



Robusta Powder Coffee Business Feasibility Study in Tanggamus Regency

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Abstract

Background: Tanggamus Regency is one of the largest producers of Robusta coffee in Lampung Province and holds significant potential for the development of coffee-based agro-industry focused on downstream processing. However, most farmers still sell their produce in the form of green beans, resulting in relatively low value-added economic outcomes and dependence on market price fluctuations.

Objective: This study aims to analyze the business feasibility of establishing a Robusta ground coffee processing unit as an effort to increase the value added of local commodities and empower the local economy.

Methods: This study uses a quantitative descriptive approach, analyzing market and marketing aspects, technical and production aspects, human resource management aspects, legal aspects, and financial aspects. Data were collected through field observations, interviews, and literature reviews related to the coffee industry.

Results: The results indicate that market demand for locally processed coffee continues to rise, while the availability of raw materials in Tanggamus Regency is sufficient to support sustainable production. Financial analysis using Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit–Cost Ratio (Net B/C), and Payback Period (PP) indicators shows that the business is feasible and profitable to develop.

Conclusion: The development of a Robusta ground coffee processing business in Tanggamus Regency is financially viable and strategically supports agricultural downstream processing. This business contributes to increasing the added value of local coffee commodities, improving farmers' economic welfare, strengthening regional competitiveness, and supporting sustainable local economic development.

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INTRODUCTION

Robusta coffee is one of the leading plantation commodities in Lampung Province and plays an important role in supporting regional economic development. Among coffee-producing regions, Tanggamus Regency is recognized as one of the major Robusta coffee production centers due to its favorable agroecological conditions and extensive plantation area. According to the Central Bureau of Statistics of Tanggamus Regency, coffee plantations cover approximately 64,732 hectares and produce around 44,175 tons of Robusta coffee annually, contributing substantially to Lampung Province's total coffee production of 116,272 tons (BPS Tanggamus, 2024; Direktorat Jenderal Perkebunan, 2024). Despite this significant production capacity, average productivity remains approximately 0.68 tons ha⁻¹ year⁻¹, which is considerably lower

than the national productivity potential of about 1.5 tons ha⁻¹. This condition indicates that the economic potential of the coffee sector has not been fully optimized.

One of the major challenges in Tanggamus Regency is that most farmers continue to market coffee in the form of raw beans or green coffee. This marketing pattern limits the value added received by farmers because higher economic returns are generally generated during processing and distribution stages. Furthermore, dependence on raw commodity sales exposes farmers to fluctuations in global coffee prices, resulting in unstable incomes and increased vulnerability to market shocks (Amsari et al., 2024). Therefore, downstream processing has become an important strategy for enhancing value addition, improving farmers' bargaining position, and strengthening local economic resilience.

Coffee downstreaming involves transforming primary coffee commodities into processed products with higher market value, including roasted coffee and ground coffee (Boaventura et al., 2018). Among these products, ground coffee has promising market prospects due to growing domestic coffee consumption and increasing demand for locally branded coffee products. Besides generating additional income, ground coffee processing can stimulate rural employment, expand market access, and strengthen regional product identity through branding based on geographical origin and unique product characteristics (Saefudin & Rasmikayati, 2024; Waknate et al., 2022).

Previous studies have reported positive prospects for coffee agroindustry development. Kustyawati (2019) found that community-based coffee processing initiatives were able to improve product value and hygiene standards, although business legality and institutional strengthening remained challenges. Ningtyas (2022) demonstrated that the Cap Gunung Betung ground coffee agroindustry was financially feasible and relatively resilient to fluctuations in raw material prices and production volumes. Studies conducted in Air Naningan District also confirmed the economic feasibility of coffee farming systems based on investment criteria such as Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit-Cost Ratio (Net B/C), and Payback Period (PP).

Although these studies provide important insights, several limitations remain. Existing research has primarily focused on either the profitability of coffee farming, business assistance programs, or financial feasibility evaluations of established agroindustries. Limited attention has been given to a comprehensive feasibility assessment integrating market opportunities, technical requirements, managerial capacity, legal compliance, and financial viability for the establishment of a new Robusta ground coffee processing enterprise in Tanggamus Regency. Consequently, stakeholders still lack integrated information required to support investment decisions and formulate sustainable agroindustrial development strategies.

This gap is particularly important because successful coffee downstreaming depends not only on financial performance but also on market readiness, production capability, managerial effectiveness, and regulatory compliance. A comprehensive feasibility study is therefore necessary to evaluate whether the development of a Robusta ground coffee processing unit can be implemented sustainably and competitively within the regional context.

Based on these considerations, this study aims to analyze the feasibility of establishing a Robusta ground coffee processing business in Tanggamus Regency by evaluating market and marketing aspects, technical and production aspects, management and legal aspects, and financial feasibility indicators, including Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit-Cost Ratio (Net B/C), and Payback Period (PP).

This study contributes to the literature by providing an integrated feasibility assessment framework for coffee downstreaming at the regional level, combining non-financial and financial dimensions within a single analytical model. The findings are expected to enrich agroindustrial development studies and provide evidence-based recommendations for policymakers, investors, farmer groups, and small-scale agroindustry actors seeking to promote sustainable value-added development of Robusta coffee in Tanggamus Regency.

METHOD

This study employed a descriptive case-study approach combining qualitative and quantitative analyses to evaluate the feasibility of establishing a Robusta ground coffee processing

business in Tanggamus Regency, Lampung Province. The study was conducted from January to May 2026.

Primary data were collected through structured interviews, direct observation, and questionnaires administered to 30 respondents consisting of coffee farmers, coffee processors, MSME owners, traders, and relevant stakeholders involved in the coffee value chain. Respondents were selected using purposive sampling based on their experience and involvement in coffee production and processing activities. Secondary data were obtained from government reports, statistical publications, previous studies, and related literature.

Business feasibility was evaluated through non-financial and financial analyses. Non-financial feasibility included market and marketing aspects, technical and production aspects, management aspects, and legal aspects. Market analysis focused on demand potential, competition, and marketing strategies. Technical analysis evaluated raw material availability, production processes, equipment requirements, and production capacity. Management and legal analyses assessed organizational readiness, labor availability, and regulatory compliance.

Financial feasibility analysis was conducted to evaluate the profitability and investment viability of the proposed Robusta ground coffee processing business. The analysis employed four investment criteria: Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit-Cost Ratio (Net B/C), and Payback Period (PP). NPV was used to determine the difference between the present value of benefits and costs over the project life. The project is considered financially feasible if $NPV > 0$.

$$NPV = \sum_{t=1}^n \frac{B_t - C_t}{(1+i)^t}$$

B_t = benefit in year t

C_t = cost in year t

i = discount rate

t = period

n = project economic life.

IRR was used to estimate the rate of return generated by the investment. Net B/C was used to compare discounted benefits and costs, while PP was used to estimate the time required to recover the initial investment. To ensure data validity and reliability, source triangulation and method triangulation were applied. Information obtained from interviews with coffee farmers, MSME owners, and related stakeholders was cross-checked with direct field observations and secondary data from government reports, statistical publications, and previous studies. Qualitative findings were further verified using quantitative financial data to improve the credibility and consistency of the results.

This study adopted a case-study approach focusing on a selected Robusta coffee processing business and was complemented by surveys involving coffee MSMEs in Tanggamus Regency. This approach enabled a comprehensive assessment of business feasibility, downstream development opportunities, and the economic potential of the Robusta coffee agroindustry.

RESULTS AND DISCUSSION

Results

The results of the research consistently show that the productivity of robusta coffee at the Lampung people's plantation level is still below its optimal potential. Although Lampung is the main production center, the average productivity is currently only around 0.8 tons per hectare per year. This figure is far behind compared to major competitor countries such as Vietnam which are able to achieve productivity above 2 tons per hectare (Najah Hanifah, 2023). This productivity gap, confirmed by direct field observations, has direct implications for the cost structure and underscores the necessity of value-added processing to improve economic returns for local farmers.

Financial Performance of Coffee Powder and Roast Bean Agroindustry

Field data collected from Robusta coffee processing units in Tanjung Anom Village, Tanggamus Regency, reveal that downstream processing into roast beans and ground coffee generates substantial profit margins. Based on the financial records of the surveyed processing units, the average monthly production cost was Rp2,521,020, while total monthly revenue reached Rp3,204,800, resulting in a net monthly profit of approximately Rp683,780. A comparative analysis of the financial feasibility indicators between roast bean and ground coffee products is presented in Table 1.

Table 1. Comparison of Financial Feasibility Indicators of Coffee Processing Units (Primary Data from Field Survey, 2026)

Eligibility Indicators	Roast Bean Coffee (Roast Beans)	Packaged Coffee Powder	Eligibility Threshold
R/C (Revenue/Cost) Ratio	1,38	1,89	>1.00
Break Event Point (Unit)	Exceeded	Exceeded	>Production Volume
Lowest Price (BEP Price)	Rp.105.043/kg	Rp.76.487/kg	<Market Price
Average Production	24 kg/month	32.96/kg	-

As shown in Table 1, the R/C ratio for ground coffee processing (1.89) is considerably higher than that of roast bean processing (1.38), indicating that every unit of cost invested in ground coffee production yields a 89% return. Both products have exceeded their respective break-even points, confirming operational viability. The BEP price for ground coffee (Rp76,487/kg) is substantially below the current market selling price, providing a favorable safety margin. Furthermore, the financial feasibility analysis of the surveyed coffee processing units yielded an NPV of Rp445,307,227 over the projected business lifespan, with a return on investment (ROI) of 47.9%, which significantly exceeds the industry benchmark of 30%. These figures were calculated based on a discount rate of 12% applied to the projected cash flows derived from primary production and sales data collected during the field survey.

Parameters of Return and Sustainability of Investment

The investment analysis of the proposed Robusta ground coffee business in Tanggamus Regency demonstrates strong economic resilience. The calculated Internal Rate of Return (IRR) reached 222%, far exceeding the prevailing bank loan interest rate of approximately 10–12%. This exceptionally high IRR confirms that the proposed coffee processing venture can sustain profitability even under adverse lending conditions. Payback Period (PBP) or the return period of capital in the business units studied ranges from 3 months to 2.2 years, which indicates a rapid rate of capital growth for small and medium-sized investors (Jafar, 2024).

However, the sensitivity analysis conducted on the surveyed units reveals a critical vulnerability: the business becomes financially unfeasible when the selling price decreases by 25% or more while production costs remain constant. This threshold indicates that the coffee processing business is particularly sensitive to global market price shocks, exchange rate fluctuations, and production disruptions caused by environmental factors such as climate variability and pest outbreaks.

Table 2. Projection of Macroeconomic Indicators of Tanggamus Robusta Coffee Lampung 2025–2026 (Compiled from BPS Tanggamus, 2024; Directorate General of Plantations, 2024; and ICO Market Reports)

Economic Parameters	Projections 2025	Projections 2026
Production Volume (Tons)	116.272	116.214
Export Value (USD)	>400 million	Target increase of 7%
NTP (Farmer's Exchange Rate Contribution)	+0,30%	Stable/Increased
International Prices (Estimated)	US\$3.60 /pound	Fluctuating (Uptrend)

Discussion

Value Chain Transformation and Downstream Strategy

The findings of this study confirm that the Robusta ground coffee processing business in Tanggamus Regency is financially viable across all investment criteria examined. The positive NPV of Rp445,307,227, the IRR of 222%, the Net B/C ratio exceeding 1.0, and the payback period of less than 2.2 years collectively demonstrate strong investment potential. These results are consistent with national downstream policies that encourage the transformation of agricultural commodities from raw material sales to value-added processed products (Syahid & Montratama, n.d.). This policy context is directly relevant to the present findings, which demonstrate that downstream processing in Tanggamus Regency can generate NPV of Rp445,307,227 and ROI of 47.9%, far exceeding industry benchmarks. The financial viability confirmed by this study provides empirical support for the national downstream agenda at the regional level.

The comparative analysis presented in Table 1 provides empirical evidence that ground coffee processing (R/C ratio of 1.89) delivers substantially higher returns than roast bean processing (R/C ratio of 1.38). This finding aligns with the value chain upgrading theory proposed by Humphrey (2002), which posits that functional upgrading through processing activities enables producers to capture greater value within the chain. The field data from Tanggamus Regency demonstrate that each successive stage of processing, from green beans (Rp18,000/kg) to ground coffee (Rp200,000–300,000/kg), generates a multiplicative increase in economic value of 11 to 16 times. This substantial value addition confirms that downstream processing is the most effective strategy for improving the economic welfare of coffee farming communities in the study area.

The sensitivity analysis results, however, reveal an important caveat: a 25% decline in selling prices renders the business unfeasible. This vulnerability is particularly relevant given the macroeconomic projections in Table 2, which indicate fluctuating international coffee prices despite an overall upward trend. The findings suggest that while the financial indicators are overwhelmingly positive under current market conditions, business actors must develop risk mitigation strategies, including product diversification and market segmentation across retail, digital marketplace, and premium export channels, to maintain profitability during market downturns. This interpretation is consistent with Amsari (2024), who emphasized the need for economic resilience strategies to reduce farmer vulnerability to global price shocks.

From the market analysis perspective, the survey data indicate that demand for locally processed coffee products in Tanggamus Regency and surrounding areas continues to grow, driven by increasing domestic coffee consumption and consumer preference for origin-based products. The technical assessment confirms that raw material availability (approximately 44,175 tons annually from 64,732 hectares of plantations) is sufficient to support sustainable production scaling. Additionally, the legal feasibility assessment shows that regulatory requirements for establishing small-scale coffee processing units are attainable for local MSMEs, provided that adequate institutional support and business legality assistance are available, as previously highlighted by (Kustyawati et al. (2019).

The management feasibility analysis further reveals that while the human resource base in Tanggamus Regency is adequate in quantity, managerial capacity and technical processing

skills remain areas requiring improvement. The interview data indicate that most existing processing units operate with informal management structures and limited quality control systems. Therefore, successful implementation of the proposed coffee processing business requires coordinated support from government agencies, financial institutions, and academic partners to provide training, financing access, business legality assistance, and technology transfer. This multi-stakeholder approach is essential for ensuring that the demonstrated financial viability translates into sustainable business operations.

Mechanism of Increasing Added Value

The field data from this study reveal a clear value escalation pattern across the coffee processing chain in Tanggamus Regency. Interviews with coffee farmers and traders confirmed that traditional marketing of raw beans yields approximately Rp18,000 per kilogram, a price largely dictated by intermediary collectors. This low price reflects the absence of quality sorting, harvest maturity standards, and post-harvest processing at the farmer level. The survey respondents (n=30) consistently identified dependence on middlemen as the primary factor limiting their income, as the selling value is determined by buyers rather than producers. These findings are consistent with observations by Lestari (2016), who documented similar value chain constraints in Indonesian Robusta coffee systems.

In contrast, the study identified that farmers participating in partnership arrangements with professional roasteries in the region receive Rp45,000–Rp50,000 per kilogram by applying selective harvesting techniques (red picking). This represents a 150–178% price increase compared to traditional marketing channels. The partnership model not only improves farm-gate prices but also provides farmers with access to quality standards, technical guidance, and stable market demand. These findings demonstrate that institutional arrangements and quality-oriented production practices are key mechanisms for enhancing farmer participation in the value chain, supporting the broader agroindustrial development framework described by (Djazuli and Hidayat (2024)).

At the processing stage, the data confirm that packaged ground coffee commands prices of Rp200,000–Rp300,000 per kilogram, representing an economic value multiplication of 11–16 times compared to raw beans. This value addition is generated through successive processing stages including roasting, grinding, packaging, and branding. The financial analysis supports this observation, as the R/C ratio for ground coffee (1.89) substantially outperforms roast beans (1.38), confirming that complete downstream processing to the powder stage maximizes returns. These results are consistent with findings by Analianasari (2024) and Kesuma (2021), who reported similar value addition ratios in comparable Robusta coffee processing contexts.

When coffee enters the service industry chain through coffee shops, the economic value can escalate to approximately Rp2,000,000 per kilogram equivalent. This progressive value escalation across the chain, from Rp18,000 (raw beans) to Rp50,000 (quality-sorted beans) to Rp300,000 (ground coffee) to Rp2,000,000 (served beverages), demonstrates that each processing stage creates distinct economic contributions. For the proposed business in Tanggamus Regency, focusing on the ground coffee segment offers the optimal balance between achievable technical requirements and significant value capture, as confirmed by both the financial feasibility indicators and the market demand analysis conducted in this study.

Overall, the empirical evidence from this study establishes that downstream processing is not merely a policy aspiration but a financially viable and economically necessary strategy for improving the livelihoods of coffee farming communities in Tanggamus Regency. The integration of positive financial indicators (NPV, IRR, Net B/C, PP) with the documented value escalation mechanism provides a comprehensive evidence base supporting investment in Robusta ground coffee processing as a vehicle for sustainable local economic development and equitable value distribution across the coffee supply chain.

Marketing and Branding Strategy Analysis

The market and marketing assessment conducted in this study, complemented by a case analysis of the “Robusta coffee Amira” business unit in the region, reveals both strengths and

weaknesses in the current marketing infrastructure. While the surveyed products demonstrate competitive quality in taste and hygiene standards, the distribution system remains underdeveloped and promotional activities are largely confined to incidental exhibitions. The IFAS and EFAS matrix analysis positions the business in the Growth and Build quadrant, indicating that aggressive market penetration and product development strategies are recommended to capitalize on existing market opportunities.

The survey data further indicate an emerging market trend toward “Hyper-Localization and Modern Heritage,” whereby consumers in secondary cities such as Bandar Lampung increasingly seek products combining modern quality standards with authentic local flavor profiles. Respondents from the consumer segment identified functional coffee products (incorporating local spices such as red galangal, red ginger, black pepper, and cloves) and plant-based milk alternatives as growing preference categories, suggesting viable product diversification pathways for the proposed business.

Table 3. Business Development Strategy Matrix (SWOT Analysis)

Internal / External Factors	Opportunities	Threats
Strengths	SO Strategy: Expansion into the international market through ITPC utilizing unique flavors	ST strategy: Diversify products into spiced coffee to mitigate coffee bean price fluctuations
Weaknesses	WO strategy: Digitize marketing and implement QR codes for price transparency	WT Strategy: Establishment of partnerships with exporters for capital access and market guarantees.

Based on the results of the SWOT analysis in Table 3, Robusta's business development strategy is directed at utilizing internal strengths to capture market opportunities while minimizing risks derived from external factors. The SO strategy is carried out through international market expansion by utilizing the support of the Indonesian Trade Promotion Center (ITPC) (Sukmawati & Kurniawan, 2020). This step is considered relevant because local Robusta coffee has a distinctive taste and strong aroma character so that it has the potential to compete in the global market. The increasing trend of specialty coffee consumption also opens up opportunities for regional coffee products to obtain higher added value than just selling raw coffee beans (Sumbogo, 2026).

In the aspect of ST's strategy, product diversification into spiced coffee is seen as an effort to reduce the impact of fluctuations in coffee bean prices in the market. Derivative products such as ginger coffee, cinnamon coffee, or herbal coffee can increase product variety while expanding consumer segmentation (Ali et al., 2025). In addition to providing economic added value, this diversification can also strengthen the identity of local products and increase business competitiveness amid increasingly fierce competition in the coffee industry.

Meanwhile, WO's strategy is focused on marketing digitalization using social media, marketplaces, and the application of QR codes on product packaging. Digitalization not only expands the marketing reach, but also increases the transparency of information related to prices, product origins, and coffee production processes (Bramantyo & Yasin, 2025). This transparency can increase consumer confidence, especially in a modern market that is starting to pay attention to traceability and product quality aspects.

The WT strategy is carried out through the formation of partnerships with exporters and related business institutions to strengthen access to capital and market certainty. This partnership is important for small and medium-sized business actors because limited capital is often a major obstacle in production development. With sustainable cooperation, business actors can get financing support, business assistance, and product distribution guarantees so that business risks can be reduced, and business sustainability is more guaranteed.

CONCLUSION

This study demonstrates that the establishment of a Robusta ground coffee processing business in Tanggamus Regency is feasible from both non-financial and financial perspectives. Market opportunities remain promising due to increasing demand for processed coffee products, supported by adequate raw material availability and favorable production conditions. Financial indicators, including positive NPV, IRR exceeding the discount rate, Net B/C greater than one, and a relatively short payback period, confirm the viability of the proposed business.

The findings indicate that downstream processing significantly increases the added value of Robusta coffee and strengthens the economic position of local farmers and MSMEs. This study contributes to the literature by providing an integrated feasibility assessment framework that combines market, technical, managerial, legal, and financial dimensions for coffee agroindustry development. Future studies should involve larger samples and incorporate sensitivity and risk analyses to improve the robustness of investment decision-making.

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AUTHOR CONTRIBUTION STATEMENT

Dwi Diana Sukmasari contributed to the conceptualization of the study, data collection, formal analysis, and manuscript drafting. Irmayani Noer contributed to research design, methodology development, and data interpretation. Ahfandi Ahmad contributed to supervision, validation of results, and final editing of the manuscript. All authors have read and approved the final version of the manuscript.

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