

**Arabica Coffee Agribusiness Development Strategy  
on the Ijen Raung Slope, Bondowoso Regency**

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**ABSTRACT**

*Bondowoso Regency is one of the four largest coffee producers in East Java. In 2020 the coffee area of Bondowoso Regency is 17,700 ha with a production of 10,285 tons consisting of arabica coffee and robusta coffee. However, when viewed in terms of quality and price, Arabica coffee has a better advantage than Robusta coffee, so that the people of Bondowoso Regency develop more Arabica coffee. Areas that have the potential to develop sustainable Arabica coffee agribusiness are Ijen Raung. The problem is that the productivity of Arabica coffee in the region is still lacking, in addition to the current condition of Arabica coffee farmers, where the Covid-19 pandemic causes a decrease in Arabica coffee prices, sales and limited promotional events held by local governments. So that the income of Arabica coffee farmers on the slopes of Ijen Raung decreases. This study aims to analyze the sustainable development strategy of Arabica coffee on the slopes of Ijen Raung, Bondowoso Regency. The methods used in this research are, Interpretative Structural Modeling (ISM) and Analytical Hierarchy Process (AHP) to produce the right strategy and can be interpreted. The results of the analysis show that: 1) There are 4 elements that have leverage in the sustainable development of Arabica coffee agribusiness on the slopes of Ijen Raung, Bondowoso Regency, 2) Priority strategies for Regional Government Policies and evaluations and policies that include harvest and post-harvest management policies, marketing policies and cultivation policies that need to be implemented in an effort to develop sustainable arabica coffee agribusiness on the slopes of Ijen Raung, Bondowoso Regency.*

*Keywords : Strategy, Agribusiness Sustainability, ISM, AHP, Ijen Raung*