

Production Process and Consumer Perception of Luwak Coffee (Case at PTPN XII Kalisat, Bondowoso and Care Rollaas Surabaya, East Java)

Tommy Wicaksono

Fakultas pertanian, Universitas Brawijaya, Malang, Indonesia

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ABSTRACT

Coffee is a commodity that can be made for drinks. Many people who consume coffee, feel the pleasure and aroma of coffee. Coffee is now a necessity that is needed by the community. The need for coffee is increasing, because almost all people who smoke cigarettes smoke their cigarettes by consuming a cup of coffee. One of Indonesia's mainstay agricultural commodities, which until now is very well known domestically and internationally, is Luwak coffee. Kopi Luwak is a type of coffee made from coffee beans that have been eaten and passed through the digestive tract of a type of civet animal called the Luwak. This research is an analysis of qualitative descriptive data where the data collected in this study are Primary Data and Secondary Data and for data collection methods, namely interviews, observation and documentation. The aims of this research are to (1) identify the characteristics of civet coffee consumers (2) Knowing the production process of Kopi Luwak. (3) Knowing consumer perceptions of Kopi Luwak. This type of research is descriptive research. Descriptive research is intended for careful measurement of the phenomena that occur.

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Corresponding Author:

Tommy Wicaksono,
Fakultas Pertanian, Universitas Brawijaya
Jl. Veteran, Ketawanggede, Kec. Lowokwaru, Kota Malang, Jawa Timur 65145
Email: wicaksono@gmail.com

1. INTRODUCTION

Indonesia's geography is right on the equator, making Indonesia an agricultural country, because most of its people have a livelihood from the agricultural sector. The agricultural commodity that is Indonesia's mainstay in the agricultural sector is coffee.

To increase production in agriculture can be pursued through extensification and intensification programs

Coffee is now a necessity that is needed by the community. The need for coffee is increasing, because almost all people who smoke cigarettes smoke their cigarettes by consuming a cup of coffee. One of Indonesia's mainstay agricultural commodities, which until now is very well known domestically and internationally, is Luwak coffee.

Luwak coffee is a type of coffee made from coffee beans that have been eaten and passed through the digestive tract of a type of civet animal called the mongoose. Luwak coffee comes from mongooses who are very happy to find fruit that is quite good, including coffee fruit as food.

Civet coffee beans in the past and are still being hunted by coffee farmers, because they are believed to come from the best and naturally fermented coffee beans, which affect the taste of Luwak coffee which is truly different and special among coffee fans and connoisseurs.

Civet coffee does have a very expensive price, compared to other coffees because the production process of coffee to the production of civet coffee requires several long and somewhat complicated processes. Therefore coffee which is the prima donna that has a high price is probably intended for the upper middle class.

In general, there are two types of coffee beans, namely Arabica and Robusta. History records that the discovery of coffee as a nutritious and energy drink was first discovered by the Ethiopians on the African continent around 3000 years (1000 BC) ago. Coffee then continues to develop until now it has become one of the most popular drinks in the world which is consumed by various groups of people. Indonesia itself has been able to produce more than 400 thousand tons of coffee per year. Besides its attractive taste and aroma, coffee can also reduce the risk of getting cancer, diabetes, gallstones, and various heart diseases.

For better results, Luwak coffee is processed for production by giving the best Robusta coffee to civet animals, starting with selecting good coffee seeds by conducting early nurseries and paying attention to the progress of coffee seedling growth which is influenced by the seed growing media, where other factors are also considered. how to routinely control the factors that affect the growth of luwak coffee seedlings from the beginning to the time of seed dispersal until the coffee cherries are harvested.

2. METHOD

2.1 Types of research

The research conducted is descriptive research. Descriptive research is intended for careful measurement of the phenomena that occur. Researchers develop concepts and collect facts, but do not perform hypothesis testing.

2.2 Research variable

The variables in this study use independent variables. The independent variable is the number of coffee samples studied that are selected freely and not determined.

2.3 Research design

The data analysis used in this study is a qualitative descriptive data analysis. Namely looking for data obtained at PTPN XII with the results of interviews, secondary data from field notes, and other materials, so that it can be easily understood and the findings can be informed to others and conclusions can be drawn.

2.4 Sampling Location

The location of the research was determined purposively, namely in the Kalisat-Jampit garden, Sempol District, PTPN XII Bondowoso Regency, East Java. Because PTPN XII Bondowoso, East Java is PTPN XII which produces Kopi Luwak

2.5 Time and Place of Research

cafeteria PTPN XII (café rollaas) is a cafeteria that is directly under the auspices of PTPN XII which is still owned by BUMN. Cafeteria rollaas is a downstream industry that has a role as a marketing department for PTPN XII.

2.6 Research procedure

The research started with collecting civet coffee and conducting interviews with civet coffee connoisseurs and cafeteria employees and continued with secondary data which followed the breeding process to the civet coffee harvesting process to the observation stage, data documentation and drawing conclusions.

2.7 Data Analysis.

The data analysis used in this study is a qualitative descriptive data analysis. Namely looking for data obtained at PTPN XII with the results of interviews, secondary data and at cafe rollaas, namely by means of interviews and secondary data.

3. RESULTS AND DISCUSSION

3.1 Research result

Civet coffee is coffee that comes from a fermentation process from the stomach of a mongoose or civet (*Paradoxorus hermaphroditus*). The mongoose only likes coffee fruit that has an optimum level of ripeness and eats it by removing the skin of the coffee and usually eats the skin directly. When eating civet coffee, the mongoose does not completely eat the coffee fruit but still

leaves coffee beans, namely civet coffee. In fermentation in the civet's stomach, the fermentation process takes 10 hours, with the help of bacteria and enzymes in the civet's stomach. In the processing of civet coffee and arabica coffee (regular) the process required for processing is the same, the only difference is the fermentation process, namely the body of the civet and also the difference is the packaging.

When the seeds are in the mongoose's digestive system, a natural fermentation process occurs for approximately 10 hours. Fermentation in the digestion of the mongoose improves the quality of coffee at an optimal fermentation temperature of 24 - 260 Celsius and is also assisted by enzymes and bacteria present in the digestion of the mongoose. The protein content of civet coffee is lower than ordinary coffee because the protein breakdown through fermentation is more optimal. This protein plays a role in forming the bitter taste of coffee when roasted so that civet coffee is not as bitter as regular coffee because the low protein content also affects the aroma and taste of civet coffee so that it becomes very distinctive.

Civet coffee consumers who became informants in this study were informants who were taken randomly at cafe rollas, Surabaya. To see one's perception of civet coffee, namely regarding taste, aroma and price, but all of that is influenced by consumer characteristics. The characteristics of civet coffee consumers need to be known in order to be able to study the market segments of civet coffee. To find out the relationship between consumer characteristics and civet coffee consumers.

The majority of civet coffee consumers are those who have experience drinking coffee, are mature and highly educated, and have jobs as entrepreneurs. In general, it can be stated that civet coffee consumers are the upper middle class.

3.1.1 Coffee Production Process

The coffee production process includes many things and coffee processing materials from all processing come from the coffee production process (plant cultivation). and the entres garden itself. for seeds with good quality then do the selection of varieties. the selected variety was the BP 308 variety because the BP 308 and Excelsa varieties were resistant to nematode attacks and had more fibrous roots than the other varieties.

In addition to good quality seedlings, the planting medium is also very important. The land where the coffee plants will grow must pay attention to the location of the soil, soil fertility and old plants on fertile soil, hoeing is done totally or directly opens a hole. If the soil is less fertile, it is necessary to dig in total by loosening the soil and adding green manure. will be accompanied by planting and maintenance of plants as well as harvesting and post-harvest.

3.1.2 Luwak coffee processing

The mongoose only likes coffee fruit that has an optimum level of ripeness and eats it by removing the skin of the coffee and usually eats the skin directly. When eating civet coffee, the mongoose does not completely eat the coffee fruit but still leaves coffee beans, namely civet coffee. Luwak coffee comes out of the civet's stomach with civet feces which becomes one with civet coffee. In fermentation in the civet's stomach, the fermentation process takes 10 hours, with the help of bacteria and enzymes in the civet's stomach. In the processing of civet coffee and arabica coffee (regular) the process required for processing is the same, the only difference is the fermentation process, namely the body of the civet and also the difference is the packaging.

Fermentation in the digestion of the mongoose improves the quality of coffee at an optimal fermentation temperature of 24 - 260 Celsius and is also assisted by enzymes and bacteria present in the digestion of the mongoose. The protein content of civet coffee is lower than ordinary coffee because the protein breakdown through fermentation is more optimal. This protein plays a role in forming the bitter taste of coffee when roasted so that civet coffee is not as bitter as regular coffee because the low protein content also affects the aroma and taste of civet coffee so that it becomes very distinctive.

Sorting the fruit after harvesting, where the selection of fruit is good and suitable for consumption by the civet animal, then giving the coffee fruit to the civet and the fermentation process in the civet's stomach takes 10 hours until the coffee harvest (in the mongoose's cage). Collecting the container containing the civet coffee lumps then weighing, washing and drying are carried out before measuring the moisture content (performed after drying).

3.1.3 The Relationship between Consumer Characteristics and Consumer Perceptions of Civet Coffee

Civet coffee consumers who became informants in this study were informants who were taken randomly at cafe rollas, Surabaya. To see one's perception of civet coffee, namely regarding taste, aroma and price, but all of that is influenced by consumer characteristics.

Table 1. Consumer Characteristics and Consumer Perceptions of Luwak Coffee

Information	Amount%	Perception		
		Aroma	Flavor	Price
Education				
a. SMA (High School)	9	Not enough	Tall	Not enough
b. PT (Higher Education)	91	Tall	Tall	Not enough
Experience				
a. ≤1 year	36	Tall	Tall	Not enough
b. >1 year	64	Tall	Tall	Not enough
Age				
a. ≤35 years	18	Tall	Tall	Not enough
b. >35 years	82	Tall	Tall	Not enough
4 Jobs				
a. civil servant	27		Tall	Not enough
b. Businessman	37	High	Tall	Not enough

Source: Primary Data

Consumers with high school education (high school) in their perception of aroma are lacking, because it is assumed that in SM education they still do not know civet coffee in detail, while the characteristics of experience of more than 1 year have perceptions in terms of aroma, namely high because they have been drinking civet coffee for a long time, because the quality of good quality civet coffee will be compared in terms of less price because the price of civet coffee is very expensive for the lower middle class.

For characteristics of age less than 35 years, the perception of all aromas is high because even though they are less than 35 years old, they have known civet coffee for a long time. For characteristics over 35 years old, they have the same perception in terms of aroma, namely high because many have experienced drinking civet coffee, in terms of perceived taste, namely high because they already know the quality of good civet coffee and perception but in terms of price it is less because the price of coffee very expensive mongoose.

3.2 Discussion

The majority of civet coffee consumers are those who have experience drinking coffee, are mature and highly educated, and have jobs as entrepreneurs. In general, it can be stated that civet coffee consumers are the upper middle class. One luwak coffee customer stated that his monthly income was around Rp. 8,000,000,-. This is understandable considering the price of civet coffee is relatively expensive at the Rollas cafeteria where the research was carried out, the price of one cup of civet coffee is Rp. 100,000,-. Indeed, the price of civet coffee has a high price, but the high price for civet coffee is indeed comparable to the manufacturing process which requires a long time, materials (production costs), accuracy and standardization of the production process.

All of that is very comparable to the price of civet coffee which is expensive. From the above opinion it can be concluded that consumer characteristics have a relationship to consumer perceptions of civet coffee prices at Rollas cafe, unlike consumer perceptions of the aroma and taste of civet coffee, the majority of which are included in the high criteria. However, in contrast to the price of civet coffee, many of them chose less criteria because it was too expensive, this coffee was intended only for the upper middle class and the relationship between consumer characteristics and consumer perceptions of civet coffee prices at the Rollas cafe had positive responses even though the majority of them considered it too high. the price of civet coffee is expensive but the taste that is given is comparable. Of the consumers taken, the majority were customers from cafe rollas.

4. CONCLUSION

From the results of the research and discussion, it can be concluded that: The production process of civet coffee after harvesting Arabica coffee is sorted and given to the mongoose to be

fermented by the mongoose after which it is ready to be harvested in the mongoose cage. Luwak coffee process itself must pay attention in such a way that the resulting civet coffee is good. Consumer characteristics are the characteristics of civet coffee consumers which include the type of education, experience, occupation, and age. In the characteristics studied at cafe rollaas, namely education, occupation, age and experience are influential because the characteristics of consumers will determine the purchase of a product and will result in stimuli received by consumers after drinking civet coffee, then interpreting the stimuli will shape perceptions of each. Each consumer who drinks civet coffee will be compared with the relatively high price of civet coffee, but the high price for civet coffee is indeed comparable to the manufacturing process which takes a long time, materials (production costs), accuracy and standardization of the production process.

However, in contrast to the price of civet coffee, many of them choose less criteria because it is too expensive, this coffee is intended only for the upper middle class. When viewed from the high price, that is seen from the process of making civet coffee which takes a long time and the manufacturing process is difficult and must meet the established standards.

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