

Practice model (GAP); secondly, the crop productivity is low due to the use of random seeds; thirdly, the low-standard of farmers' institutionalism; fourthly, the value-added received by farmers is also low because most coffee produce are exported in a form of coffee beans; and finally, the financial capital is limited. Despite all of these, the commodity development in this sector is quite potential, because the cultivation system will be adjusted to GAP in order to improve the bargaining position of Indonesian coffee in the international market. The effort of increasing competitiveness of Indonesian coffee will be conducted through a continuous coffee plantation certification.

In accordance to the statements above and supported by the trend of the world coffee consumption, as well as the fact that Indonesia has the advantages in some aspects mentioned above, thus the general policy in coffee development is drafted. The general policy is to synergize all potential resources of coffee plants in order to increase business competitiveness, value added, productivity and quality of the products; through the stakeholders to actively participate; the implementation of organizational structure related to the needs and based on science and technology; and also supported by a good government management. The public policy is supported by the technical policies, which are the development of coffee cultivation, the enhancement of human resources, the partnership and institution improvement, increasing the business investment, and the development of information system management. The policy mentioned is outlined in forms of coffee development program and strategy. The program is to increase the productivity and quality of coffee plants sustainably. Meanwhile, the strategy consists of land revitalization, seeding, infrastructure and facility provision, human resource quality enhancement, financial support for farmers, downstream industrial technology and farmer organization. The implementation of the program and strategy for Robusta coffee is a crop productivity improvement through intensification, and while for Arabica, a plant expansion is applied. In the future, based on the market demands, especially international market, sustainable and internationally accepted standards and criteria for Indonesian coffee are needed to be set. One of the provinces in Indonesia which has vast land areas and large agricultural production capacity is East Java. The value of the Regional Gross Domestic Product (RGDP) in plantation subsector in that province when it is divided by the number of farmers who cultivate crop plantations in East Java, will yield the number of contribution from per capita-income for farmers who cultivate crop plantations. The plantation subsector contribution to the income of farmers who cultivate crop plantations in East Java in the 2008-2012 periods has contributions ranging from 8.14% to 11.79%. Below are the contributions of the agricultural subsector to farmers' per capita-Income in East Java in 2007-2011:

**Table 1: The Development of Employment in Plantation Subsector in East Java during 2007-2011**

Year	Plantation Per capita-Income (IDR)	East Java Per capita- Income (in Millions IDR)	Contributions (%)
2008	1.712.850	16,75	10,23
2009	1.800.556	18,45	9,76
2010	1.894.500	20,77	9,12
2011	1.980.000	24,30	8,14
2012*	2.110.000	27,00	7,81

Source: <http://www.disbun.jatimprov.go.id/pendapatanpetani.php>

The plantation sector contributions also come from the coffee commodity. In East Java, community-based coffee farming plays a very important role due to most of coffee production (about 93%) comes from community-based farming. However, the condition of farming management in community-based coffee plantations is still relatively poor, compared to that of the state plantations. At least there are two main problems that exist in community-based coffee plantations. They are the relatively low productivity and the product quality that is less qualified to export (Santoso, 1987). The promising prospect for the development of coffee plantations in coffee production centers in Indonesia, especially those cultivated by community-based coffee farmers in East Java, is the main reason for the need of a further research on coffee commodity. Community-based coffee has dominated the production and area in Indonesia.