

**Value Chain of Wild Civet Coffee Processed Products of Zhibond  
Coffee Micro Business in Jember District**

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**ABSTRACT**

The plantation sector in Indonesia continues to grow every year. The plantation sector continues to grow, namely coffee commodities which are a fairly high trade material in the world, wild civet coffee is one of the coffees known to the world because of its delicious taste which is influenced by various series of fermentation processes and processing. Zhibond Coffee is a processing industry that processes wild civet coffee into a product that has added value. To be able to increase the added value and economic value of the wild civet coffee commodity, a stage is needed where the wild civet coffee produced can be sold in processed form (the final product) such as roasted wild civet coffee and powdered wild civet coffee. The research was conducted to analyze the activities that generate value, both from within and outside the company. In addition, value chain analysis can help Zhibond Coffee to identify activities in the value chain that generate value and competitive advantage for the resulting product. This research is a descriptive and quantitative research with a sampling technique that is purposive sampling. The value chain of wild civet coffee in Zhibond Coffee generally involves three main actors, namely farmers as suppliers of wild civet coffee, processing industries and distributors who market processed wild civet coffee products. The total costs incurred by Zhibond Coffee in producing roasted wild civet coffee and powdered wild civet coffee are Rp. 5,465,111/month and Rp. 16,582,417/month, respectively, the total revenue is Rp. 8,400,000/month and Rp. 17,500,000, and the total income obtained from roasted civet coffee was Rp. 2,934,889 and Rp. 917,583, respectively. The added value of roasted wild civet coffee products is IDR 4,223,500, and the added value of ground wild civet coffee is IDR 2,0008,000, with a value added ratio of 50% and 13%, respectively.

*Keywords: Wild Civet Coffee, Value Chain, Added Value*