

***Value Chain Analysis Of Ethnic Coffe Bean Fragrance Products  
At Keke Koka, Rambipuji District, Jember regency***

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**ABSTRACT**

*The agricultural sector is one sector that is able to strengthen the national economy. One of the agricultural commodities in the plantation subsector is coffee. Keke Koka is one of the agro-industrial businesses in Jember Regency that is trying to diversify coffee products. This business is located in Gayam Hamlet RT 001 RW 025 Rambigundam, Rambipuji District, Jember Regency. Since 2018, Keke Koka has processed robusta coffee beans into products that have added value, namely ethnic coffee bean fragrance. This research aims to identify the condition of the value chain, analyze the total costs, revenues and income, and analyze the added value of processing ethnic coffee bean fragrance products at Keke Koka. This type of research is descriptive and quantitative with sampling using the Purposive Sampling technique, as well as value chain analysis using the Modified Hayami method. The value chain of ethnic coffee bean fragrances at Keke Koka involves three main actors, namely PUSLITKOKA Jember Regency as a supplier of raw materials for coffee beans, Keke Koka as an ethnic coffee bean fragrance processing industry, and distributors as distributors of products to consumers. The total costs incurred to produce ethnic coffee bean fragrances are IDR 45,050,689/month. The total revenue obtained from sales is IDR 98,000,000/month. Meanwhile, the total income earned is IDR 52,949,311/month. The results of the analysis of the added value obtained from the processing of every one kilogram of coffee beans into ethnic coffee bean fragrance in Keke Koka are IDR 873,960/kg with a value added ratio of 89%.*

**Keywords:** *Ethnic Coffee Bean Fragrance, Value Chain, Added Value*