

ABSTRACT

PRAYITNO, The Effect of Field, Human Resources, and Cultivation Technique on The Enhancement of Coffee Production in Jember. Supervised by: RIZAL and YOSSI WIBISONO.

The potential for the cultivation of coffee plant in Eastern Java supported a good geographical, but productivity is still low. Opportunities need to be harnessed by improving farming techniques until handling both production and quality to get the competitive advantage to the national market and international especially Robusta coffee. The purposes of this study were to (1) analyze the effect of field on the enhancement of coffee production in Jember. (2) analyze the effect of human resource on the enhancement of coffee production in Jember. (3) analyze the effect of cultivation technique on the enhancement of coffee production in Jember. The populations of this study were coffee farmers in Jember. The numbers of the population were 3.280 of farmers. This study used samples from 160 people. Used data analysis in this study was called by SEM (Structural Equation Modelling). Based on the result of the analysis, it could be concluded that field and human resources was not significantly influencing the enhancement of coffee production. The positive significant enhancement on coffee production was caused by cultivation technique. Average productivity about 750-1300 kg green coffee/ha/year. This research had the managerial implications for policymakers through three approaches: Prioritizing cultivation technique especially on shade management dominant indicator because the people cultivated the field owned by Indonesia Forest Company. Improving human resources through training and supervising on coffee cultivation technique. Ruling out the use of field that is physically less in accordance with the terms grew of coffee.

Keywords: cultivation technique, field, green coffee, human resources production, structural equation modelling