

ABSTRAK

FLUKTUASI HARGA GREEN BEANS GAYO ACEH PADA ASTA JAVA COFFEE AND ROASTERY YOGYAKARTA

Alfin Banjarnahor

Universitas Sanata Dharma

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Penelitian ini bertujuan untuk mengetahui fluktuasi harga Green Beans Gayo Aceh di tingkat petani, pengecer (cafe), dan bagaimana transmisi harga dari petani ke pengecer. Data diperoleh dari wawancara dengan 50 petani kopidan 10 pengecer kopi di Kabupaten Gayo Lues. Analisis data menggunakan analisis deskriptif.

Hasil penelitian menunjukkan bahwa harga Green Beans Gayo Aceh di tingkat petani berfluktuasi dengan trend yang cenderung tinggi. Fluktuasi harga ini disebabkan oleh beberapa faktor, antara lain: musim panen, kualitas kopi, permintaan pasar, dan harga kopi di pasar internasional. Harga Green Beans Gayo Aceh di tingkat pengecer juga berfluktuasi dengan trend yang cenderung tinggi. Hal ini disebabkan karena pengecer biasanya membeli kopi dalam jumlah besar dan menyimpannya untuk dijual kembali.

Transmisi harga Green Beans Gayo Aceh dari petani ke pengecer lebih dari efisien. Hal ini disebabkan oleh beberapa faktor, antara lain: biaya transportasi, biaya penyimpanan, dan margin keuntungan pengecer. Hasil deskriptif menunjukkan bahwa variabel yang berpengaruh signifikan terhadap harga Green Beans Gayo Aceh di tingkat pengecer adalah harga Green Beans Gayo Aceh di tingkat petani.

Kata Kunci: Kopi Gayo Aceh, Fluktuasi Harga, Transmisi Harga, Petani, Pengecer, Biaya Transportasi, Biaya Penyimpanan, Margin Keuntungan.

ABSTRACT

**PRICE FLUCTUATIONS OF GAYO ACEH GREEN BEANS AT ASTA JAVA COFFEE
AND ROASTERY YOGYAKARTA**

Alfin Banjarnahor

Sanata Dharma University

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are the price of Green Beans Gayo Aceh at the farmer level. This research aims to determine the price fluctuations of Green Beans Gayo Aceh at the farmer, retailer (cafe), and the transmission of prices from farmers to retailers. The data was obtained from interviews with 50 coffee farmers and 10 coffee retailers in Gayo Lues Regency. Data analysis was conducted using descriptive analysis.

The research results indicate that the price of Green Beans Gayo Aceh at the farmer level fluctuates with a generally high trend. These price fluctuations are caused by several factors, including harvest season, coffee quality, market demand, and international coffee prices. The price of Green Beans Gayo Aceh at the retailer level also fluctuates with a generally high trend. This is because retailers usually buy coffee in large quantities and store it for resale.

The transmission of prices of Green Beans Gayo Aceh from farmers to retailers is more than efficient. This is due to several factors, including transportation costs, storage costs, and retailer profit margins. The analysis descriptive results show that the variables significantly influencing the price of Green Beans Gayo Aceh at the retailer level

Keywords: *Gayo Aceh Coffee, Price Fluctuations, Price Transmission, Farmers, Retailers, Transportation Costs, Storage Costs, Profit Margin.*