



RESEARCH ARTICLE

Gender Study in Commercialization Activities of Liberica Coffee Farming on Peatlands in West Tanjung Jabung Regency

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ABSTRACT

Keywords

gender, commercialization, farming, liberica coffee, peatlands.

The objectives of the research are: (1) Describe the commercialization of liberica coffee farming and (2) Examine the role of gender in the commercialization of liberica coffee farming activities on peatlands in West Tanjung Jabung Regency. The research was conducted in Mekar Jaya Village, Batara District and in Bram Itam Raya Village, Bram Itam District. The research location was chosen purposively. The sampling method used simple random sampling with a sample of 86 households. The results of the research show that liberica coffee farming on peatlands is a transition from subsistence farming to commercial, not yet fully commercial, the orientation of production farming households is to serve the export market by producing premium liberica coffee or specialty liberica coffee. The role of gender in the commercialization of liberica coffee farming activities, the contribution of women is 35.41%, the contribution of men is 44.84% and the combined role of women and men is 24.25%. It is recommended that liberica coffee businesses serve all market segments, both local and domestic, not just focus on the export market. Increasing the commercialization of liberica coffee farming will open up employment opportunities for both male and female workers and can overcome unemployment. Another impact is a multiplier effect, it is hoped that there will be an increase in production, productivity and income.

INTRODUCTION

Jambi Province is one of the provinces in Indonesia that cultivates plantation crops. The leading plantation crops in Jambi Province include rubber, oil palm, palm oil, cassiavera and coffee (Directorate General of Plantations, 2023). One of the largest centers of excellence for Liberica coffee commodities in Jambi Province is West Tanjung Jabung Regency. This plant has high economic value and prospects when the prices of other plantation commodities such as rubber and palm oil have decreased. The area of peatlands in Indonesia is approximately 15 million hectares (Ritung et al., 2011).



Meanwhile, peatlands in Jambi are found in Sarolangun Regency 41,283 hectares, East Tanjung Jabung 266,304 hectares, West Tanjung Jabung 142,255 hectares, Muaro Jambi 257,506 hectares and Merangin Regency 3,525 hectares (Wahyunto et al., 2005).

Liberica coffee has been designated as a bina variety through Decree of the Minister of Agriculture of the Republic of Indonesia No. 4968/Kpts/SR.120/12/2013 dated 6 December 2013. This coffee comes from a type of liberica coffee which was first developed in Mekar Jaya Village, Betara District, West Tanjung Jabung Regency and has become endemic to the area. Liberica coffee has a distinctive, more sour taste, larger fruit and different leaves from robusta or arabica coffee and is able to adapt well to peatlands. There are at least 2,700 hectares of coffee plantations in Betara District which are managed by 16 farmer groups. Liberica coffee farming for the people in Betara District is used as a livelihood.

To implement the liberica coffee farming business, not only men are involved in it, but all family members participate, both wives and children. Apart from working as housewives, women must also be able to work as laborers in their farming businesses. The involvement of women in work is mostly carried out because economic demands such as the economic status of farming households and the area of land that will be cultivated by farming households can cause the farming household's income to be inadequate for daily needs. The phenomenon of working women has become an interesting thing that can be studied, especially for women who live in rural areas

Gender differences can take the form of choosing characteristics, roles and positions in society so that they do not become a problem of injustice. In reality, gender differences can create various injustices, not only for women, but for men. Gender injustice has been interpreted as a gap in normative conditions but the conditions are achieved with objective conditions as they are. The formulation of the problem in this research is how the performance of liberica coffee farming is, and what is the role of gender in the commercialization of liberica coffee farming activities on peatlands as well as the farming income and profits of liberica coffee farming on peatlands in Tanjung Jabung Regency.

LITERATUR REVIEW

The commercialization of agriculture has long been a subject of research, particularly regarding its impact on rural livelihoods and gender dynamics. As agriculture becomes increasingly market-oriented, understanding the gendered division of labor, access to resources, and decision-making processes is essential for promoting equitable participation and benefits. In the context of smallholder farming, the commercialization of high-value crops like Liberika coffee presents both opportunities and challenges, particularly when considering the social and ecological complexities of peatland cultivation.

1. Gender and Agricultural Commercialization

Agricultural commercialization has often been associated with shifts in labor practices, resource control, and income distribution, all of which tend to reflect existing gender inequalities. According to scholars such as Doss (2014), commercialization can exacerbate gender disparities by reinforcing traditional gender roles and limiting women's access to the economic benefits of market-oriented agriculture. Women often



face barriers to accessing capital, land ownership, technology, and market information, which restrict their participation in the higher-value stages of agricultural production and marketing. Research has shown that men tend to dominate cash crop farming, while women are relegated to subsistence farming or less profitable roles, which can limit their economic empowerment.

The introduction of cash crops such as coffee into rural economies has been shown to alter the gendered dynamics of labor. In coffee-producing regions like Latin America and Africa, studies have demonstrated that men tend to control the economic benefits of coffee production, even though women contribute significantly to labor-intensive tasks such as harvesting, weeding, and processing (Meier zu Selhausen, 2015). However, there is a growing body of research suggesting that gender-sensitive interventions in agricultural commercialization can promote more equitable outcomes. Ensuring that women have access to financial services, training, and decision-making roles is critical for fostering inclusive agricultural development (World Bank, 2019).

2. Liberika Coffee Farming and Peatlands

Liberika coffee (*Coffea liberica*) is a lesser-known coffee species, but it has gained prominence in specific regions, including West Tanjung Jabung Regency in Indonesia. The adaptability of Liberika to peatland ecosystems makes it a valuable crop for local farmers, as peatlands are prevalent in this region. Peatlands, however, present unique ecological challenges, including water management issues and soil subsidence, which require specialized agricultural practices (Wahyunto et al., 2020). Despite these challenges, the commercialization of Liberika coffee offers significant economic opportunities for rural communities, as the global demand for niche coffee varieties continues to grow.

Few studies have focused specifically on the gendered aspects of Liberika coffee farming on peatlands. However, research on coffee farming in other regions can offer insights into potential gender dynamics. For example, studies on coffee farming in Indonesia's highland regions suggest that men often control land and market access, while women contribute labor but have limited decision-making power (Lyon, 2017). The cultivation of Liberika on peatlands may reflect similar patterns, with men likely controlling financial resources and marketing decisions, while women engage in more labor-intensive agricultural tasks. The ecological complexities of peatland farming, combined with the gendered division of labor, may limit women's ability to fully participate in the economic opportunities presented by coffee commercialization.

METHODOLOGY

The location of this activity is West Tanjung Jabung Regency. The selection of this research area was carried out purposively by considering that the research location was the center for liberica coffee production in Tanjung Jabung Regency. Liberica coffee farmer households and those who act as wives and have complete families are used as the population. The two sub-districts with the largest areas of land for coffee farming in Liberica were selected. The selected subdistrict is Batara Subdistrict with the selected village being Mekar Jaya Village and Bram Itam Subdistrict with the selected village being Bram Itam Raya Village. The sampling method is simple random sampling with a sample size of 86 households. The data analysis method was carried out by carrying out descriptive analysis for the purpose of describing the performance of commercialization



of Liberica coffee farming and examining the role of gender in the commercialization of liberica coffee farming activities on peatlands in West Tanjung Jabung Regency.

RESULT AND DISCUSSION

Performance of Liberica Coffee Farming on Peatlands

Liberica coffee farming is a coffee farming business in the lowlands that is suitable on peat land. Liberica coffee farming in the research area is planted at a distance of 3m x 3m or 3m x 4m with a mixed cropping pattern (agroforestry) on peat land (puliculture), with a plantation crop commodity farming pattern, between 2-4 plantation crops, liberica coffee-areca nut, liberica coffee-oil palm, liberica coffee-coconut and other combinations. Farming activities follow the technical guidelines for cultivating liberica coffee on good peatlands (GAP on coffee) to produce premium coffee and specialty coffee, both ground coffee and green beans.

There are various reasons why liberica coffee farming households choose the commodities they plant. The reason for planting liberica coffee is because the price of coffee on the market is high. Areca nut planting for reasons of high market demand even though the price of areca nut fluctuates. Farmers are planting palm oil because it is most easily marketed because there is a factory that accommodates Palm Oil Fresh Fruit Bunches (FFB) products. While planting coconuts is the reason farmers have good market prospects again, there are still many opportunities to increase additional value and stable prices.

Harvesting is an important process of coffee commercialization to increase the added value of coffee products and preparation for the commercialization of liberica coffee farming. For liberica coffee in the research area, the average productivity is 980 kg of coffee cherries/tree with a number of trees of 1000 trees per hectare. There are two peaks of production for liberica coffee in one year, namely in May-June-July and the second harvest peaks in production but is smaller starting from the first period, in November-December-January. To collect or harvest the best quality coffee beans, it is to collect the ripe beans under the shade into red, orange, yellow and green beans. Green coffee beans should be avoided due to their poor quality. Using a bucket or basket, carried or tied neatly around your waist or hung around your neck before hand, store it in a sack. This step takes time, collecting coffee beans requires collecting continuously about 3-4 times with a distance of about 20 days because the coffee beans ripen differently.

Liberica coffee is harvested when the coffee beans are red, or at least 95% ripe or with the criteria for healthy and fresh ripe fruit (BMSS). Ripe liberica coffee beans can be red, reddish yellow or dark green. Coffee beans that have been harvested are immediately processed to maintain the original taste during each harvest. Harvesting is done morning until noon manually, namely, picking by hand and selectively. BMSS that has been picked must be processed immediately and must not be stored or ripened, because ripening the fruit can cause flavor defects. Liberica coffee has a fruit size that is larger than Arabica and Robusta coffee fruit. Liberica coffee bears fruit throughout the year with harvests twice a month and bears fruit when the plant is 3.5 years old and the economic life of the plant if maintained properly can reach 30 years. Post-harvest



processing prepares important steps for marketing. Most Liberica coffee beans are sold in the form of red cherry beans after being picked from farms by farmers. Processing red cherry seeds until dry requires facilities including: machines, which means another capital investment for these facilities. Farmers who cannot afford this technique prefer to sell red coffee beans. Group members and cooperative members have the opportunity to process red cherry coffee beans before they are marketed at the liberica coffee processing house in the research area. Processing red cherry coffee beans provides an important procedure for farmers to be involved in the commercialization process by processing coffee into products with higher added value.

Commercialization of Liberica Coffee Farming

The commercialization of liberica coffee farming on peatlands is in a semi-commercial position, not yet fully commercial. In Liberica coffee farming activities, the output produced really takes into account the production facilities used, the coffee seeds used are superior Liberica seeds purchased from certified coffee breeders, as well as the use of fertilizer and coffee pruning activities, as well as harvesting. All activities have followed the Standard Operational Procedures for cultivating liberica coffee on peatlands.

Commercialization of farming is a transition process from subsistence, semi-subsistence to semi-commercial and then to full commercialization. In the process, the level of commercialization of farming based on the use of output is closely related to the level of input used. For example, in subsistence farming, the products produced are not sold, but the inputs used by farming households, especially for production activities, are inputs that are commercialized and obtained from the market (Pingali and Rosegrant, 1995),

Commercialization of liberica coffee farming is not only marketing the results of Liberica coffee farming in the form of fresh cherry fruit, but also the purchase of inputs and the method of harvesting the coffee produced is carried out based on the principle of profit maximization. Apart from the substitution of non-purchased inputs for purchased inputs, the specialization of farming, the allocation of labor outside farming and the decreasing proportion of farming income from total household income, are all characteristics of subsistence farming. Thus, through the process of commercialization of farming, the goal of farming changes from meeting one's own food needs to obtaining cash income and profits (Pingali, 1997 and Key and Runsten, 1999).

Commercialization of liberica coffee farming occurs on the production side of coffee beans with an increase in coffee products sold (marketed surplus), both in the form of fresh fruit and in the form of green beans, but can also occur on the input side with an increase in the use of purchases and use of inputs. Commercialization of farming means not only increasing the use of inputs and marketed coffee products, but is also related to changes in the production system of liberica coffee farming enterprises, the institutions involved in the production of liberica coffee from upstream to downstream, in the form of cooperatives, farmer groups and farmer cooperatives, the scale of activities, opportunities for choice in decision making and mechanisms for the exchange and distribution of liberica coffee. Commercialization of farming is all assumed to be aimed at improving the standard of living of farmers. Diversity of approaches and diversity of steps related to input and output. Conceptually, it can be applied at the individual,



household, regional or country activity level (Braun et al., 1994). Commercialization of liberica coffee farming on peatlands is profitable because it can besides create jobs in the research area and increase the productivity of liberica coffee farming on peatlands. Commercial farming of liberica coffee is often more risky, the land is exposed to high tide for a relatively long time so that the land is submerged. Liberica coffee has a chance of dying because farming on peatlands for commercial purposes costs much more to produce per hectare than traditional and subsistence production, but traditional farming is more stable.

The term subsistence can have various aspects analyzed, such as subsistence production, subsistence level of living, subsistence farming, subsistence economy and subsistence farmers. Subsistence farming can be associated with poverty, low levels of technology, inefficient production and low levels of commercialization. In addition, subsistence farmers are not responsive to market signals and agricultural policies (Lerman, 2011). The term subsistence farming is often synonymous with other concepts, such as traditional, small scale, low income, resource poor, low input or low technology farming. These concepts are also used with different meanings. Thus, it is difficult to provide a generally accepted definition for subsistence farming (Heidhues, Franz and Michail Bruntrup, 2013). Commercial farming is widely seen as an alternative to subsistence farming. The definition of commercialization is not only related to the marketing of agricultural products (output), but also includes decisions on product choice and input use based on the principle of profit maximization. Burger (1992) defines a commercial farmer as one who produces enough agricultural products for the market so as to earn wages from farming sufficient to ensure an acceptable standard of living for his family and himself.

The difference between commercially oriented and less commercially oriented farmers. Farmers who are more commercially oriented are more likely to use larger areas of land, use credit, formal marketing channels, keep farming records and have agricultural technology information. Facilities enjoy marketing facilities, input and technology transfer, training, price guarantees and crop insurance (Makhura et al., 1998). The development of high-value commodities is an important part of the commercialization process. The development of high-value commodities usually requires special inputs, including: seeds, fertilizer, pesticides and irrigation, and all of these needs create new business opportunities (Davis, 2006). According to Goode and Coetzee (1998), innovation as commercialization, with the assumption that technology adoption is equivalent to commercialization. However, Rauniyar's (1990) research shows clearly that innovation and technology adoption are two different concepts.

Commercialization of farming is the ratio of land allocated for individual farming to total farming land, the ratio of input value obtained from production value (output) in the market, the ratio of output sales relative to output value (Balint, 2004). Farmers as producers are said to be market oriented (commercial), if they sell more than 50 percent of their farming production in the market and if it is less than 50 percent they are considered subsistence farmers (World Bank, 2007). Commercialization generally advocates for the integration of producers with the global market or economy and reducing subsistence production. Greater dependence of producers on input markets as a source of production input has been associated with increased productivity, while on



the output side, commercialization has been associated with increased income and welfare of farming households (von Braun et al, 1994).

On the other hand, the lower part is called subsistence farming production while the upper part can be called commercial farming. Farming located at the bottom left is called subsistence production of the farmer's household, agriculture at the top left, commercial production of the farmer's household, and a farm at the top right, non-family commercial farming or also called agricultural enterprise. One would not expect to find real world farming fitting the bottom right category. Pingali and Rosegrant (1995), commercialization of farming will increase labor costs and family employment opportunities outside of farming, as well as causing substitution between purchased and non-purchased inputs. Maintaining land fertility, using non-purchased inputs and providing household food are the main activities of subsistence farming households.

The meaning and concept of commercialization can be seen from different aspects. Commercialization can be seen from the aspects of production, marketing and distribution. Commercialization can also be seen in activities in the production process, processing activities, transportation activities, and marketing activities of the product. Commercialization can also involve several institutions for different activities, institutions for production activities, institutions for processing activities, institutions for transportation activities, and institutions for marketing activities. Commercialization is related to agricultural commodities which are the livelihood of farmers and the level of commercialization is related to farmer groups.

The term commercialization refers to the process of delivering agricultural products to the market and is an innovation process with market and profit motives. The concept of commercial farming is not only related to determining the type of farming commodity being cultivated, but is also related to selling production results to the market (Balint, 2004). Furthermore, a decrease in the proportion of farming income (on-farm income) relative to total family income is the commercialization of farming

Commercialization is fulfilling the need for stable raw materials and capacity to be able to access regional markets and export markets. Commercialization of farming is a marketing process, especially for high-value commercial commodity crops, such as plantation crops, horticulture and food crop commodities (Hagos A, Geta E. 2016). Commercialization is not only for marketing activities, but commercialization must maximize profits, in order to meet the needs and interests of consumers and fulfill business achievements in the agricultural sector (Bandara RMAS. 2006). The process of commercializing liberica coffee on peatlands can improve the local economy from various business fields and livelihoods. To increase the level of commercialization, liberica coffee farming must change from subsistence farming to more profitable commercial farming. Commercialization of farming is a commercial farming production process that is produced for sale (Babu SC, Gajanan SN, Sanyal P. 2014). There are three levels of the commercialization process, namely: subsistence system, semi-commercial system, and commercial system (Hagos A, Geta E. 2016.; Pingali PL, Rosegrant MW. 1995)

Marketing activities for liberica coffee products are commercialization activities, farming must have a good farming management system, in order to achieve the goal of



making profits from liberica coffee farming. The commercialization of liberica coffee from the marketing aspect of liberica coffee, both online and offline, is an illustration of how the quality and quantity of liberica coffee has developed. Online, liberica coffee does marketing via social media (Social Media), by posting the products being marketed and their prices. Offline marketing, by spreading information by word of mouth, introducing products by participating in exhibitions, competitions, coffee activities and so on. Marketing of liberica coffee through outlets is managed by the management of liberica coffee outlets. Liberica coffee outlets obtain raw materials for liberica coffee from farmers who cultivate coffee that complies with product operational standards and good product management. Currently, liberica coffee outlets sell several different brands of coffee, but there are also the same brand but processed in different ways, for example coffee in bean form, some are also sold in ground form. coffee beans that are still green.

Data on liberica coffee products sold from January to September 2024 with various brands produced by farmers. There are several types of coffee brands that Liberica coffee outlets stock, namely Parist Original, Rosbean Liberica, Liberica Tungkal Jambi, Luwak Kembar, Luwak Original, Kopi Ajib, Kopi Jempol and Jempol Liberco. Daily sales are data on sales of coffee products in one day, namely by adding up all the number of coffee brand products sold in one month and then dividing by 30 days to obtain the average sales of coffee products in one day. The price of processed coffee is grade I, II, III and IV. Grade I is the structure of the small size of the coffee beans and the best quality because of the uniformity of the size of the coffee beans. Grade II has the same good quality but the seed size structure is not uniform, small seeds are dominant and a few are large so they are not the same in terms of size. Grade III and grade IV have the same good quality, but in terms of size they are not uniform and a mixture of small and large seeds is equally dominant. The difference in grade will affect the price of the coffee beans that will be sold. Processed types of roasted coffee and ground coffee are available in various types of packaging sizes depending on weight. The price aspect in the marketing strategy obtained from consumers states that the general price criteria for Liberica coffee are product price according to quality, affordable product price, price list available, and discounts.

West Tanjung Jabung is a district which is the center of Liberica coffee production in the Jambi Province region. Based on agro-climatic conditions, most of the land is peat land, this is a suitable condition for planting Liberica coffee. Because Liberica coffee is able to grow in the lowlands, it is easier to adapt to weather conditions, pest or disease attacks, and can adapt well to less fertile land conditions. The tradition of growing coffee has been around for decades in the Betara community, then the large number of Liberica coffee plantations, especially in Mekar Jaya Subdistrict, in the coffee business chain development activities starting from seeding, cultivating coffee in the form of plantations to the Liberica Coffee Produce Processing Unit (UPH) which processes post-harvest Liberica coffee beans, which is a community tradition in Betara District as a livelihood for people who work as farmers. The Liberica coffee shop was founded on October 30 2017. This shop was formed through partnership assistance program funds from the company, namely PetroChina.

The program aims to establish a marketing center and also a promotional center for Liberica coffee. This partnership program is developing well because of support from



agencies in West Tanjung Jabung Regency, namely the Regional Planning and Development Agency or Bappeda, the Industry and Trade Cooperative Service or Diskoperindag, the Agriculture Service and the Plantation Service. This support is a high motivation for Liberica coffee outlets to continue to develop and innovate in marketing Liberica coffee products. This is because the marketing of Liberica coffee has excellent potential if managed with good management. The research results show that in the place aspect, it can be seen from the existence of a Liberica coffee outlet in Mekar Jaya Village, consumers can easily consume processed Liberica coffee because this location is a strategic location, easy to reach, close to highway access, has adequate parking, a very attractive building and is kept clean.

Companies need to carry out promotions in marketing or introducing a product so that they can inform consumers about the company's products (Tjiptono, 2000). The liberica coffee outlet in Mekar Jaya Village is a form of follow-up action from the CSR of the PetroChina International Jabung Ltd Company which is oriented towards a sustainable agriculture program which focuses on Liberica coffee as a target object in Mekar Jaya Village, Betara District, West Tanjung Jabung Regency. This liberica coffee outlet is the basis for implementing the seriousness of the CSR program in developing the liberica coffee agro-industry. The liberica coffee shop markets products using buildings made of planks and wood in the form of traditional houses and adapted to the surrounding natural conditions, which still have many areas of coffee and areca nut plantations, but packaged with a modern concept.

Liberica Coffee Shop

Liberica coffee is a forum for the marketing process of liberica coffee produced by farmers as well as other liberica coffee derivative products. Liberica coffee shop also markets products online and offline. Online, the management of the liberica coffee shop carries out marketing and promotions through social media by sharing online certain activities or events or showing the condition of the Liberica coffee shop which is busy with visitors. Offline, by spreading information by word of mouth, introducing products by participating in exhibitions, competitions, coffee activities and so on. The results of research on promotional aspects in marketing strategies obtained from consumers stated that the promotional criteria for liberica coffee outlets in general are the number of advertisements or promotions, the existence of events or exhibitions held, product discounts at events or exhibitions and the availability of online shops. The difference between promotion of liberica coffee and other coffee is that promotion of coffee is more intensive compared to other types of coffee because this type of coffee is not very popular among the public. Therefore, producers are trying to improve the marketing system directly and indirectly

The part of the people involved in marketing strategies includes employees, outlet consumers, and other consumers in the outlet environment. The variable people or human resources has two characteristics, namely service to consumers and other people. The recruitment system at Liberica coffee outlets does not require special requirements. So it can be said that the human resources in this Liberica coffee shop are in the sufficient category. Regarding running a management wheel, in this case the outlet in the form of a management business entity from the Mekar Sejahtera Mandiri cooperative has a good management structure in order to continue the operational



activities of the already established Liberica coffee outlet. The Liberica coffee shop, which is the management business entity of the cooperative, has its own roles and responsibilities. From an internal perspective, outlets have the right to carry out operational activities that during implementation do not deviate or violate cooperative regulations. However, if there is any input or the management wants to plan to develop something from the outlet, this must be done with the knowledge of the cooperative and from the members' deliberation decisions.

The chairman of the coffee shop management has an important role in carrying out operational activities by giving command to all members. The chairman must be required to know the situation in all lines of business. Likewise with the management system implemented for store operational activities. A management system really determines how effectively and efficiently a business runs. Even though the outlet currently does not aim to be profit oriented, management or governance should be implemented to facilitate the work system and specify work so that it can achieve a goal effectively. The results of research on the human resource aspect of marketing strategy obtained from consumers state that in general the appearance of employees is attractive, employee behavior is friendly and there is empathy for consumers.

The process of marketing liberica coffee is quite difficult to do in Betara District, this is because there are too many brands of coffee circulating on the market, however, the regional government and the provincial government are working together to align various brands of liberica coffee products with the sailboat logo that says liberica coffeeTungkal Jambi, this is the solution so that marketing is easier to recognize in one parent, namely the MPIG group and of course processed according to SOP. With the liberica coffee processing process in Betara District, several farmer groups produce packaged products with various brands and types. There are 6 brands of liberica coffee in Betara District managed by different farmer groups.

Each coffee brand is MPIG (Geographical Indication Protection Society) certified. Of the several liberica coffee brands, there are still coffee brands that are not MPIG certified but are still managed according to SOP. This is because the group is not part of the MPIG group. The reason why the farmer groups did not join the MPIG was that they did not have the same vision and mission, and during the interview process with more in-depth questions, the farmers were reluctant to provide further reasons why the brand did not join the MPIG Group. The results of research on process variables in marketing strategy, consumers stated that on the process criteria, Liberica coffee outlets generally have good quality raw materials, delivery and COD services are available, product layout designs are always changing and variations in designs or types are sold.

The liberica coffee shop Koperasi Mekar Jaya, also known as Gerai Meja, is an abbreviation of Gerai Mekar Jaya, the name of the location where the outlet is located. The table booth is designed like a coffee shop or café, featuring wooden buildings with local architecture. The location of the outlet is on the edge of the main road, so it is easy to reach and stop by, the location is strategic as a potential main corridor for tourist attractions. As a tourist terrace, the outlet has buildings and equipment to receive tourist visits. The current outlet is a place to sell coffee-based drinks and food as well as the results of community businesses around the outlet, whether in the form of coffee drinks, crackers, boiled bananas, boiled noodles and soup noodles.



Apart from that, various Liberica coffee powders are sold from local liberica coffee with various brands such as; Paristo, Liberco, liberica Tungkal Jambi, Kopi Ajib, Kopi Luwak Kembar and Jempol and also sell souvenirs such as coffee-themed t-shirts. For coffee drinks that are sold and brewed in a modern way. The menu offered includes V60 filter coffee, Aeropress, Espresso, Cappuccino and other variants which are available at the Table Store. Physical evidence variables in marketing strategies generally include attractive building design, comfort in visiting and shopping, appropriate product arrangement and music available in the outlet. Marketing of coffee products highlights the most decisive stage of coffee commercialization during post-harvest. Coffee farmers market their coffee products in various forms, including selling red cherries, dried beans, ground coffee beans, and roasted liberica coffee beans.

Gender Roles in the Commercialization of Liberica Coffee Farming

The role of gender in the commercialization of liberica coffee farming which explains the differences in the activities of men and women in coffee farming which are innate and which are culturally formed in the research area which are socialized from childhood. Gender distinctions have often confused natural and non-natural human characteristics. Differences in gender roles in liberica coffee farming help to rethink the division of roles that have been attached to women and men to build a gender picture that is dynamic, suitable and appropriate to the current situation in the research area. Gender is a characteristic that is inherent in men and women socially and culturally (Fakih, 2006). The terms gender and sex refer to the biological aspects of men and women, while gender refers to the socio-cultural aspects of men and women (Santrock, 2003).

Gender is a social variable to analyze the differences between men and women related to roles, responsibilities and needs as well as opportunities and obstacles. From a socio-cultural perspective, gender is not natural or a condition of class and race, for example when a child is born a boy, parents tend to prepare all the baby's needs according to the child's gender, for example for boys the color blue is prepared and for girls the color pink is prepared (Saptari and Brigitte, 1997). Gender studies initially focused more on women. This is because the phenomenon of gender inequality that occurs in households and society is often experienced by women. Meanwhile, the concept of gender is a characteristic that concerns women and men which is formed due to social and cultural factors.

Gender is the difference in characteristics between women and men which is based on cultural value systems and social structures. The differences in roles and functions between women and men are not determined by their natural and biological differences, but are differentiated according to their respective positions, functions and roles in various areas of life and development (William, D. 2016). Differences in gender roles can give rise to different divisions of labor between women and men, which is known as the gender division of labor. The gender division of labor is found in three gender roles, namely productive, reproductive and social. The productive role is a process that results in the production of goods and services, for personal enjoyment or for sale. Reproductive roles are activities related to giving birth and preparing for the



family's daily needs. Meanwhile, social roles are activities that include social and mutual cooperation in community life.

Coffee commercialization is a gender-related work culture that requires women's participation in coffee farming production in certain work positions including seeding, weeding, fertilizing, harvesting and processing. Women take on most of the nursery work including preparing seed boxes and maintenance. Weeding coffee trees using traditional tools such as knives to clear grass from fields is also done by women, while men use lawn mowers. Coffee cultivation this activity requires weeding several times throughout the year which provides employment opportunities and wage income for women. Women also take part in other agricultural activities, namely the application of fertilizers. Women participate in the harvest, requiring gentle hands to care for the young cherries while picking. Women are good at this technique. Liberica coffee cherry varieties do not ripen at one time. Therefore, only red ones are allowed to be picked. During the red coffee boom, the cherries needed to be picked; otherwise, the red cherries fall and are wasted

Although, women and men spend equal time in coffee cultivation together, some coffee cultivation tasks are gender-based. Tasks that require energy (for example weeding using machines, fertilizing, pruning, washing, and heavy lifting) are men's tasks, while women take on time-consuming and light work such as harvesting, manual weeding, and drying. Furthermore, labor employed in coffee cultivation reflects gender roles. Female workers outnumber male workers in manual weeding and harvesting tasks. Manual harvesting and weeding is considered a time consuming and tedious task. Men prefer to do tasks that consume energy in a short time.

The use of labor in Liberica coffee farming is closely related to labor participation in farming. When labor participation decreases in coffee farming, the input usage paradigm decreases, which can mean that the demand for labor for coffee decreases, which means coffee production decreases. The use of labor is one thing that can increase production and productivity, which is involved in increasing coffee yields (surplus) and increasing income.

Traditionally, the use of family labor in production on liberica coffee farms is part of the labor market and production input as well. The work carried out on coffee farms, outside coffee farms and outside of farming, shows that farmers have an entrepreneurial spirit, which can reflect the level of commercialization of farming businesses and farming households. The area of coffee farming land, the area of land owned and controlled by renting and cultivating, the number of workers, labor mobility, polyculture planting carried out by farmers, total job categories, total wages received per month show that farmers have an entrepreneurial spirit and are commercial farmers.

Workers carry out activities on the liberica coffee farm, outside the liberica coffee farm and outside the farm. The number of workers in farming depends on the size of the farming land, both for liberica coffee and non-Liberica coffee. Work in farming can come from the household and outside the household, namely wage labor as farm laborers. The use of labor depends on the activities of the liberica coffee farming business. production costs that must be incurred by liberica coffee farming households and the amount of



farming income or profits from coffee farming. Labor wages increase when coffee is at peak harvest time.

Liberica coffee farming activities are planting seeds, and weeding/cleaning weeds (26%), fertilizing, and harvesting (20%), some require more and fewer labor or working hours, as well as gender roles, which are carried out only by men, some are carried out only by women and some are carried out jointly by men and women. With the same area of Liberica coffee farming, the amount of labor used can also be different, depending on the farmer's decision as the head of the household. The role of women in coffee commercialization is to be involved with the household or company level of production, especially for time-consuming work. Farming decision making in the family is the result of joint decisions within the family, generally between the head of the household and the housewife. In liberica coffee farming on peatlands, the comparison of coffee farming activities carried out between men and women is presented in Table 1.

Table 1. Comparison of Gender Roles in the Commercialization of Liberica Coffee Farming on Peatlands in West Tanjung Jabung Regency, 2024

Number	Liberica Coffee Farming Commercialization Activities	Gender Role Contribution (%)		
		Woman	Man	Women and Man
1.	Determining the scale of farming	19,5	53,7	22,8
2.	Providing capital for farming	14,8	64,0	21,2
3.	Purchase of coffee seeds	34,0	42,3	23,7
4.	Maintenance of coffee plants	25,6	49,2	25,2
5.	Harvesting red or yellow coffee beans	42,5	30,1	27,4
6.	Handling geen beans	45,5	33,0	21,5
7.	Marketing product coffee	33,4	40,8	25,8
8.	Liberica coffee agrotourism	28,0	45,6	26,4
	Average	35,41	44,84	24,25

From Table 1, it can be seen that the role of female liberica coffee farmers (35.41%) on peatlands has a relatively similar role to men (44.84%) even though men are not dominant, but the role of men is higher than women. Women contribute less to liberica coffee farming activities than men. The role of female liberica coffee farmers is very dominant in the activities of picking coffee beans and post-harvest handling of liberica coffee. The commercialization of liberica coffee farming has changed from subsistence to commercial with an orientation towards export, domestic and local markets. The commercialization of liberica coffee has increased production, productivity and sales volume and value chains, opening up employment opportunities. Gender roles are needed in the process of distributing work and work culture between men's and women's work. Gender roles in commercialization activities between men and women are relatively the same, the work is relatively the same, the only difference is that men do heavier physical work and wages are also the same.



The allocation of time used for productive business by women coffee farmers utilizes the free time they have, after allocating time to carry out the main function as a housewife, namely caring for children and taking care of household needs. In liberica coffee farming activities, women farmers on average carry out productive activities on Liberica coffee for 3 to 5 hours a day, except when picking ripe fruit which takes longer. Other time spent by women farmers is to take care of domestic or household activities, social activities and other non-productive activities. The average length of activity per day for productive activities in Liberica coffee is around 4 hours per day. Apart from that, women farmers carry out social activities, such as taking care of household needs, school children, and community and religious associations for around 4.0 hours. Meanwhile, non-productive activities such as sleeping and relaxing are around 10.5 hours per day.

Women's time allocation in areca nut farming activities is relatively less than the time allocation for coffee activities. The remaining free time is used for other productive business purposes, such as being a farm laborer, helping in farming or trading. The average length of time allocated for productive activities of women farmers is 7.38 hours, social activities 6.62 hours, and non-productive activities 7 hours. The time spent in other farming activities is around 10 hours, social activities 5.4 hours, and non-productive activities 7 hours per day. It can be seen that the activities of women farmers in other farming businesses have a longer time allocation compared to liberica coffee farming or areca nut farming and other farming businesses. Table 2. shows the distribution of women farmers' time in productive activities in Liberica coffee farming, areca nut farming and other farming businesses, including oil palm and coconut farming, raising chickens, ducks and goats.

Table 2. Time Allocation of Women Liberica Coffee Farmers in Farming in West Tanjung Jabung Regency, 2024

Number	Farming Activities	Average Productive Time of Labor (Hours/Day)
1.	Liberica Coffee Farming	4
2.	Farming Outside of Liberica Coffee (Areca Palm, Palm Oil, Coconut)	3
3.	Other Farming Businesses	6

From Table 2. in the research area the number of women is greater than the number of men. However, in farming activities there is already a division of labor, although currently the division is no longer so clear. There are clear differences in production activities in farming between women and men. Liberica coffee farming work carried out is: harvesting, sorting fruit, peeling fruit skin, fermentation, washing, drying, measuring water content, stripping coffee skin. Downstream processing work: roasting, cooling, grinding or powdering roasted coffee beans and packaging. Gender differences become a problem if they cause gender inequality. Gender becomes a problem if there is negative labeling, marginalization, heavier workloads and violence due to gender differences. Gender equality is also the existence of partnership, harmony, harmony and balance between men and women, both in domestic activities and in liberica coffee farming activities and outside the liberica coffee farming business and outside farming



or in all aspects of life. Gender equality has occurred in the commercialization of Liberica coffee farming activities, where wages for men and women are the same. Previously, women's wages for picking coffee were lower than men's. Currently, the wages for picking red cherry coffee beans are the same, the average labor wage is IDR 10,000 to IDR 12,000 per kg. However, in other farming activities there are still many disparities, this is based on the weight and lightness of the physical work carried out and in activities that require a lot of time (time allocation) in farming and at the level of decision making in terms of coffee processing and marketing of liberica coffee.

Coffee farmers as heads of households more often get access to agricultural extension workers, heads of households compared to wives more often also get guidance on Liberica coffee cultivation technology, get credit for micro, small and medium businesses. Village-Owned Enterprise Activities, processing specialty coffee and marketing liberica coffee. This situation causes women to be marginalized from an economic aspect, causing the development of commercial coffee farming to be hampered.

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Gender work culture in activities determining the scale of farming, providing farming capital, purchasing coffee seeds, maintaining coffee plants, harvesting coffee beans and post-harvest handling, marketing and agrotourism of liberica coffee. The distribution of work aims to increase profits and women become managers of household finances. Gender roles need to be improved from various aspects, from the production aspect, not differentiating between male workers and female workers based on the type of activity, as well as from the institutional aspect from upstream to downstream. The commercialization of liberica coffee farming has opened up employment opportunities for men and women with payment of wages. Liberica coffee opens up job opportunities for local people and is a source of income. Liberica coffee on peatlands, absorbs seasonal unemployed workers in the agricultural sector, where farmers can work during the harvest season and in the post-harvest period.



CONCLUSION

1. The planting pattern of liberica coffee farming on peat land is not carried out in monoculture but in a polyculture planting pattern with other plantation crops in a combination of 2-4 plants. Liberica coffee farming activities are complete and good by following the technical guidelines for cultivating Liberica coffee on good peatlands so that the coffee produced is premium coffee, both ground coffee and green beans. And companion plants should be shade plants that are suitable for peatlands.
2. Commercialization of coffee farming from a cultivation aspect, changing from subsistence to commercial, requires productive resources. From a marketing aspect, liberica coffee produces market orientation by serving local, domestic and export market demands. The aim of production is to increase sales volume to maximize profits through increasing the value chain.
3. The role of gender in the commercialization of liberica coffee farming on peatlands, the average role of women alone is 35.41%, men alone 44.84% and the work contribution of women and men simultaneously is 24.25%. Gender work culture in activities determining the scale of farming, providing farming capital, purchasing coffee seeds, maintaining coffee plants, harvesting coffee beans and post-harvest handling, marketing and agrotourism of liberica coffee. The distribution of work aims to increase profits and women become managers of household finances. Gender roles need to be improved from various aspects, from the production aspect, not differentiating between male workers and female workers based on the type of activity, as well as from the institutional aspect from upstream to downstream.

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