Development strategy for the Sustainability of Liberica Coffee
In Jambi Province, Sumatera, Indonesia

Rosyani, D Napitupulu, and E Kartika
1Lecturer University of Jambi

Abstracts, Indonesia is positioned as the third producer of coffee in the world in which Liberica coffee is one of its types. Currently, Liberica coffee is beginning to be spread in Jambi province market and results in many requests from various provinces and neighboring countries. Unfortunately, the cultivation of Liberica coffee has not grown and developed sustainably. Therefore the purpose of this study is to find out what internal and external factors influence the development of sustainability of the Liberica coffee, and to analyze the strategies for the sustainability of Liberica coffee. FGD were conducted to collect important data from the key informan and the data were analyzed by using SWOT analysis. The results of research shows that the internal factors in term of weakness includes age of plants, low farmers' knowledge, low family participation, lack of business capital, low maintenance of plants, land conversion, low motivation, weak formation of members in groups. For the internal factors in term of strength consists of intellectual rights, cooperatives, land ownership, strategic locations, farmer groups, low-caffeine. Two main factors belong to external factors which are threat and opportunities. Threat factors include weak of empowerment, land use change, tend to be in one location, and low quality while opportunities factors consist of partnerships, encouragement from researchers, microfinance, institutions, institutional supported, and demand continues to increase. The result of SWOT analysis depict that the position for the development was found on Quadrant 1 (aggressive strategies). Aggressive strategies indicate beneficial since they have opportunities and strengths.

1. Introduction
Indonesian coffee plantations have been developed since colonial times. The development of Indonesian coffee currently ranks in the third position in the world (Jeniskopidunia.web.id). Coffee plantations in Indonesia are dominated (95.96%) by smallholder plantations. In Jambi Province coffee is a superior product of the plantation. There are three types of coffee in Jambi Province, namely robusta coffee, arabica and libera. The development of Liberika coffee plantation area in Jambi Province is dominated by Tanjung Jabung Barat Regency as shown below.
Demand for Liberica coffee increase continuously, but it is not balanced with the production and area of land managed. Demand for Liberica coffee comes from local, national, or neighboring countries. Liberica coffee has received a geographical indication (GIS) ID Number G 000 000 032. Certificates are given because they have special characteristics and flavors and are planted on peat land. Developing Liberica coffee plantation will increase the economic value for Indonesia. Moreover, the outsiders support such as researchers, the private sector and the government already exists. Therefore, it comes up with the following research questions: 1) Why has Liberica coffee not been developed continuously?; 2) What internal and external factors have caused Liberika coffee to be undeveloped?; 3) What strategies can be developed for the sustainability of Liberika coffee? The study was conducted to determine what internal and external factors influence the development of Liberica coffee, then to find the best strategy in encouraging the sustainability of the development of Liberica coffee.

2. Hypothesis
Based on the problems and objective this research and literature review, the hypothesis in this study is internal and external factors affect the strategy in maintaining Liberica coffee sustainability.

3. Research Method
To answer the first question, it was carried out descriptively, by gathering information on key informants in two villages, namely Betara Village and Bram Itam Village. The number of Liberica coffee farmers in Betara was 99 families and in Bram Itam was 115 families. To answer the second question, a list of questions was prepared containing internal and external factors that allegedly influenced the development of the sustainability of Liberica coffee. To answer the third question the data was obtained through FGD and analyzed with a SWOT analysis.

Number of farmers population at the village.

\[ n = \frac{N}{1 + N \cdot e^2} \]  

(1)

The calculated population was those who entered Liberica coffee process. The calculation of sample is as follow.
\[ n = \frac{214}{1 + 214 (0.15)^2} \]
\[ = 214/4,7925=44,65 = 45 \text{ (Riduan, 2010)} \]

According to the sample calculation, 45 households already represent the population. Therefore, the assessor determined total respondents of 45 households. To interview the key informants and farmers used a questionnaire. This research also used FGD approach to collect important data from the key informant such: head of group related informant.

Table 1: Respondents

| No | Type of farmers                  | Number (respondents) |
|----|----------------------------------|-----------------------|
| I. | Organizer Group of Farmers       |                       |
| 1. | Betara                           | 21                    |
|    | - Head of Group                  | 1 person              |
|    | - Key informant                  | 8 person              |
|    | - Farmers                        | 10                    |
| 2. | Bram Itam                        | 24 people             |
|    | - Head of Group                  | 1 person              |
|    | - Informant key                  | 8 people              |
|    | - Farmers                        | 15 people             |
|    | Total                            | 45 people             |

In this study SWOT analysis was used to answer the hypothesis. SWOT analysis is to identify various factors systematically to compose strategy in development or evolve a planned space (Rangkuti in Milzam, 2017). Further, it is a simple but powerful tool used for strategic planning and management in organization then for sizing up an organization’s capabilities, its market opportunities and the external threats to its future. Additionally, it consists of Intern factors, such as strength and weakness, and Extern factors which are opportunity and threats. Intern factors are the factors that can affect the existing factors from inside while; Extern factors are factors that can affect the existing factors from outside (Rangkuti, 2013).

This analysis was based on logic in order to maximize strengths and opportunities, but simultaneously can minimize weaknesses and threats. The strategy decision-making process is always related to the development of missions, goals, strategies and policies. Thus the strategic planning must analyze the farmers’ factors, namely strengths, weaknesses, opportunities, and threats in the current conditions (Rangkuti, 2013). Situation analysis (SWOT) was the beginning of the strategy formulation process. In addition, situation analysis also required key figures to find the match between external opportunities and internal forces, while paying attention to external threats and internal weaknesses (Hunger, and Wheelen, 2003).

External environment according to Rangkuti (2013) focus on Opportunities and Threats factors. Opportunities is as the main situation that is advantageous in the environment of a Liberika coffee plantation. Threats is as the main situation that is not favorable in the environment of the Liberika coffee plantation. While the internal environment focuses on Strength and Weakness factors. Strength is an advantage of resources, skills and other capabilities that are relative to competitors and the market needs that are served or want to be served by farmers. Weakness is a limitation or lack of resources and skills that seriously hinders performance.

SWOT analysis compares between external opportunities and threats with internal factors of strengths and weaknesses. To compare them, it can be done using External Strategic Factors Analysis Summary (EFAS) and Internal Strategic Factors Analysis (IFAS) matrix by giving weight and rating to
each of the predetermined external and internal factors. According to Rangkuti (2013) phase and stage of decision making are used to analyse the data collection.

4. Result And Discussion

4.1 General Information of Motivation in maintaining Liberica Coffee RSPO

Motivation is a concept of human desire that moves and directs behavior. The higher motivation, the more increase intensity of behaviour (Asnawi, 2002). The 214 farmers’ motivations, which are from Mekar Jaya Village in Betara District and Mekar Sari village in Bram Itam Tanjung Jabung Barat District, to maintain liberica coffee is continuing. Unfortunately, they have limited knowledge deal with it.

4.2. Internal and External Factors Affecting Libirica Coffee Sustainability

Since being Colonial 1907 liberica coffee already produced, there has been a change in social, economic and environmental aspects (Rosyani, et al., 2015). Until now, coffee has actually been harvested, but its development has not shown at the level of sustainability. Through the results of the FGD with coffee farmers, internal factors and external factors were found to influence the development of Liberika coffee in Tanjung Jabung Barat Regency. The following table presents the summarize of the findings.

| Table 2. Factors that have an effect on maintaining libirica coffee |
|---------------------------------------------------------------|
| **Internal Factors**                                         |
| **Strength**                                                 |
| 1. The existence of intellectual property rights or HAKI     |
| 2. The operated cooperation in the village                   |
| 3. The strategic location of coffee plantation               |
| 4. The unique Liberica coffee (low caffeine)                 |
| 5. Legitimate land ownership                                 |
| 6. Farmers as members of coffee farmer groups                |
| 7. High local knowledge of farmers about cultivating Liberica coffee |
| 8. Well known Liberica coffee                                |
| 9. Stable price                                               |
| 10. The Used of Coffee waste as organic fertilizer           |
| **Weakness**                                                |
| 1. Less knowledge in handling plantation diseases            |
| 2. Less family participation                                 |
| 3. The age of the plants (40 - 70 years old)                 |
| 4. Low maintenance of plants                                 |
| 5. Land conversion                                            |
| 6. Limited ability of coffee processing equipment/machines   |
| **External Factors**                                        |
| **Opportunities**                                           |
| 1. The Availability of Cooperation Partners                  |
| 2. Researchers Support                                       |
| 3. Government agencies support                               |
| 4. High demand for coffee from the outside                   |
| 5. Stakeholders Support                                      |
| 6. Good accessibility                                       |
| **Threats**                                                 |
| 1. Unequally Empowerment shared by all farmers               |
| 2. Land conversion plan                                      |
| 3. Water management in the plantation                        |
| 4. Weak management of Liberika coffee in the local market    |
| 5. Empowerment of white root fungus                          |
7. The Availability of Small business loans
8. Empowerment from universities

4.2.1 Internal factors
4.2.1.1 Strength
(1) The existence of intellectual property rights or HAKI
Since 2015, it has been stated that liberika coffee in Tanjung Jabung Barat Regency has received IPR (Intellectual Property Rights). Geographical Indication Certificate (GIS) ID Number 000 000 032. The certificate is given because the coffee produced has different characteristics and tastes and is typical of other coffee.
(2) The operated cooperation in the village
In both Mekar Jaya and Mekar Sari village there have been established and operated cooperation by farmer groups to accommodate the development and the management of liberika coffee planting and marketing. The name of the Cooperation in Mekar Jaya is Sido Muncul while in Mekar Sari is Karya Maju.
(3) The strategic location of coffee plantation
The location of coffee plantation is very strategically located on Kuala Tungkal - Jambi Street. The condition of the road is well paved. The transportation accessibility to the plantation area and the market centers is very easy. The distance of the location of the coffee plantation to the district capital is around 60 km and the distance to the provincial capital is around 8 6 km.
(4) The unique Liberica coffee (low caffeine)
Liberica coffee has its own uniqueness, very low caffeine which is as the test results for drinking ten Liberica coffee cups. Coffee drinkers still feel able to sleep comfortably at night. Because of the low caffeine, this type of coffee is very good for health.
(5) Legitimate land ownership
In the research location, most of Liberica coffee plantation land has legal certificates (90%). The average land ownership of farmers is around 1-2 hectares. The land is planted with Liberica coffee plants and planted with betel nut plants including.
(6) Farmers as members of coffee farmer groups
All Liberica coffee farmers are members of a coffee farmer group. The head of the group organize the management of coffee in plantation and manage the marketing of coffee that has been produced. Not all farmers have tools to process coffee beans into ground coffee. Therefore, farmers who do not have coffee processing equipment will sell coffee beans to farmers who process ground coffee.
(7) High local knowledge of farmers about cultivating Liberica coffee
Farmers have knowledge about the cultivation of Liberica coffee handed down by the family. So that, the coffee is now managed in traditional way, farmers sometimes get problems in the plantation; they only solve their problems in the plantation based on derivative experiences that their ancestors gave them.
(8) Well known Liberica coffee
Liberica coffee is already known in local, provincial and national markets. Now there have also been requests from various countries for Liberica coffee. Among adult and Liberica coffee adolescents are already available in Jambi city and Jakarta.
(9) Stable price
Coffee is marketed by farmers at a fairly competitive price. The price of Liberika coffee is almost the same as the price of Robusta coffee. But the competition is quite good, and demand continues to flow at the farm level.
(10) The Used of Coffee waste as organic fertilizer
Coffee waste such as coffee skin and leaves and fallen stems, by some farmers, have been used as organic fertilizer. The fertilizers are not sold but are used for fertilizing coffee gardens.
4.2.1.2 Weakness

(1) Less knowledge in handling plantation diseases
At the farm level there are several diseases in coffee plants. Existing coffee plants are damaged in the stem. Farmers are still confused and has not been able to solve problems in plant diseases.

(2) Less family participation
On other plantation farms, family members play an active role in helping to manage good coffee gardens. The strength of the relationship between families to maintain sustainable management of coffee plantations has not been clearly seen.

(3) The age of the plants (40 - 70 years old)
The interest of farmers to rejuvenate Liberica coffee plants is lacking, while the age of plants in the research location is around 40-70 years old. The reason is not to do rejuvenation, because of ignorance and fear when rejuvenated; long waiting times and farmers have no income.

(4) Low maintenance of plants
Coffee plantations need maintenance by cleaning plants in plantations locations such as weeding and gardening. At the current research location, farmers only take harvest yields and have little effort to carry out maintenance. Maintenance is carried out only at harvest time.

(5) Land conversion
At the same time as research in several coffee plantations, there are people who have switched to nut plants. The research location is a micro-industry center for area nut plants. According to farmers, betel nut plants are not managed to be harvested throughout the year, the sales location is very close to the location of the plantations.

(6) Limited ability of coffee processing equipment/machines
Two farmers at the research site have coffee processing equipment. Coffee processing equipment from coffee beans to coffee powder is only available in two locations. Farmers who do not have processing machines can only sell coffee beans at low prices.

4.2.2 External Factors

4.2.2.1 Opportunity

(1) The Availability of cooperation partners
Farmers in cooperatives have collaborated with various parties. Cooperate with, entrepreneurs (Pertamina-SK-MIGAS) and several other companies around the coffee plantation location. Pertamina has also helped to build a coffee shop on Jambi-Kuala Tungkal laneway around the coffee plantation.

(2) researchers support
In the development of the coffee plantation, researchers are both from local colleges and universities outside Jambi Province. They have helped conduct research and empower farmers. Although, not all farmers can be reached with the empowerment process.

(3) Government agencies support
Tanjung Jabung Barat District Plantation Office has empowered and has also encouraged farmers to obtain geographic indices. The government has also provided a platform for coffee farmers to take part in exhibitions to several provinces outside Jambi.

(4) High demand for coffee from the outside
Data on coffee demand continues to increase; local, national and international markets. Farmers have realized that coffee demand continues to increase. Farmers also realize that they must prepare themselves and increase the production and quality of coffee.

(5) Stakeholders Support
Various parties support the Liberika coffee market, support from local governments, private parties, and universities. This support has never stopped. Therefore this support must be able to open up great opportunities for sustainability of Libirika coffee at the farm level and at the national and international level.

(6) Good accessibility
The location of the Liberika coffee plantation that is not far from the village center makes it easier for farmers to release coffee products. Besides that, access to the road is also easier. Then the road conditions for the marketing process of Liberica coffee are very good.

(7) The Availability of Small business loans
At the research location, cheap credit is available to provide venture capital to farmers. This opportunity for small and medium business credit will open up business opportunities for farmers to become sustainable coffee farmers. There is Bank Rakyat Indonesia which provides opportunities for coffee farmers to develop their business with cheap interest.

(8) Empowerment from universities
The local tertiary institutions through research and community service funds tried to help Liberika coffee farmers. They provided knowledge of coffee cultivation, quality coffee marketing packages and donating coffee processing equipment. Although not all farmers could enjoy it, they could quickly sell the coffee to coffee processors.

4.2.2.2 Threat
(1) Unequally Empowerment shared by all farmers
Empowerment was done at the location of farmers who had successfully processed coffee. It was done continuously. A concrete strategy was needed to remind coffee plants for helping to add the income of farmers in a sustainable manner.

(2). Land conversion plan
The most worrying thing was the stimulation to switch to areca plants. Because some farmers and areca plants at a fairly high price the market was close. There was a tendency for outside parties to attract farmers to switch to cultivating betel nut plants.

(3). Water management in the plantation
The location of farmers' coffee plantation is peat land. Water management in peat lands must be managed properly. If the management of the water system on land is poor, then it is likely that the location is submerged and a long drought will occur. Usually farmers make ditches in the garden location in the form of primary trenches, secondary ditches and tertiary ditches. At present there are rewetting projects carried out by several projects. This can be a threat if the project development does not refer to the local wisdom of the local community regarding water management.

(4). Weak management of Liberika coffee in the local market
At the market center in the West Tanjung Jabung Regency there is no libirika coffee market. Librika coffee market is found at the location of the plantations. This needs to be supported by the Department of Industry and the regional marketing department to facilitate movements or exhibitions for libirika coffee initiated by the local government or by youth entrepreneurs in the West Tanjung Jabung Regency.

(5) Empowerment of white root fungus
Empowerment of knowledge about coffee plant diseases sourced from white root disease, to this day there was no level of government that provided counseling to farmers to resolve these problems. The team weighed the internal and external factors by comparing the urgency of strategic factors. It is called the weight of factors as bobot faktor (BF) (LAN RI 2008). BF is the comparison of the urgency of the listed internal and external factors presented in percentage, calculated from the following formula and the result is on Table 5 and 6.
Urgence values

\[
BF = \frac{\text{X}}{100}\% \quad (2)
\]

Total urgence values

Table 3. Matrix for the urgencies of internal factors to sustain Liberic coffee Certification

| Internal factors | Bobot | Rating | Skor |
|------------------|-------|--------|------|
| 1. **Strengths** |       |        |      |
| • The existence of intellectual property rights or HAKI | 0,1   | 4      | 0,4  |
| • The operated cooperation in the village | 0,1   | 3      | 0,3  |
| • The strategic location of coffee plantation | 0,05  | 3      | 0,15 |
| • The unique Liberica coffee (low caffeine) | 0,05  | 3      | 0,15 |
| • Legitimate land ownership | 0,05  | 3      | 0,15 |
| • Farmers as members of coffee farmer groups | 0,1   | 3      | 0,3  |
| • High local knowledge of farmers about cultivating liberica coffee | 0,05  | 4      | 0,2  |
| • Well known Liberica coffee | 0,05  | 3      | 0,15 |
| • Stable price | 0,05  | 3      | 0,15 |
| • The Used of Coffee waste as organic fertilizer | 0,05  | 3      | 0,15 |
| Total | 0,65  |        | 2,1  |
| 2. **Weaknesses** |       |        |      |
| • Less knowledge about handling plant diseases | 0,1   | 2      | 0,2  |
| • Less family participation | 0,05  | 2      | 0,1  |
| • The age of plants (40 - 70 years old) | 0,05  | 3      | 0,3  |
| • Low maintenance of plants | 0,05  | 2      | 0,1  |
| • Land conversion | 0,05  | 3      | 0,15 |
| • Limited ability of coffee processing equipment/machines. | 0,05  | 2      | 0,1  |
| Total | 0,35  |        | 0,8  |
| **Total Score** | 1     | 2.9    |      |

Table 4. Matrix for the urgencies of external factors to sustain Liberic coffee

| External factors | Bobot | Rating | Skor |
|------------------|-------|--------|------|
| 1. **Opportunities** |       |        |      |
| • Availability of cooperation partners | 0,1   | 4      | 0,4  |
| • Researchers support | 0,1   | 3      | 0,3  |
| • Government agencies support | 0,1   | 4      | 0,4  |
| • High demand for coffee from the outside | 0,1   | 4      | 0,4  |
| • Stakeholders Supports | 0,1   | 4      | 0,4  |
| • Good accessibility | 0,05  | 3      | 0,15 |
| • The Availability of Small business loans | 0,05  | 2      | 0,1  |
| • Empowerment from universities | 0,05  | 3      | 0,15 |
| Total | 0,65  |        | 2,3  |
| 2. **Threats** |       |        |      |
| • Unequally Empowerment shared by all farmers | 0,1   | 3      | 0,3  |
| • Land conversion plan | 0,1   | 4      | 0,4  |
• Water management in the plantation 0,05 2 0,2
• Weak management of Liberica coffee in the local market 0,05 2 0,1
• Empowerment of white root fungus 0,05 2 0,1

| Sum | 0,35 | 1 |
|-----|------|---|
| Total Score | 1 | 3,3 |

Then, the team rated the values of supports (nilai dukungan/ND). ND is the values of supports of individual internal and external factors. ND ranges from 1 to 5. The rating of values of supports (ND) is accorded to the urgencies or their relevance with targeted objectives. The higher urgency values, the bigger the values of supports (ND). By multiplication of weights and weighted factors with rating (ND), the team can observe the orders of importance of observed internal and external factors (Table 5 and 6).

Based on the values of supports (ND) of internal factors (Table 6), the team observed the ranks of strengths are: (1) The existence of intellectual property rights or HAKI (2) The operated cooperation in the village (3)The strategic location of coffee plantation (4) Most members have implemented RSPO certification P&C (5) The unique Liberica coffee (low caffeine) (6) Legitimate land ownership (7) High local knowledge of farmers about cultivating Liberica coffee (8) Most members have understood the benefits of environmentally sound plantation management.

The team observed the ranks of weaknesses are (1) Not all members understand the meaning of their involvement in librika coffee planted, (2) Not easy to make arrangements on members (3) Sales are not yet dependent, some of the members are still bound to the middlemen, (4) There is no special price from the company.

Based on the values of supports of external factors, it was observed the ranks of opportunities and threats. The ranks of opportunities are: the Availability of cooperation partners, researchers support, government agencies support, High demand for coffee from outside, stakeholders Support, Good accessibility, The Availability of Small business loans, Empowerment from universities. The Threat factors are Unequally Empowerment shared by all farmers, Land conversion plan, Water management in the plantation, Weak management of Liberika coffee in the local market, Empowerment of white root fungus. While, the ranks of threats are: (1) high audit fees and (2) Ability and role of middlemen in the village.

5. Position strategies and Matrix Grand Strategies

The team gathered strategies by means matrix grand strategies. The scores of matrix of internal and external factors are used for the strategy Independent smallholder to sustain Coffee libirika by means of SWOT analysis, combining the strengths and weaknesses as well as opportunities and threats, or the motivations and limitations, the team formulated alternative strategies. Based on the analyses of internal and external factors, the team formulated SWOT matrix for the establishment and development of coffee farmers to sustain Coffee libirika. (Table 5).

| Table 5. Matrix of internal and external factors and formulation of strategies for farmers sustainability of coffee libirika |
|---------------------------------------------------------------|
| **External factors**                                    | **Internal factors**                                                                 |
| a) The existence of intellectual property rights or HAKI    | a) Less knowledge in handling plantation diseases                                  |
| b) The operated cooperation in the village                 | b) Less family participation                                                       |
| c) The strategic location of coffee plantation             | c) The age of the plants (40 - 70 years old)                                      |
| d) The unique Liberica coffee (low caffeine)               | d) Low maintenance of plants                                                       |

Table 5. Matrix of internal and external factors and formulation of strategies for farmers sustainability of coffee libirika
Based on the SWOT analyses, the team analyzed strategies for the establishment and development farmers to sustain Liberica coffee, it was formulized alternative strategies as below;

To gather strengths and utilize opportunities (strategy S-O), it is essential to;

a) Purchases of empowerment from stakeholders
b) Support from government
c) Strengthening cooperation with financial micro finance
d) Encourage cooperative organization that has been structured
e) Supportive counterparts/stakeholders and Universities
f) Fulfilling implemented rejuvenate and becoming income benefit for Farmers

To void weaknesses and utilize opportunities (strategy W-O), it is essential to;

a) Ensuring the farmers is liberica coffee sustainable
b) To cease the rule off land conversion
c) Encourage the role of government, researcher and stakeholders build farmers confidence in marketing managed by cooperative

To strengthen coordination to the members of group
b) Improving knowledge, and increase benefit in order to protect highly input and production factors
a) Ensuring the farmers is libirica coffee sustainable
b) To cease the rule off land convertion
c) Encourage the role of governern, reseacher and stakeholders build farmers confidence in marketing managed by cooperative

To utilize strengths and avoid threats (strategy S-T), it is essential to
a) Encouraging marketing management by cooperative to lokal, nasional, and international market can compete positively and become the best choice of farmers
b) Increase input from indirect benefits and knowledge to address land convertion
c) Improving and increasing water management

To decrease weaknesses and avoid threats (strategy W-T), it is essential to
a) Strengthening coordination to the members of group
b) Improving knowledge, and increase benefit in order to protect hightly input and production factors

The team observed that the strengths of strategies for the development of the independent smallholder to sustain locate on Quadrant 1 at the point of 3,3 to 2.9 (Figure 2). The team gathered the points by comparing the TNB of strengths (2,1) and the TNB of weakness (0,8), and the TNB of opportunity (2,3) and the TNB of threats (1,00). Determining the points were based on the results of motivation factors (S,O) minus limited factors (W,T), which is the TNB strengths (2,1) minus the TNB weaknesses (0,8) and the TNB of opportunities (2,3), and minus the TNB of threat (1,00).

![Figure 2. The strengths of strategies to sustain liberica Coffee](image)

In the map of the strengths of strategies to sustain Librica coffee, the position for the development is on Quadrant 1 (aggressive strategies). Aggressive strategies are beneficial because they have opportunities and strengths. The proposed strategies use strengths and utilize opportunities to sustain librica coffee; and for the production of sustainable librica coffee. The development of the farmers group, cooperate with stakeholders for the development of aspects of The existence of intellectual property rights or HAKI. The cooperative has operated in the village, The location of the coffee plantation is very strategic, libirica coffee is unique (less in caffeine). Legitimate land ownership, Farmers are members of coffee farmer groups, High local knowledge of farmers about cultivating liberika coffee, Liberika coffee is well known, stable price, coffee waste is used as organic fertilizer. and than support for the opportunities.

Research projects and the development and support dissemination of librica coffee. It is expected that promotion media, and supports of community for the publication and establish the management of farmers group (cooperative). As Zuraida state (2011), production factor affects the productivity of coffee. Then Endang, (2004) added that production factors such the experience and the use of pesticides were influential in coffee production. Promotion for librica coffee must be promoted so that famers have
a strong motivation to carry maintenance on their farming, as written by Jasnari 2016, that librica coffee grown in the peatland is profitable.

6. Sustainability of Librica Coffee
The results self-evaluation was further formulated to the internal factors (strengths and weaknesses) and external factors (opportunities and threats). The position on Quadrant 1 means aggressive position. By implementing the results SWOT analysis, it is expected the sustainability of librica coffee implememented. Various factors support the sustainability of librica coffee; however strong factors must be guaranteed and improved; and the weak factors must be anticipated and fixed.

7. Conclusion
Liberaica coffee has been produced in Indonesia especially in Jambi province. However the cultivation of Liberica coffee has not grown and developed sustainably. Therefore this study aims to find out what internal and external factors influence the development of sustainability of the Liberica coffee, and to analyze the strategies for the sustainability of Liberica coffee. The results of research shows that the internal factors in term of weakness includes age of plants, low farmers' knowledge, low family participation, lack of business capital, low maintenance of plants, land conversion, low motivation, and weak formation of members in groups. For the internal factors in term of strength consists of intellectual rights or HAKI, cooperation, land ownership, strategic locations, farmer groups, low-caffeine. Two main factors belong to external factors which are threat and opportunities. Threat factors include weak of empowerment, land use change, tend to be in one location, and low quality while opportunities factors consist of partnerships, encouragement from researchers, microfinance, institutions, institutional supported, and demand continues to increase. The Strategy for maintaining librica coffee is in the first quadrant one of the agressive strategy.

This research research has contributed to the understanding of farmers sustaibility of Liberica coffee. The various factors supported the sustainability of librica coffee however strong factors must be guaranteed and improved; and the weak factors must be anticipated and fixed.

References

[1] Asnawi S 2002 Motivation theory in Industry Psichology Approach and Organization (Jakarta: Study Press Publishing)
[2] Brandi C et al 2015 Sustainability standars for Palm Oi; challenges for smallholder Certification Under the RSPO J. of Environment and Development 24 pp 292-314
[3] Department of Estate Crops Jambi Province 2016 Statistical Data of Estate Crops Jambi Province
[4] Department of Estate Crops Tanjung Jabung Barat 2016 Data of Coffee Production Betara Syb District (not published)
[5] Directorate of Estate crops 2014 Statistic of Indonesian Estate Crops Coffee Comodities 2013-2015 Directorate of Estate Crops
[6] Euler, Michael et al 2017 Oil Palm Adoption, Household Welfare and Nutrition Among Smallholders Farmers in Indonesia J. World Development 20
[7] Endang and Sudaryanti 2004 Factors that influence smallholder’s agricultural coffee Production in Tamenggung District Magister Tesis Economy Science and Development Study in Diponegoro University
[8] Jasnari 2016 Factors that influence smallholder’s agricultural composit librica coffee Production (Libtukom) at Peatland Area in Kabupaten Tanjung Jabung Barat
[9] Milzam A, Hanggara N H, Puspa S 2017 Strategy Analysis of Development Deles Indah Region http://www.academia.edu
[10] Rosyani 2015 Impact of RSPO certification to economy, environment, social of Oil Palm Plantation With Tanjung Sehati Smallholder Jambi, Sumatrer, Indonesia Research Corporation Among Of University of Jambi, Setara Foundation, and RSPO

[11] Rangkuti F 2013 SWOT Analysis Technical Case Business Operational (Jakarta: Gramedia Pusaka Utama Publishing)

[12] Riduan, Kuncoro and E A 2011 The Manner of Utilising Path Analysis (Bandung: Alfabeta Publishing)

[13] Salusu J 1996 Progres Pengambilan Kepetusan Perencanaan

[14] Zuraida, Fatma 2011 Analysis of the Production Function and Efficiency of Coffee Farming of Smallholders