffee farmers who have lost their income due to the COVID-19 pandemic. This research has an urgency to be carried out because through this research, researchers can determine the degree of influence of the covid-19 pandemic on the condition of gayo coffee farmers so that both the government and the private sector can protect gayo coffee farmers who are in a vulnerable position from the economic downturn due to the pandemic. Thus, economically prosperous coffee farmers can be created and subsequently able to significantly encourage regional development.

2 RESEARCH METHODS

This research uses a qualitative method with a case study approach (Craswell, 2014). This Research was conducted for 6 month from July 2022 to December 2022. The research location is in Aceh Tengah District, Aceh Province with the population studied are gayo coffee farmers. Therefore, qualitative research methods were adopted in this investigation to determine the effect of the COVID-19 pandemic on the economic condition of Gayo coffee farmers. This research was conducted in Central Aceh Regency, precisely in Atu Lintang District, which is 36 km from Takengon City and is the center for producing the best gayo coffee in Central Aceh.

The resource persons in this study were selected by purposive sampling based on their knowledge and expertise about the research theme. Meanwhile, the population in this study were gayo coffee farmers in Central Aceh, amounting to 34,476 households. Thus, one member of each family head was chosen to be the respondent after the number was determined. Furthermore, research data was obtained through field observations, in-depth interviews,

documentation, and Focus Group Discussions (FGD) to observed and measured as characteristics of the respondents such as age, gender, education, number of dependents in the family, and income of gayo coffee farmers before and after the covid-19 pandemic.

The data that has been collected through interviews is then analyzed by reviewing all available data from various sources, such as interviews, field notes, personal documents, official documents, photos, and so on. Data analysis was carried out interactively, with each stage of the activity not running independently. (1) collecting, reducing, presenting, and leveraging data or drawing conclusions are all studied in research; (2) the data received from the field were analyzed using qualitative data modeling, namely the Nvivo Plus program. In addition, conclusions are formed and drawn from the overall data analysis that has been completed.

3 RESULTS AND DISCUSSION

Covid 19 or coronavirus disease is an infectious disease that began to emerge in 2019 (Harapan et al., 2020). Although it first appeared in Wuhan, China. However, this disease is able to spread quickly throughout the world so that WHO immediately declared covid 19 a global disaster (Cucinotta & Vanelli, 2020; Sohrabi et al., 2020). The reason is because this deadly disease has caused many casualties (Liu, Gayle, Wilder-Smith, & Rocklöv, 2020). As of August 2020, Indonesia had 4,253,992 cases with a total of 143,753 deaths in 34 provinces (WHO, 2021). This condition causes Indonesia to be affected not only in terms of: (1) health (McKibbin & Fernando, 2020; Prem et al., 2020; Setiati & Azwar, 2020; Xie et al., 2020); (2) psychological (Wang et al., 2019); (3) education (Abidah, Hidaayatullaah, Simamora, Fehabutar, & L, 2020; Azzahra, 2020); (4) economics (Hidayaturrahman, M., & Purwanto, 2020; Naryono, E., & Sukabumi, 2020); (5) socio-cultural (Ansori, 2020; Djalante et al., 2020; Yunus & Rezki, 2020); (6) religion (Yezli & Khan, 2020); and (7) politics (Barrios et al., 2020). Economic issues have become a global problem that has been in the spotlight because they have a significant impact on the economic condition of the community to the lowest level (Yamali & Putri, 2020).

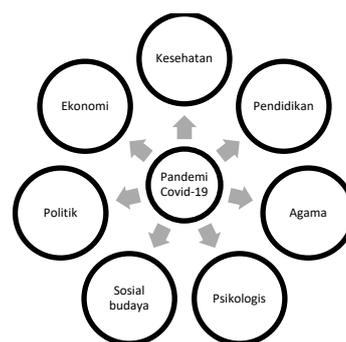


Figure 2: Impact of the Covid-19 Pandemic Based on Various Literature

Globally, these conditions have resulted in a slowdown in globalization (deglobalization) in the form of a global decline in trade due to the implementation of social distancing, physical distancing, quarantine and regional restrictions (lock down) (Noor & Wangid, 2019). The COVID-19 pandemic has forced the government, the private sector, and the community to further strengthen their internal capacity to overcome the economic problems that occur. In Indonesia, there was a spike in the number of sufferers with a high mortality rate, so preventive measures were taken, The Center of Reform on Economics (CORE) closing schools, working from home (Work from Home) and the cancellation of various activities held by the government and the private sector resulted in slowing economic turnover. because based on data, private consumption accounts for almost 60% of the total national economic movement. As a result, it will have an impact on the informal (traditional) and other modern economic sectors. So that the government sees that there is a supply disruption and a decrease in people's purchasing power so that the policies implemented are cash transfers, subsidized wages, tax breaks, and helping people to meet their needs and their businesses to survive (Nasution, Erlina, & Muda, 2020).

The same thing also happened to the condition of export commodity farmers who are in the global trade net such as coffee. The reduction in orders due to the decline in the purchasing power of consumers and suppliers resulted in a decrease in total exports to the world. As one of Indonesia's leading commodities, in fact coffee farmers cannot be said to be fully prosperous because they are still at the bottom of the chain of trade routes that comply with the prices offered by collectors. The pandemic that hit the health of many people had a twice as dangerous impact as it also affected the economic conditions of coffee farmers.

Since the beginning of 2020, the COVID-19 pandemic has hit the world and has had an impact on human health, economy and social conditions (Hanoatubun, 2020). Agriculture as a support for the world economy is also experiencing its impacts dampaknya (Kumar et al., 2021; Poudel et al., 2020; Timilsina et al., 2020). However, many articles still focus on the agricultural food business chain, especially related to food security and supply chain. In fact, this sector can immediately become a concern at the beginning of the pandemic so that various swift policies are taken to protect this sector (Aday & Aday, 2020; Niles et al., 2020; Smith & Wesselbaum, 2020). Different conditions occur in coffee farming, the COVID-19 pandemic has severely hit businesses in this sector (Guido et al., 2020) which also affects the economic conditions of coffee farmers.

There are several factors behind this, namely: (1) the difficulty of obtaining transportation permits between Indonesia and the destination country; (2) international coffee buyers experience an economic recession; (3) the economic conditions of coffee exporting companies during the pandemic; (4) the overall decline in the price of green beans for coffee; (5) social distancing imposed during the pandemic (Fadli, Hafni, & Tambarta, 2000). As one of the sectors affected, the coffee farming sector and the economic conditions of coffee farmers affected by the COVID-19 pandemic are still rarely studied. In fact, coffee, especially Gayo coffee (Gayo Arabica Coffee) is one of Indonesia's leading export commodities which is well-known both in the domestic and international markets (Kudus, Widayat, & Abubakar, 2019).

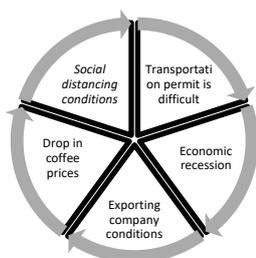


Figure 3: Diagram of Coffee Business Distribution Constraints.

The coffee plantation sector has been widely studied, especially related to the marketing chain which has an impact on the economic conditions of coffee farmers due to the inefficient market for coffee commodities in several regions in Indonesia so that they have not been able to improve the economic conditions of coffee farmers, even before the COVID-19 pandemic. 19 happened. For example, a

study conducted by Cristovao (2015) which looked at the declining economic conditions of coffee farmers due to the dominance of wholesalers in determining coffee prices. This dominance occurs because: (1) there is no cooperation network system between coffee farmer groups and intermediary traders. (2) Farmers do not yet have adequate information regarding the price of coffee in the international market. (3) Farmer groups have not been functioning properly (Cristovao, 2015).

Rafika Tania, Sudarma Widjaya, Ani Suryani (2019), who highlighted the long coffee distribution chain in the regions, especially Arabica coffee variants, were the cause of low coffee prices at the farmer level. The distribution channel formed starts from farmers, sub-district collectors, district collectors, ground coffee industry, and consumers (Tania, Widjaya, & Suryani, 2019). Another study that talks about the coffee business chain is Ima (2006), namely: (1) coffee farmers lack information about commodity prices so they cannot offer them at a more profitable price for them; (2) selling to existing institutions because the transaction process is easier and reduces risk; (3) the sales system has not been efficient because of the lack of honesty of intermediary institutions (Ima, 2006).

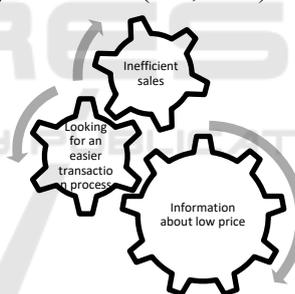


Figure 4: Factors Causing Low Economic Condition of Coffee Farmers

However, this study is different because the economic condition of gayo coffee farmers in Central Aceh Regency tended to be good before the pandemic occurred because gayo coffee commodities had a short chain and aimed at export (Juliaviani et al., 2017). Meanwhile, after the COVID-19 pandemic, there was a decline in gayo coffee sales, especially for exports, by up to 70%, which in the end also affected the economic conditions of coffee farmers at the lowest level of the gayo coffee sales chain. This study measures the degree of depth of influence of the COVID-19 pandemic on the economic condition of gayo coffee farmers in Central Aceh Regency.

4 CONCLUSIONS

The local government's policy in Central Aceh Regency to protect coffee producers from the COVID-19 pandemic is explained in this paper. Coffee is a mainstay commodity and a support for the regional economy in Central Aceh Regency. Coffee producers account for at least 34,476 households (KK), or over 90% of Central Aceh's population. As a result, the coffee commodity is critical to the gayo coffee farming community in Central Aceh Regency's well-being. The COVID-19 pandemic, on the other hand, had a significant impact on the global coffee industry, with shipments and prices plummeting. According to research, the COVID-19 pandemic had a substantial influence on coffee producers' economic conditions, as evidenced by a 70 percent decline in gayo coffee exports and a drop in selling price from Rp. 110 thousand to Rp. 60 thousand per kilogram during the pandemic. According to the findings of this study, the government can protect coffee producers during the pandemic by offering coffee growing instruction, providing business finance help, and assisting farmers in marketing Gayo coffee through meetings with coffee exporters.

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