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| Effect Of Development Coffee Beans Liberica Karawang, And Sustainable Economic Development With Business Incubation |
| **Seia Piantara, S.E., M.M**Tri Mitra Karya Mandiri Polytechnic, Karawang**ABSTRACT**This study was carried out to help develop and utilize the agricultural potential of beans coffee Liberica plantations in Parungmulya Village, Ciampel District, Karawang City, both comparatively and competitively. This development is needed in accordance with developments that have been of interest and known to the general public, since 2018 the competitive forces in this research have been carried out based on developments that have been of interest and known to the general public since 2018, analyzing the competitive advantage of Indonesian coffee (Berlin Porter's theory/Porter's Diamond Theory). to look at the demand and supply sides of the market. The research results show that to increase national competitiveness, it is necessary to develop new entrepreneurs who are strong, creative, and professional. Business/entrepreneurial incubators are an effective vehicle for developing an entrepreneurial spirit, abilities, networks and business insight in accordance with Perpress No. 27 of 2013 concerning the Development of Entrepreneurial Incubators.**Keywords :** *Business Incubation, Supervision, Training, Liberica Karawang* |

# BACKGROUND

The public Karawang is known as an industrial city because it has several industrial areas, including, KIM, KIIC & Surya Cipta which cover 2 sub-districts, namely Ciampel District and West Telukjambe District. Uniquely, these three industrial areas are included in the Kutatandingan Customary Forest area, most of which is owned by Perhutani and managed in an integrated manner with the communities there. In this area, farmers plant various types of trees that produce fruit, wood and spices. The biggest commodities are Pepper, Oranges, Chocolate, & Coffee. In its development, coffee is a little-known commodity even though it has its own market through local intermediaries who have been coffee buyers in the Kutandadingan area for quite a long time but have not been able to raise the local community's pride in Kutandadingan coffee as a superior product. characteristics of the product itself. Kutandadingan coffee has 3 varieties, namely Liberika, Excelsa & Robusta, on an area of ​​95 Ha. with a height of 200-400 meters above sea level which is processed traditionally and organically. 1

This can be seen from the proliferation of coffee shops, cafes and various types of coffee products.

Based on data from the International Coffee Organization (ICO), it shows that the trend

domestic coffee consumption in Indonesia continues to increase. The trend of coffee consumption is no longer something old-fashioned, in fact it has now become a lifestyle, meaning drinking nowadays coffee and drinking culture among millennials and young executives also received attention business people to compete in creating a coffee business and continue to innovate so that it becomes a business. This progress also has an impact on Karawang City, as an industrial city and the urbanization of coffee shops and places is mushrooming everywhere, both large and small scale, this has not been driven by the effectiveness and expansion of the raw material, namely coffee beans. 2

Continue to survive and develop due to intense competition. Just look at the hangout habits of the millennial generation, this can be a big opportunity for entrepreneurs and other people to do business. Coffee shops became popular a gathering place and prestigious among them (Sari, 2020; Widiyanti & Harti, 2021). The coffee business isis also inseparable from technological developments, but is also supported by the ease of obtaining goods (Kurnia & Afrianto, 2020; Renaldi & Gunardi, 2021). Because the many choices provide alternatives to buyers in determining purchasing decisions regarding products to be used (Diansyah & Nurmalasari, 2017; Prajarini & Sayogo, 2021). This effort encourages the Kutatandingan coffee product, in its development it has become popular and known to the general public, since 2018 it has been encouraged by Kutatandingan coffee business actors, in this case Aang Sobandi, CEO of Warung Kopi Kuta, armed with knowledge from various sources to develop several farmers and farmer groups to processing and planting Kutatandingan Coffee starting from seeding, planting, the care process, to the post-harvest process which produces quality greenbeans.

Liberica coffee is a coffee variant that is not widely known by people in Indonesia. Indonesia is one of the countries that is a coffee producer in the world, famous for its robusta and arabica coffee types. Robusta coffee, which dominates the local coffee market at around 70%, is widely used by entrepreneurs in the instant coffee industry. Meanwhile, Arabica coffee is considered a luxury coffee that is often served in cafes or restaurants. 3

1Kompas.com. *Mengenal Perbedaan Kopi Arabika, Robusta, Liberika dan Ekselsa*, 2022.

2jabar.idntimes.com/news/jabar/abdul-halim-18/dijual-di-kafe-kafe-kopi-karawang-mulai-digemari-di-daerah-sendiri

3Miladi, Himam, *Mengenal Kopi Liberika, Kopi Langka Beraroma Nangka*, 2018.

Liberica coffee (coffee liberica bull ex hiern) is a type of coffee that originates from outside Indonesia, namely Liberia on the western island of Africa. Liberica coffee has many advantages, one of which is in terms of price and different taste, not only that in terms of the

size of the fruit, Liberika coffee is bigger and the productivity is greater compared to Robusta and Arabica, it produces fruit every year with one harvest a month. And in terms of roots, Liberica coffee is deeper, more tolerant of disease attacks, and can adapt well to peatlands. 4

# METHODS

# Attribution Theory

Attribution The approach used in this study is a descriptive qualitative approach in providing a clear picture of the situation (Isa Mulyadi & Zuhri, 2020). The method used in this research is a mixed research method. The use of mixed research methods is a step to combine quantitative research methods and qualitative methods. The use of mixed methods in this research is based on the assumption that a combination of quantitative methods and qualitative methods will provide a better understanding of research problems and questions compared to using research methods separately because the use of mixed methods will produce different data. more comprehensive, valid, reliable and objective.

This is in accordance with the statement expressed by Sugiyono (2015), namely that mixed research methods are a research method that combines or combines quantitative and qualitative methods to be used together in a study so that the data obtained is more comprehensive, valid, reliable and objective.

In line with Sugiyono, according to Creswell (2018) there are three main designs in mixed methods, namely convergent design, explanatory sequential design and exploratory sequential design. In this research, the mixed methods design used was a sequential explanatory design. Because this research begins with collecting and analyzing quantitative data, then continues with collecting and analyzing quantitative data

# Hypothesis Development

# Effect of Development Coffee Beans Liberica Karawang

Seeing the good productivity and prices of Liberica, said Aang, more and more farmers are interested. Likewise with the Liberica market from Kutatandingan. Currently there are orders from coffee shops in Russia to be introduced to a number of shops from Russia. Unfortunately, the potential of Liberica in Kutatandingan has not been noticed by the local government. Therefore, there is a need for business incubation to utilize and maximize opportunities for increasing Liberica coffee in Karawang.5

To increase national competitiveness, new entrepreneurs who are strong, creative and professional need to be developed. Business/entrepreneurship incubators are an effective vehicle for developing an entrepreneurial spirit, abilities, networks and business insight in accordance with Perpres No.27 of 2013 concerning the Development of Entrepreneurial Incubators.

Incubation is a coaching process for Small Businesses and/or new product development carried out by the Business Incubator in terms of providing business facilities and infrastructure, business development and management and technology support.6

4Rahardjo, Pudji, *Panduan Budidaya dan Pengolahan Kopi Arabika dan Robusta Penebar Swadaya*; (Jakarta, 2017), 5-8.

5https://news.detik.com/berita-jawa-barat/d-4608969/melirik-potensi-kopi-liberika-karawang-yang-merambah-rusia

6istanaumkm.pom.go.id/permodalan/inkubator-bisnis

# The Effect of Sustainable Economic Development With Business Incubation

Meanwhile, an incubator is an institution that operates in the field of providing facilities and business development, both management and technology for Small and Medium Enterprises to improve and develop their business activities and/or develop new products so that they can develop into strong entrepreneurs and/or new products that are competitive in the long term. certain time.7

Therefore, efforts are made to develop Kutatandingan Coffee products in the Karawang City area, Ciampel District so that they can become one of the superior products of Karawang City. In the plan that we will implement later is to synergize upstream to downstream, both from the agricultural sector, production (semi-finished materials/finished materials), and direct markets/consumers.

The concept that we will implement from this incubation is to integrate all sectors that can be of economic value, not just the coffee product side, so that it can increase economic value for both the surrounding community and Karawang City and the nation in general. By integrating the Tourism Education Sector, improving the quality of agriculture and farmers, product productivity, and expanding the coffee market share.

# RESEARCH RESULTS AND DISCUSSION

The source of the data obtained is through two data, namely primary data and second secondary data. Primary data is data obtained from real places and research subjects. In this case, the researcher obtained direct data by interviewing coffee farmers and Karawang coffee admins from observations of Liberika coffee.8 And secondary data is data obtained from other existing data. So the author did not collect data directly in the field. Such as graphs and articles that discuss almost the same thing as researchers.9

The data collection technique uses 3 techniques, namely: 1) Observation technique, which is the result of observations taken before conducting interviews with sources. This observation is in accordance with the situation and conditions that occur in the company. 2) technical Interview, is a conversation with a specific aim or purpose carried out between two people.10

The following are the results of the researcher's interview:

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| NO | NAMA | HASIL WAWANCARA |
| 1 | AANG SOBANDIPetani Kopi Karawang | * Luas area perkebunan Kopi di Kabupaten Karawang sekitar 657 hektar, di wilayah Kecamatan Ciampel seluas 8 hektare khusus liberika dan 649 hektare perkebunan robusta dan itu berada di kawasan Gunung Sanggabuana.
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7Peraturan menteri negera Koperasi dan UKM No. 81.3/Kep/M.KUKM/VIII/2002

8Purhantara, Wahyu. *Metode Penelitian Kualitatif untuk Bisnis*, (Yogyakarta:

Graha Ilmu, 2010), 79.

9Jevi, Nugraha, Data Sekunder Adalah Jenis Data Tambahan, Ketahui Ciri-ciri dan Contohnya;

merdeka.com.

10Hasan, M. Iqbal, *Pokok-pokok Materi Metodologi Penelitian dan Aplikasinya*,

Jakarta: Ghalia Indonesia, 2002

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|  |  | * Menentukan biji kopi dengan kualitas baik pada saat diroasting biji kopi itu harus dalam keadaan utuh, dan tidak retak.

Standar baku mutunya kalau mau masuk kafe, saat di roasting itu pertama bijinya itu harus dalam keadaan utuh, tidak retak, karena biji kopi ada yang bolong nanti hasil roastingnya keliatan, dari warna, aroma. Jadi ketika datang barang kita liat berapa persen pecah pecahnya. Karena kalau di kafe itu pasti memilih yang prima, yang bijinya utuh, matangnya sempurna, biasanya juga dibelah dilihat dalamnya seperti apa.* Untuk mendapatkan biji kopi dengan mutu yang baik maka pasca panen yang dilakukan harus melalui Standar Operasional Perusahaan (SOP) yang berlaku.

kalau kita bicara dunia pertanian, salah satu kunci kopi bagus, yang terbaik di pasca panennya harus juga dengan standar SOP dari SNI. Untuk mengolah sampai ke green bean, kopi di karawang ini memiliki beberapa Unit Pengolahan Hasil (UPH) mulai dari pembenihan sampai pada tahap roasting. Di Kabupaten karawang ada sekitar 5 prosesor yang mengkhususkan diri untuk memproses buah kopi menjadi green bean.“Di karawang ini ada beberapa UPH, di situ biasanya dikenal, kalau di kopi itu ada yang breeder (pembenihan), lalu ada yang budidaya (petani asli) dia biasanya menjual ceri yang merah, adalagi prosesor, dia yang memproses kopi dari yang baru matang dari petani yang masih cerinya sampai ke green bean. |
| 2 | WANWAN FADILAHAdmin Kopi Karawang | * Saat ini bisnis kedai kopi sangat menjanjikan karena sekarang khususnya disekitar karawang katanya tempat pendidikan sudah banyak dan disamping itu banyak juga anak muda yang butuh nongkrong santai sambil menunggu senja di kedai kopi.
* Bisnis kopi ini menjanjikan, karena sekarang tempat-tempat pendidikan, perkantoran bahkan industri sudah banyak, di sisi itu kan pasti butuh nongkrong, dengan fenomena mereka yang ingin meraih senja, tempat aktualisasi dan improvesisasi itu di kedai kopi.
* Untuk jenis kopi yang ditanam di daerah Karawang, lanjut dia, untuk di wilayah Kabupaten Karawang jenis kopi yang ditanam yakni kopi robusta dan liberika khusus tumbuh di kecamatan Ciampel.
* Untuk pasarnya pada saat ini sangat berpotensi lantaran media untuk promosi banyak dan lebih mudah mempromosikannya “Kalau dikita praktisi di kedai biasanya ada 2 tipe, dia yang belanja langsung ke petani atau dia juga nyambi sebagai prosesor, sisanya, karena zaman sekarang modern, anak-anak sudah share grup, atau marketplace,”
* Sekarang marketnya bagus dan lebih terbuka, cuma memang banyak kesempatan yang memang kita tidak bisa tembus, kaya dulu ada yang mau beli dari Singapura, Cuma tidak sanggup, karena waktu itu terkait produksi rendah, kita tidak bisa buru-buru, dan mesin kan juga belum ada, jadi lepas.
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