



RISET PASAR KOPI

Potensi Ekspor Kopi Indonesia

- Indonesia = **produsen kopi terbesar ke-4 dunia** (setelah Brazil, Vietnam, Kolombia).
- Pangsa pasar global $\pm$ **6–7%**.
- Total ekspor kopi Indonesia 2024 $\rightarrow$ $\pm$ **400 ribu ton/tahun** (USD 1,2–1,5 Miliar).
- **Permintaan dunia tumbuh 2–3%/tahun**, terutama segmen specialty & sustainable coffee.

Daerah Sumber Utama Kopi di Indonesia

1. Arabika (Specialty Grade):

- Aceh Gayo
- Sumatera Utara (Lintong, Mandailing)
- Sumatera Selatan (Pagar Alam)
- Jawa Barat (Preanger)

- Jawa Tengah (Dieng, Temanggung)
- Jawa Timur (Ijen, Bondowoso)
- Bali (Kintamani)
- Sulawesi (Toraja, Enrekang)
- Papua (Wamena, Dogiyai)

2. Robusta (Volume Market):

- Lampung (Liwa, Tanggamus)
- Sumatera Selatan (OKU, Musi Rawas)
- Bengkulu
- Jawa Timur (Jember, Malang, Lumajang)

Jenis Kopi yang Diminati Pasar Ekspor



- **Arabika Specialty** → AS, Jepang, Eropa (cari traceability, flavor notes unik).
- **Robusta (bulk)** → Italia, Jerman, Rusia (untuk espresso blend, soluble coffee).
- **Organic & Certified Coffee**

(Fairtrade, Rainforest, UTZ) → Eropa & AS.

- **Green Beans (Raw)** = paling banyak diekspor.
- **Roasted & Ground Coffee** = mulai naik (pasar niche B2C).
- **Instant Coffee & Extract** = potensi besar untuk Afrika & Timur Tengah

Standar Packaging Kopi Ekspor

◆ Green Beans (Bijian mentah)

- **Bahan:** Jute bag / goni 60 kg (standar global).
- **Inner liner:** GrainPro bag (hermetic, anti-lembab, anti jamur).
- **Alternatif premium:** vacuum pack (30 kg).
- **Labelling:**
 - Origin (Aceh Gayo Arabica / Lampung Robusta)
 - Net Weight (60 kg)
 - Lot / Batch number
 - Exporter name
 - Harvest year

◆ Roasted Beans / Ground Coffee

- **Bahan:** Aluminium foil bag (250 gr, 500 gr, 1 kg) dengan one-way valve.
- **Outer:** Carton box 10–15 kg untuk shipping.
- **Shelf life:** 12–18 bulan.
- **Labelling wajib:**
 - Coffee type (Arabica/Robusta, Single Origin / Blend)
 - Roast date / Best before
 - Net weight
 - Country of origin

◆ Instant Coffee / Extract

- **Drum fiber / metal** → 25 kg, sealed + PE liner.
- **Sachet retail pack** → 15–25 gr x 20–50 pcs.
- **Carton:** 5–10 kg per master carton.

Strategi Ekspor Kopi Indonesia → tergantung supplier

1. **Short-term (0–6 bulan):** Fokus bulk green beans (Arabika & Robusta) → buyer importir besar di Eropa & AS.
2. **Mid-term (6–18 bulan):** Masuk segmen specialty dengan traceability + ikut pameran kopi dunia (SCAA Expo, World of Coffee, SCAJ Jepang).
3. **Long-term (2+ tahun):** Develop roasted coffee brand (Indonesia single origin) → direct-to-roaster / direct-to-consumer market.
4. **Sertifikasi & Branding:** Organic, Fairtrade, Rainforest → masuk buyer premium dengan harga 20–30% lebih tinggi.



Jadi peluang kopi Indonesia **sangat besar**:

- **Robusta** → volume market (Eropa Timur, Asia, Afrika).
- **Arabika Specialty** → premium market (Eropa Barat, AS, Jepang).
- **Organic / certified** → niche tapi high margin.



Perbandingan Harga FOB Kopi Indonesia (perkiraan 2024–2025)

Jenis Kopi	Produk	Harga FOB Indonesia (USD/kg)	Buyer Utama	Catatan
Robusta	Green beans (bulk, 60 kg jute bag)	2,5 – 3,5	Italia, Jerman, Rusia, Mesir	Pasar volume besar, harga sensitif, kualitas standar.
	Roasted beans (bulk, 1 kg pack)	7 – 10	Timur Tengah, Asia Tenggara	Margin naik, tapi masih commodity style.
	Instant coffee (spray-dried powder)	5 – 8	Afrika, Timur Tengah, Asia Selatan	Pasar B2B (bulk) & retail sachet, stabil.
Arabika	Green beans commercial grade	4 – 5,5	AS, Jepang, Eropa Barat	Lebih tinggi dari robusta, tapi masih masuk kategori volume.
	Specialty Arabica (cupping score ≥80)	6 – 8,5	AS, Jepang, Korea, Eropa	Premium market, traceability & cupping notes penting.
	Organic / Fairtrade Arabica	7 – 9,5	Eropa, AS	Tambahan 20–30% premium price.
	Micro-lot / Single Origin (e.g. Gayo, Toraja, Kintamani)	10 – 15	Roasters specialty di AS & Jepang	Volume kecil (30–300 kg), tapi margin tinggi.
	Roasted + Ground coffee (retail pack 250 gr)	12 – 18 (setara 48 – 72 USD/kg retail)	Pasar niche, direct B2C / online	Cocok untuk branding Indonesia origin.
	Coffee extract (liquid / powder)	20 – 35	Nutraceutical, food & beverage industry	Pasar industri, margin tinggi, butuh teknologi ekstraksi.

Insight

- **Cashflow cepat** → Robusta green beans (bulk).
- **Stabil premium** → Arabika specialty 6–8 USD/kg → buyer Jepang & Eropa.
- **High margin niche** → Single origin, organic, micro-lot, roasted retail pack.
- **Future growth** → Instant coffee & extract → cocok untuk pasar mass consumer & industri minuman.