

FROM BEANS TO A CUP OF COFFEE: EXPOSING THE UNEXPOSED

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Introduction

Coffee has become an international commodity that can improve people's welfare. Indonesia's coffee production is still less than Vietnam, Columbia, and Brazil until now.

Indonesian coffee, nevertheless, has different characteristics compared to Vietnamese and Brazilian coffees. The combination of geographical conditions and the touch of coffee farmers in the care and processing of coffee to bring a cup of coffee in the world market can be the basis of creating a competitive advantage as long as the valuable, unique in taste, and non-substitutable. Without it, undoubtedly Indonesian coffee will lose competition with Vietnam, or other ASEAN countries.

This paper examines the intangible aspects of all coffee processing. So far, there had many researches focused on mainly tangible aspects of coffee such as coffee type, production quantity, price, and processing technology.

Methods

This study uses qualitative research methods. The reason, because it will get the data hidden behind the head of people when compared using other methods. Informant of research is group of coffee farmers in Bondowoso, Jember, and Banyuwangi. Data mining techniques used in-depth interviews. Analysis of data: collecting, condensation, display, conclusion drawing.

Results

The quality of coffee depends on how to handle it. There are three ways to handle coffee from upstream to downstream using human capabilities, technology or machinery, and a combination of humans and machines.

The use of technology or machinery has not been able to replace the increasing role of capability, skills, experience, and tacit knowledge in informants. Therefore, the present phenomenon is a combination of technology use and dynamic capabilities of informants based on experience, skills, and tacit knowledge. Theoretically, this fact is in line with the theory put forward by Teece (2007), Barney et al. (2007), De Sarbo et al. (2007), Zubac et al. (2010), Tan et al., (2011).

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Conclusions

Tacit knowledge and specific dynamic capabilities of informants is very important to be maintained, sharing, upgraded, and passed on to future generations to produce coffee that is known to have characteristics in the world market. The existing technology can not replace the specific dynamic capability attached to the informants until now.

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