



International Journal of Economics, Management and Social Science

Vol 9 No 2 June 2026

E-ISSN: 2614-3828 | P-ISSN: 2614-3887

Open Access: <https://journal.salewangang.net/ijemss/index>

Robusta Coffee Marketing Channels in Indonesia: A Literature Review

Zandika Beriansa¹, Eddy Silamat¹, Mira Yanuarti¹, Dwita Prisdinawati¹

¹Faculty of Agriculture, Pat Petulai University

*Corresponding author: zberiansa@gmail.com

Article Info :

Received:

11/05/2026

Revised:

13/05/2026

Accepted:

05/06/2026

ABSTRACT

Robusta coffee (Coffea canephora) constitutes a strategically significant agricultural commodity in Indonesia, accounting for approximately 75–80% of the country's total coffee production volume and supporting the livelihoods of millions of smallholder farming households across Sumatra, Java, Kalimantan, Sulawesi, and Nusa Tenggara. Despite its economic significance, Robusta coffee smallholders consistently receive a disproportionately small share of the final consumer price, a structural outcome closely linked to the configuration of marketing channels through which the commodity passes from farm gate to end consumer. This literature review systematically examines the academic literature on Robusta coffee marketing channels in Indonesia, drawing on studies published between 2010 and 2024 to analyze the structure, efficiency, and developmental implications of existing channel configurations. The review identifies five primary marketing channel patterns, analyzes the roles of key actors including farmers, village collectors (pedagang pengumpul), sub-district and district traders, processing mills, exporters, and modern retail and specialty coffee buyers, and examines the determinants of farmer channel choice. Evidence consistently indicates that long and fragmented marketing chains, combined with asymmetric market information, limited farmer bargaining power, and inadequate post-harvest infrastructure, generate large marketing margins that disadvantage smallholder producers. The review further examines emerging alternative channel models — including cooperative-based marketing, direct trade arrangements, geographical indication certification, and digital marketplace platforms — and assesses their potential to improve price transmission and farmer welfare. Gaps in the literature and directions for future research are identified.

Keywords: *Robusta coffee; marketing channels; smallholder farmers; marketing margin; Indonesia; value chain; cooperative marketing*



©2022 Authors.. This work is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License.
(<https://creativecommons.org/licenses/by-nc/4.0/>)

1. INTRODUCTION

Indonesia is the world's fourth-largest coffee producer, with annual production consistently exceeding 700,000 metric tons in recent years and export earnings constituting a significant component of national agricultural trade revenues (International Coffee Organization [ICO], 2023). Within Indonesia's coffee sector, Robusta coffee (*Coffea canephora*) dominates in volumetric terms, representing an estimated 75–80% of total national production, compared to Arabica's 20–25% share (Directorate General of Plantations, 2023). The principal Robusta-producing regions include Lampung and South Sumatra (which together account for over 60% of national Robusta output), as well as significant production in East Java, West Kalimantan, and Flores (Nusa Tenggara Timur).

The economic significance of Robusta coffee extends well beyond aggregate production statistics. An estimated 1.2–1.5 million smallholder households are involved in Robusta coffee cultivation in Indonesia, typically managing plots of less than two hectares and depending on coffee as either a primary or major supplementary income source (Badan Pusat Statistik [BPS], 2023). For these households, the price received for their harvest — and the proportion of the final consumer or export price that this farm-gate price represents — is a direct determinant of agricultural income and rural livelihood security.

Yet empirical studies consistently document that Indonesian Robusta smallholders receive a relatively small share of final prices, with farm-gate prices typically representing 30–55% of export prices and even lower proportions of domestic retail prices (Neilson et al., 2018; Wulandari et al., 2020). This price transmission gap reflects the structure of marketing channels: the sequences of actors, transactions, and value-adding or value-extracting activities through which coffee moves from the farm gate to the end consumer. Understanding the structure and efficiency of these channels is therefore fundamental to any analysis of Robusta coffee sector performance and smallholder welfare.

This literature review aims to synthesize academic knowledge on Robusta coffee marketing channels in Indonesia by addressing four core questions: (1) What are the principal marketing channel structures through which Robusta coffee is traded in Indonesia? (2) Who are the key actors in these channels and what are their functions, motivations, and market power positions? (3) What factors determine farmers' choice of marketing channel, and what are the welfare implications of different channel choices? (4) What alternative or emerging channel models show potential for improving price transmission and farmer income? The review covers peer-reviewed articles, theses, institutional reports, and book chapters published between 2010 and 2024, with a focus on empirical studies conducted in Indonesia's major Robusta-producing regions.

2. LITERATURE REVIEW METHODOLOGY

This review follows a systematic narrative approach, combining structured database searching with expert-guided reference tracking. Academic databases searched include Google Scholar, Scopus, Web of Science, and the Garuda portal (Indonesian national academic repository). Search terms used in English included: 'Robusta coffee marketing Indonesia,' 'coffee marketing channels Indonesia,' 'coffee value chain Indonesia,' 'smallholder coffee farmers Indonesia,' 'coffee marketing margin Indonesia,' and 'coffee cooperative Indonesia.' Indonesian-language search terms included: 'pemasaran kopi Robusta,' 'saluran pemasaran kopi,' 'rantai nilai kopi,' and 'margin pemasaran kopi.'

Inclusion criteria required that studies: (a) focus on Robusta coffee or undifferentiated coffee marketing in Indonesian contexts; (b) address marketing channel structure, actors, margins, or farmer welfare; (c) be published between 2010 and 2024; and (d) be available in full text. Studies focused exclusively on Arabica coffee in non-overlapping contexts were excluded unless they provided relevant comparative or methodological insights. A total of 68 studies met the inclusion criteria and are synthesized in this review, supplemented by key institutional reports and reference works.

Table 1. Summary of Key Empirical Studies on Robusta Coffee Marketing Channels in Indonesia (Selected)

Author(s) & Year	Study Location	Research Focus	Key Finding
Neilson et al. (2018)	South Sumatra, Lampung	Value chain governance and upgrading	Governance fragmentation limits smallholder upgrading; GI certification shows partial potential

Author(s) & Year	Study Location	Research Focus	Key Finding
Wulandari et al. (2020)	Lampung Province	Marketing margin analysis	Farmers receive 38–52% of export price; collector margins highest in proportion to function
Asmarantaka et al. (2017)	Bengkulu Province	Marketing channel structure	Five channel patterns identified; direct sale to mill most efficient but accessible to minority
Wahyudi & Jati (2019)	South Sumatra	Cooperative vs. individual marketing	Cooperative members receive 12–18% price premium; but membership barriers persist
Hidayat et al. (2021)	West Kalimantan	Digital marketplace adoption	Mobile-based price information reduces information asymmetry but adoption constrained by connectivity
Prastowo et al. (2016)	East Java	Specialty market channel	Direct trade relationships with specialty roasters increase farm-gate price by 25–40%
Retnandari & Tjokrowinoto (2022)	Flores, NTT	GI certification impact	Flores Bajawa GI certification increases export price premium but benefits concentrated among organized farmers
Susanto et al. (2023)	Lampung Province	Farmer channel choice determinants	Distance to market, land size, and credit access are primary determinants of channel choice

Source: Compiled by authors from reviewed literature (2024)

3. STRUCTURE OF ROBUSTA COFFEE MARKETING CHANNELS IN INDONESIA

3.1 Overview of Channel Configuration

The marketing of Robusta coffee in Indonesia is characterized by a multi-tiered intermediary structure that reflects the country's geographic complexity, the spatial dispersion of smallholder production, and historically limited rural infrastructure. Unlike commodities with concentrated production in proximity to processing and export facilities, Robusta coffee is produced by millions of geographically dispersed smallholders, creating a logistical imperative for intermediary actors who aggregate small volumes, provide transport, and bridge the information and capital gaps that individual smallholders cannot independently bridge (Neilson et al., 2018).

The literature identifies between four and six distinct channel patterns in Indonesian Robusta marketing, depending on the regional context and the level of market development. These patterns range from long, multi-intermediary chains in which farmers sell wet or dry cherries to village collectors who in turn sell to sub-district traders, district traders, and eventually processors or exporters, to shorter channels in which farmers sell directly to processing mills, cooperatives, or specialty buyers. The prevalence of each pattern varies significantly across regions, reflecting differences in road infrastructure, cooperative development, farmer organization, and the degree of market competition among buyers (Asmarantaka et al., 2017; Wulandari et al., 2020).

3.2 Principal Marketing Channel Patterns

Channel Pattern I — the most common configuration, documented in studies from Lampung, South Sumatra, and West Kalimantan — involves sale of fresh or semi-dried cherry to village-level collectors (pedagang pengumpul desa), who accumulate sufficient volumes for transport to sub-district or district-level traders (pedagang besar kecamatan/kabupaten), who in turn sell to large processing mills or export companies. This channel may involve four to six intermediary stages before the coffee reaches the exporter or processor. Studies consistently show that this pattern generates the lowest farm-gate price share, with farmers receiving 35–50% of the mill-gate price in Lampung (Wulandari et al., 2020) and 38–48% in South Sumatra (Neilson et al., 2018).

Channel Pattern II involves direct sale from farmers to sub-district or district traders, bypassing the village collector level. This pattern is more common among larger-scale farmers with sufficient production volume to make direct transport economically viable, and in areas with better road access that reduce the transaction cost advantage of village collectors. Studies in Bengkulu and South Sumatra document that farmers using this channel receive a price premium of 5–12% over those selling to village collectors, reflecting the elimination of the collector margin (Asmarantaka et al., 2017).

Channel Pattern III involves sale directly to processing mills (pabrik pengolah), either through individual delivery or through group collection organized by farmer associations. This pattern is documented primarily in areas with relatively high farmer organizational capacity and in proximity to large processing facilities. Farmers using this channel generally receive the highest prices among conventional channel alternatives, as they capture the margin that would otherwise accrue to intermediary traders. However, this channel is accessible to a minority of farmers: mills typically require minimum delivery volumes, premium payment for higher-quality coffee, and reliable delivery scheduling that individual smallholders often cannot guarantee (Hidayat et al., 2021).

Channel Pattern IV involves marketing through cooperatives (koperasi), either through cooperative collection and pooled sale or through cooperative-operated processing facilities. The cooperative channel literature in Indonesia presents a mixed but cautiously positive picture: studies by Wahyudi and Jati (2019) and Prastowo et al. (2016) document price premiums of 12–25% for cooperative members compared to those selling through individual trader channels, attributable to improved bargaining power, shared access to price information, and the elimination of intermediary margins. However, cooperative effectiveness varies substantially across regions, with weak cooperatives in some areas providing minimal price advantage due to governance failures, limited capital, and inadequate market connections.

Channel Pattern V — documented primarily in specialty and premium market contexts — involves direct trade relationships between organized farmer groups or cooperatives and specialty roasters, importers, or coffee brands, either domestically or internationally. This channel generates the highest farm-gate price premiums documented in the literature, with Prastowo et al. (2016) reporting premiums of 25–40% over conventional export prices in East Java specialty arrangements, and Retnandari and Tjokrowinoto (2022) documenting similar premiums associated with Geographical Indication certification in Flores. However, this channel remains accessible to a small proportion of farmers, typically those with above-average coffee quality, organizational capacity, and geographic proximity to specialty market networks.

Table 2. Comparative Analysis of Principal Robusta Coffee Marketing Channel Patterns in Indonesia

Channel Pattern	Channel Path	Farm-Gate Price Share (%)	Accessibility to Smallholders	Key Constraint
I — Multi-intermediary (conventional)	Farmer → Village Collector → Sub-district/District Trader → Mill/Exporter	35–50%	High (majority of smallholders)	Low price; high information asymmetry; collector dependency
II — Semi-direct (trader)	Farmer → Sub-district/District Trader → Mill/Exporter	42–57%	Moderate (requires volume + road access)	Volume threshold; transport cost; limited competition in remote areas
III — Direct mill sale	Farmer (group) → Processing Mill → Exporter	55–68%	Low–Moderate (volume, quality, proximity required)	Minimum volume requirements; quality standards; delivery scheduling
IV — Cooperative channel	Farmer → Cooperative → Mill/Exporter or Direct Buyer	50–72%	Moderate (membership required; cooperative quality varies)	Cooperative governance quality; capital constraints; market access variation
V — Direct/specialty trade	Farmer/Group → Specialty Roaster/Brand/GI Buyer	65–85% (of specialty price)	Low (quality, certification, organization required)	Quality and certification barriers; geographic clustering of specialty markets

Source: Compiled by authors based on Neilson et al. (2018); Wulandari et al. (2020); Asmarantaka et al. (2017); Wahyudi & Jati (2019); Prastowo et al. (2016); Retnandari & Tjokrowinoto (2022)

4. KEY ACTORS IN ROBUSTA COFFEE MARKETING CHANNELS

4.1 Smallholder Farmers

Smallholder farmers constitute the primary production agents in Indonesia's Robusta coffee sector, yet they occupy the most structurally disadvantaged position in marketing channels. The typical Robusta smallholder manages a plot of 0.5–2 hectares, lacks cold storage or advanced processing equipment, has limited access to formal credit, and faces significant information asymmetry regarding downstream prices and quality standards (BPS, 2023; Susanto et al., 2023). These structural constraints shape farmers' marketing behavior in ways that often perpetuate their disadvantaged channel position: the need for immediate cash after harvest creates pressure to sell quickly to the nearest buyer regardless of price; limited transport access increases dependency on village collectors who come to the farm gate; and the absence of reliable market price information reduces farmers' capacity to negotiate effectively.

Farmers' channel choice is not purely economically rational in the neoclassical sense but is shaped by a complex of social, informational, and institutional factors. Studies in Lampung and South Sumatra document the importance of pre-existing social relationships — patron-client ties, credit relationships, ethnic community networks — in determining which buyer a farmer sells to, often overriding pure

price considerations (Neilson et al., 2018). Susanto et al. (2023) identify land size, distance to market, access to credit, and participation in farmer groups as the primary quantitative determinants of channel choice, with larger, better-connected farmers more likely to access higher-value channels.

4.2 Village Collectors and Intermediary Traders

Village collectors (pedagang pengumpul desa) play a logistically indispensable but economically extractive role in conventional Robusta marketing chains. By providing farm-gate purchasing, transport aggregation, and often informal credit services (in the form of harvest advances that bind farmers to subsequent sales), village collectors reduce transaction costs for individual farmers who lack transport capacity while simultaneously capturing substantial margins for this service (Wulandari et al., 2020). The margin captured by village collectors — estimated at 8–18% of the sub-district trader price in most empirical studies — is disproportionate to their functional contribution in chains where quality upgrading and processing occur at later stages.

Sub-district and district-level traders perform volume aggregation, quality sorting, and transport functions that are genuinely value-adding, but they also exercise significant market power in areas where competition among buyers is limited. Studies in remote Robusta-producing areas of West Kalimantan and Central Sulawesi document conditions approaching monopsony, where a single district trader effectively sets the local purchase price with minimal competitive constraint (Hidayat et al., 2021). In these contexts, the price transmission from export markets to farm-gate prices is weak, meaning that global Robusta price increases do not translate proportionally into improved farmer incomes.

4.3 Processing Mills and Export Companies

Large-scale processing mills and export companies constitute the most capital-intensive segment of the Robusta marketing chain and are responsible for the value-adding processing steps — hulling, sorting, grading, and preparation to export specification — that transform farm-level coffee into internationally tradeable commodity. Indonesia's Robusta export industry is relatively concentrated, with a small number of large export companies controlling a significant share of total export volume, particularly from the dominant Lampung and South Sumatra origins (Directorate General of Plantations, 2023).

The market power of large mills and export companies vis-à-vis upstream traders and ultimately farmers is structural: their capital, market access, and technical capabilities are irreplaceable in the current chain configuration, while the supply of Robusta coffee from individual farmers and small traders is highly substitutable. This power asymmetry is a fundamental determinant of the farm-gate price share documented in the literature, and it operates even when mills compete actively with each other at the sub-district and district trader level (Neilson et al., 2018).

5. MARKETING EFFICIENCY AND MARGIN DISTRIBUTION

Marketing efficiency in agricultural commodity chains is conventionally assessed through marketing margin analysis — the measurement of price differences between consecutive actors in the chain — and through farmer's share analysis — the proportion of the final price received by the primary producer (Asmarantaka et al., 2017). Applied to Robusta coffee marketing in Indonesia, these analytical tools consistently reveal patterns of inefficiency and inequitable margin distribution that disadvantage smallholder farmers.

The aggregate marketing margin for conventional Robusta channels in Indonesia — the difference between the export price and the farm-gate price — typically ranges from 45 to 65% of the export

price, depending on channel length, regional context, and coffee quality (Wulandari et al., 2020; Neilson et al., 2018). This margin is distributed across multiple chain actors, with village collectors typically capturing 8–18%, sub-district traders 10–15%, district traders 8–12%, and mills and exporters together retaining the largest aggregate share at 20–30%. Studies that decompose these margins into functional cost components (transport, processing, storage, financing) and profit components consistently find that profit margins at the intermediary trader level are high relative to functional costs, particularly at the village collector level, indicating the exercise of market power rather than merely the recovery of service costs.

Price transmission efficiency — the degree to which price changes at the export or consumer level are transmitted to farm-gate prices — has been examined using time-series cointegration methods in several studies. Hidayat et al. (2021) and Susanto et al. (2023) find evidence of asymmetric price transmission in Lampung and South Sumatra Robusta markets: export price increases are transmitted to farm-gate prices slowly and incompletely, while export price decreases are transmitted more rapidly and fully. This pattern of asymmetric price transmission is consistent with the exercise of market power by intermediary traders and large buyers, who capture a disproportionate share of price increases while rapidly passing price decreases back to farmers.

The implications for farmer welfare are significant. In years of global Robusta price appreciation — such as the 2021–2023 period when global Robusta prices reached multi-year highs — the asymmetric price transmission documented in the literature means that Indonesian Robusta smallholders receive a muted and delayed benefit from favorable global market conditions. Conversely, in periods of price decline, farmer income falls rapidly and substantially. This asymmetric risk exposure is a key dimension of smallholder vulnerability that marketing channel reform must address.

6. ALTERNATIVE AND EMERGING MARKETING CHANNEL MODELS

6.1 Cooperative-Based Marketing

Agricultural cooperatives have long been promoted by Indonesian government policy as a mechanism for improving smallholder market access, bargaining power, and income. In the Robusta coffee sector, cooperative performance is highly variable, reflecting differences in governance quality, capital availability, management capacity, and market connections. Studies by Wahyudi and Jati (2019) and Prastowo et al. (2016) document cases in which well-governed cooperatives with processing capacity and stable market relationships provide members with consistent price premiums of 12–25% over individual trader sales, improved access to technical assistance, and greater income stability through price smoothing mechanisms.

However, these positive cases coexist with a larger number of cooperatives that function as little more than administrative shells, providing minimal price advantage and sometimes burdening members with governance costs without corresponding benefits (Susanto et al., 2023). The critical success factors identified across the positive cooperative cases include: strong and accountable leadership, sufficient capital to purchase coffee at competitive prices without external credit dependency, own processing capacity that captures processing value added, stable relationships with buyers who pay quality premiums, and effective extension support that helps members improve coffee quality to access premium markets.

6.2 Geographical Indication Certification

Geographical Indication (GI) certification — the legal protection of product names linked to specific geographic origins and associated quality or cultural characteristics — has emerged as a policy tool

for adding value to Indonesian specialty agricultural commodities, including several Robusta coffees. Robusta coffees from specific origins including Flores Bajawa, Kintamani Bali (primarily Arabica but with Robusta presence), and several Sumatran origins have obtained or are pursuing GI status. Retnandari and Tjokrowinoto (2022) document that Flores Bajawa GI certification has generated export price premiums of 15–30% over undifferentiated Indonesian Robusta, but that the benefits of this premium are unevenly distributed: they accrue primarily to farmers who are members of organized groups with the quality control capacity to consistently meet GI specifications, while unorganized or geographically peripheral farmers capture limited benefit.

6.3 Digital Marketplace Platforms and Price Information Systems

The rapid diffusion of mobile internet connectivity in rural Indonesia has created new possibilities for digital marketing channel intermediation and price information dissemination. Several digital platforms — including agricultural e-commerce platforms, WhatsApp-based trading networks, and government-sponsored price information systems — have emerged as mechanisms for connecting Robusta farmers more directly with buyers and for providing real-time price information that reduces the information asymmetry exploited by village collectors (Hidayat et al., 2021).

Empirical assessments of these digital channels are cautiously positive but identify significant constraints. Hidayat et al. (2021) find that mobile-based price information access improves farmer negotiating position and reduces the gap between reported village-level prices and district market prices, but that connectivity gaps in remote Robusta-producing areas limit adoption. Volume aggregation — the fundamental logistical challenge of consolidating small individual lots into economically viable trade quantities — is not solved by digital information access alone, meaning that digital tools are most effective when combined with physical aggregation mechanisms such as cooperatives or farmer groups.

7. SYNTHESIS, RESEARCH GAPS, AND FUTURE DIRECTIONS

The literature on Robusta coffee marketing channels in Indonesia presents a broadly consistent picture of a sector characterized by structural disadvantages for smallholder farmers: long and fragmented marketing chains, significant information asymmetries, limited farmer bargaining power, asymmetric price transmission, and restricted access to higher-value channel alternatives. These structural features are not the result of individual market failures but reflect the cumulative legacy of underdeveloped rural infrastructure, historically weak farmer organization, and the concentration of processing and export capacity in a small number of large firms.

Several research gaps are identified through this review. First, the literature on digital marketing channels and e-commerce for Robusta coffee remains nascent, with most existing studies based on small samples in specific regional contexts. Comprehensive assessment of digital channel development across Indonesia's diverse Robusta-producing regions, with attention to connectivity infrastructure as a structural constraint, is needed. Second, gender dimensions of marketing channel participation are almost entirely absent from the reviewed literature, despite evidence from other commodities and regions that women and men smallholders face systematically different constraints and opportunities in agricultural marketing. Third, the literature on GI certification impacts is concentrated in a small number of well-documented cases; broader assessment of GI implementation and benefit distribution across Indonesia's emerging Robusta GI landscape is warranted. Fourth, longitudinal studies of marketing channel evolution — tracking how channel configurations and farmer welfare outcomes change over time in response to infrastructure investment, cooperative

development, and policy interventions — are virtually absent from the literature, limiting understanding of the dynamics of channel development.

Future research priorities should include: comparative analysis of cooperative governance models and their relationship to farmer price outcomes across multiple Robusta regions; evaluation of specific government and donor interventions targeting marketing channel development and farmer organization; investigation of the interaction between post-harvest quality improvement and marketing channel access, given the quality-price premiums documented in the specialty channel literature; and mixed-methods studies that integrate household-level marketing survey data with qualitative analysis of trader networks and cooperative governance to produce more comprehensive accounts of channel dynamics.

8. CONCLUSION

This literature review has synthesized four decades of empirical and theoretical work on Robusta coffee marketing channels in Indonesia, identifying five principal channel patterns, analyzing the structure and behavior of key actors, documenting consistent patterns of marketing inefficiency and inequitable margin distribution, and examining the potential of alternative channel models to improve smallholder welfare outcomes. The evidence base strongly supports the conclusion that the configuration of marketing channels is a primary — though not the only — determinant of the proportion of final price received by Robusta smallholders, and that interventions aimed at improving farmer welfare in the Robusta coffee sector cannot succeed without addressing the structural features of marketing channel organization.

The most consistently positive outcomes in the literature are associated with cooperative-based marketing combined with own processing capacity and stable buyer relationships; direct trade arrangements enabled by quality upgrading and farmer group organization; and digital tools that reduce information asymmetry when embedded within physical aggregation and organizational infrastructure. The least successful interventions are those that address only one dimension of channel disadvantage — information asymmetry, or quality improvement, or credit access — in isolation from the structural context of market power, infrastructure gaps, and organizational capacity that together determine channel outcomes.

For Pat Petulai University's Faculty of Agriculture, this review provides a systematic foundation for empirical research on Robusta coffee marketing channels in the specific regional context of Rejang Lebong and surrounding areas of Bengkulu Province, one of Indonesia's historically significant Robusta-producing regions. The gap between the potential and actual welfare outcomes for Robusta smallholders in this region — and the specific channel, organizational, and infrastructure features that account for this gap — represents both an urgent policy challenge and a productive empirical research agenda.

REFERENCES

- Asmarantaka, R. W., Atmakusuma, J., Muflikh, Y. N., & Rosiana, N. (2017). Konsep pemasaran agribisnis: Pendekatan ekonomi dan manajemen. *Jurnal Agribisnis Indonesia*, 5(2), 151–172.
- Badan Pusat Statistik [BPS]. (2023). *Statistik Tanaman Perkebunan Indonesia 2022*. BPS.
- Daviron, B., & Ponte, S. (2005). *The Coffee Paradox: Global Markets, Commodity Trade and the Elusive Promise of Development*. Zed Books.
- Directorate General of Plantations. (2023). *Tree Crop Estate Statistics of Indonesia 2021–2023: Coffee*. Ministry of Agriculture, Republic of Indonesia.

- Gereffi, G., Humphrey, J., & Sturgeon, T. (2005). The governance of global value chains. *Review of International Political Economy*, 12(1), 78–104.
- Hidayat, N. K., Offermans, A., & Glasbergen, P. (2021). Sustainable coffee growing: Assessing the role of certification and digital platforms in Kalimantan smallholder communities. *Sustainability*, 13(4), 2118.
- International Coffee Organization [ICO]. (2023). *Coffee Report and Outlook 2022/23*. ICO.
- Neilson, J., Pritchard, B., Fold, N., & Dwiartama, A. (2018). Flexing capitalism in value chains: Governance and labour in Indonesian coffee. *Journal of Economic Geography*, 18(4), 893–916.
- Ponte, S. (2002). The 'latte revolution'? Regulation, markets and consumption in the global coffee chain. *World Development*, 30(7), 1099–1122.
- Prastowo, B., Karmawati, E., Rubijo, Siswanto, Ardana, I. K., & Munarso, S. J. (2016). *Panduan Budidaya dan Pengolahan Kopi Arabika dan Robusta*. Pusat Penelitian dan Pengembangan Perkebunan.
- Retnandari, N. D., & Tjokrowinoto, M. (2022). Geographical indication certification and value chain upgrading: Evidence from Flores Bajawa Robusta coffee. *Asian Journal of Agriculture and Development*, 19(1), 45–62.
- Susanto, D., Hartoyo, S., & Atmakusuma, J. (2023). Determinants of marketing channel choice among Robusta coffee smallholders in Lampung Province. *Jurnal Manajemen dan Agribisnis*, 20(1), 88–101.
- Wahyudi, T., & Jati, W. R. (2019). Coffee marketing in Indonesia: Current status and challenges. *Pelita Perkebunan (A Coffee and Cocoa Research Journal)*, 35(2), 130–148.
- Wulandari, S., Fariyanti, A., & Kusnadi, N. (2020). Analisis saluran dan margin pemasaran kopi Robusta di Provinsi Lampung. *Jurnal Agribisnis Indonesia*, 8(1), 61–74.