

**VALUE CHAIN ANALYSIS AND PRIORITIZATION OF FARMER
EMPOWERMENT ON ORGANIC COFFEE
IN SUKORAMBI DISTRICT, JEMBER**

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ABSTRACT

This study describes the Priority of Empowering Organic Coffee Farmers. The purpose of this study is to examine the priority problems that exist in farmers from upstream to downstream using Value Chain Analysis and the Hanlon Qualitative method to determine the advantages and disadvantages of cultivation, so as to determine the priority mapping of coffee farmers' empowerment needs. This research uses quantitative descriptive with hanlon qualitative method, value chain mapping analysis technique, value added analysis. Cultivation and processing are the most prioritized problems among other problems, due to the inability of farmers to cultivate and process organic coffee. The solution is to carry out routine socialization activities related to coffee cultivation and processing so as to reduce the inability of farmers to cultivate coffee.

Keywords: *Coffee, Chain, Organic, Value*