

**ANALYSIS OF ARABICA COFFEE AGRIBUSINESS NETWORK  
IN TANJUNG BERINGIN VILLAGE SUMBUL SUB DISTRICT  
DAIRI REGENCY**

**A THESIS**



**BY :**

**GANESIA ARTDINI SITUMORANG**

**070304064**

**AGRIBUSINESS**

**AGRIBUSINESS STUDY PROGRAM  
FACULTY OF AGRICULTURE  
UNIVERSITY OF SUMATERA UTARA  
MEDAN**

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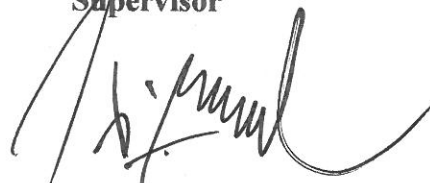
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Submitted to the Agribusiness Study Program, Faculty of Agriculture, University  
of Sumatera Utara in partial fulfillment of the requirements for the degree of  
Sarjana Pertanian

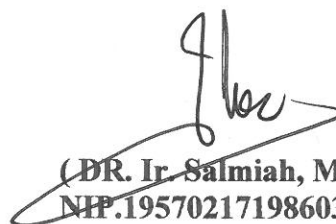
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FACULTY OF AGRICULTURE  
UNIVERSITY OF SUMATERA UTARA**

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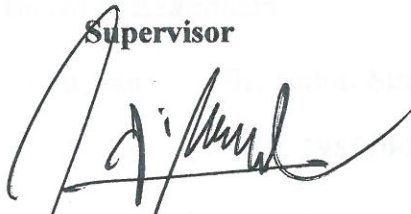
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**STUDY PROGRAM: AGRIBUSINESS**

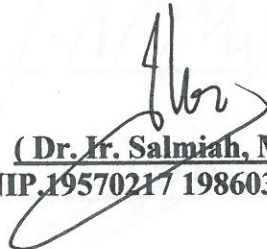
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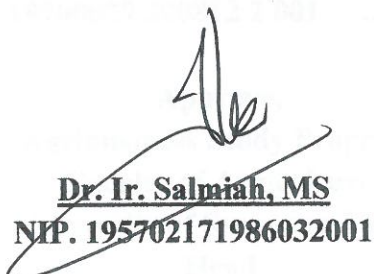
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**Date of Graduation: July 26, 2012**

PAGE OF APPROVAL

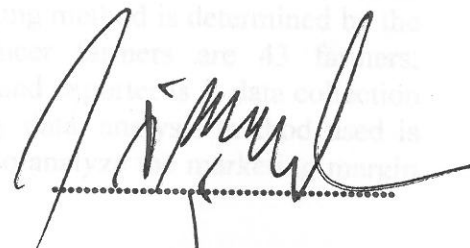
GANESIA ARTDINI SITUMORANG, NIM 070304064 With The Thesis Entitled ANALYSIS OF ARABICA COFFEE AGRIBUSINESS NETWORK IN TANJUNG BERINGIN VILLAGE SUMBUL SUB DISTRICT DAIRI REGENCY Had Been Maintained In Front Of Board of Examiners Agribusiness Study Program, Faculty of Agriculture, University of Sumatera Utara, And Had Been Accepted in Partial Fulfillment of Requirements for Obtaining the Degree of Sarjana Pertanian.

On July 26, 2012

Board of Examiners:

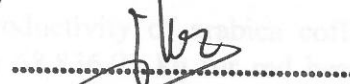
Chairman : Ir. Luhut Sihombing, MP.

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Member : Dr. Ir. Salmiah, MS.

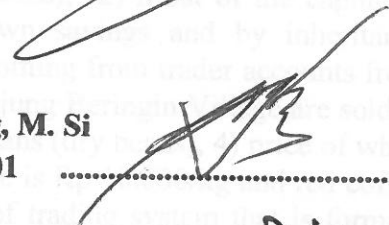
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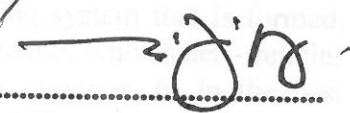
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## ABSTRACT

**GANESIA ARTDINI SITUMORANG (070304064 / AGRIBUSINESS)** with thesis entitled **ANALYSIS OF ARABICA COFFEE AGRIBISNIS NETWORK IN TANJUNG BERINGIN VILLAGE SUMBUL SUB DISTRICT DAIRI REGENCY**. The study was conducted in September 2011 to November 2011 and supervised by **Ir. Luhut Sihombing, M.P** and **Dr. Salmiah, M.S.**

This study aims to find out the productivity of farmers, the source of broker's (middleman) capital, the price of arabica coffee, the relationship between the parties involved in arabica coffee agribusiness network, analyze the marketing margin and efficiency of trading system, find out the final form of arabica coffee products sold in the study area.

Method of determining the area as purposive, which is intentionally based on consideration and specific purposes, the sampling method is determined by the purposive method with the number of producer farmers are 43 farmers, middlemen are 4, wholesalers are 3, retailer is 1, and exporter is 1, data collection method consisted of primary data and secondary data, analysis method used is descriptive and analytical Price Spread methods to analyze the marketing margin of trading system.

The results showed that 1) the level of productivity of arabica coffee farmers in Tanjung Beringin Village is high which 68,836.92 kg for red beans (logs) and 23,292.35 kg for white beans (dry beans), 2) Most of the capital of wholesalers and middlemen are from their own savings and by inheritance parents. However, there are also some of them coming from trader accounts from Arabica coffee farmers; 3) Arabica coffee in Tanjung Beringin Village are sold in two forms, they are red beans (logs) and white beans (dry beans), 4) price of white Arabica coffee beans in Tanjung Beringin Village is Rp 18.000/kg and red coffee beans is Rp 6.000/kg; 5) There are three lines of trading system that is formed, first, the farmer/producer - middlemen - wholesalers, second, wholesaler - retailer - consumer, third, the farmer/producer - wholesaler - exporter, 6) In the first trading system line, profit margin ratio of the farmers is 1.8, profit margin ratio of middlemen is 8.3 with the marketing efficiency is 2.19, the second trading system line, profit margin ratio of wholesalers is 2.03, profit margin ratio of retailers is 1.74 with the marketing efficiency is 1.98, the third trading system line, profit margin ratio of farmers is 1.9, profit margin ratio of wholesalers is 2.03 with the marketing efficiency is 2.04. The first trading system line is the most efficient trading system.

**Keywords:** Productivity, Arabica Coffee, Trading System Line