

## ANALYSIS OF THE ORGANIC COCONUT SUGAR SUPPLY CHAIN IN BOJONGSARI DISTRICT, PURBALINGGA REGENCY, INDONESIA

### ANÁLISE DA CADEIA DE ABASTECIMENTO DE AÇÚCAR DE COCO ORGÂNICO NO DISTRITO DE BOJONGSARI, PURBALINGGA REGENCY, INDONÉSIA

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#### **Abstract**

The supply chain plays an important role in the marketing of agricultural products. This study aims to identify the supply chain of organic coconut sugar artisans and analyze the tasks and functions of marketing in the organic coconut sugar supply chain in the Bojongsari District area. The research was carried out using a survey method. The determination of the research location was carried out by purposive sampling in Bumisari Village and Pekalongan Village because there are 3,831 productive coconut trees managed by nearly 500 organic coconut sugar artisans. The research sample was determined by purposive sampling of 15 organic coconut sugar artisans in Bumisari Village and 15 artisans were selected because they were fostered by KUB Central Agro Lestari in Pekalongan Village with 15 respondents, so that there were a total of 30 respondents. Sampling of supply chain institutions is carried out using snowball sampling. The data collected in the research is in the form of primary and secondary data through interview, observation and documentation techniques with research techniques in the form of qualitative and quantitative approaches. The results of the study show that in Bojongsari District there are 3 patterns of marketing channels. Marketing pattern 1, organic coconut

#### **Resumo**

A cadeia de suprimentos desempenha um papel importante na comercialização de produtos agrícolas. Este estudo visa identificar a cadeia de suprimentos de artesãos de açúcar de coco orgânico e analisar as tarefas e funções de marketing na cadeia de suprimentos de açúcar de coco orgânico na área do distrito de Bojongsari. A pesquisa foi realizada utilizando o método de levantamento. A determinação da localização da pesquisa foi feita por amostragem intencional nas vilas de Bumisari e Pekalongan, pois existem 3.831 coqueiros produtivos gerenciados por cerca de 500 artesãos de açúcar de coco orgânico. A amostra da pesquisa foi determinada por amostragem intencional de 15 artesãos de açúcar de coco orgânico na vila de Bumisari e 15 artesãos foram selecionados por serem apoiados pela KUB Central Agro Lestari na vila de Pekalongan, totalizando 30 respondentes. A amostragem das instituições da cadeia de suprimentos foi realizada utilizando a amostragem em bola de neve. Os dados coletados na pesquisa são dados primários e secundários por meio de entrevistas, observação e análise documental, com técnicas de pesquisa qualitativas e quantitativas. Os resultados do estudo mostram que no distrito de Bojongsari



sugar artisans sell their products through KUB Central Agro Lestari before finally being marketed to wholesalers. The selling price from artisans to KUB Central Agro Lestari is IDR 17,000/kg, while KUB Central Agro Lestari resells to wholesalers at a price of IDR 19,066/kg. The marketing pattern 2 is that the selling price of craftsmen to collectors is IDR 16,500/kg, which is then sold to KUB Central Agro Lestari for IDR 19,500/kg, then sold to wholesalers at IDR 34,264/kg. In marketing pattern 3, the distribution flow of organic coconut sugar starts from coconut sugar artisans who sell their products to collectors at a price of IDR 15,000/kg, then sold to retail traders at a price of IDR 16,125/kg. From retailers, organic coconut sugar is sold directly to end consumers at a price of IDR 17,067/kg.

**Keywords:** Supply Chain. Marketing Channels. Coconut Sugar. KUB Central Agro Lestari.

*existem 3 padrões de canais de comercialização. No padrão 1, os artesãos de açúcar de coco orgânico vendem seus produtos através da KUB Central Agro Lestari, que os revende aos atacadistas. O preço de venda dos artesãos para a KUB Central Agro Lestari é de IDR 17.000/kg, enquanto a KUB Central Agro Lestari revende aos atacadistas por IDR 19.066/kg. No padrão 2, o preço de venda dos artesãos para os compradores é de IDR 16.500/kg, sendo o produto vendido à KUB Central Agro Lestari por IDR 19.500/kg e, finalmente, aos atacadistas por IDR 34.264/kg. No modelo de comercialização 3, o fluxo de distribuição do açúcar de coco orgânico começa com os artesãos que vendem seus produtos a compradores a um preço de IDR 15.000/kg, e posteriormente a varejistas a um preço de IDR 16.125/kg. Dos varejistas, o açúcar de coco orgânico é vendido diretamente aos consumidores finais a um preço de IDR 17.067/kg.*

**Palavras-chave:** Cadeia de Suprimentos. Canais de Comercialização. Açúcar de Coco. KUB Central Agro Lestari.

## 1 INTRODUCTION

Indonesia as an agrarian country has a diversity of biological resources that have great potential to be developed. Furthermore, the purpose of the processing industry/agroindustry is to process agricultural products and obtain profits so that their business can survive and grow (Istiyanti et al., 2018). The agroindustry sector has an important role in transforming agricultural commodities into products that are more needed by the community, so that agroindustrial activities in rural areas can spur an increase in demand. In the agricultural sector, the plantation sub-sector is one of the urgent sectors to be developed and one of the plantation commodities that has profitable prospects is coconut trees (Prasetiyo et al., 2018; Putra et al., 2020; Novarianto et al., 2021). However, the obstacle faced in increasing coconut sugar production is the decrease in the number of coconut trees because the problem of replanting coconut trees takes a long time (Moreno et al., 2020).

The use of coconut sugar is also growing in various countries. The use of coconut sugar is not only growing in the food industry, but also in the cosmetics industry (Saraiva et al., 2023; Wrage et al., 2019; Srikaeo & Thongta, 2015). The use of coconut in the cosmetics industry is growing because it has the advantage of being made from natural raw materials compared to cosmetic products made from chemical raw materials (Arianda Fairuz Zuhair et al., 2024; Noprima Okta et al., 2025; Singh & Paul, 2015). The development of the use of coconut sugar in various sectors has made coconut sugar production grow, not only in the world market but also in the domestic market. This will encourage coconut sugar marketing activities to grow as well (Arifin et al., 2025; Umar, 2016).

Based on data from the Central Statistics Agency, it is explained that Purbalingga Regency is one of the centers of coconut sugar production in the Central Java region and ranks second after Banyumas Regency. Organic coconut sugar products in Purbalingga Regency are a leading commodity based on local resources with a dense coconut tree plantation area almost spread throughout the sub-district, which is 5,289.32 hectares. Furthermore, Purbalingga Regency presents information that one of the areas that produces the most coconut sugar in Purbalingga Regency in 2021 - 2023 is Bojongsari District. Bojongsari District, Purbalingga Regency has the potential to develop the coconut sugar agroindustry in a sustainable manner (Mayka et al., 2024). The area of Bojongsari District is 1,353.08 hectares with a crystal sugar production rate of 8533.70 tons in 2023. Table 1 presents data on the position of coconut production in Purbalingga Regency as a coconut sugar producer during 2021-2023.

Table 1. According to Coconut Plantation Production in Purbalingga Regency (Ton)

No.	Districts	Production Quantity (ton/hectare)		
		2021	2022	2023
1	Kemangkong	6125,55	6114,50	6116,20
2	Bukateja	193,03	192,72	192,70
3	Kejobong	1380,57	1378,99	1379,40
4	Pengadegan	282,39	281,96	282,00
5	Kaligondang	1222,28	1219,95	1220,40
6	Padamara	42,88	42,80	42,80
6	Kutasari	9505,90	9505,90	9508,60
<b>7</b>	<b>Bojongsari</b>	<b>8498,93</b>	<b>8529,70</b>	<b>8533,70</b>
8	Mrebet	8853,10	8870,77	9455,28
9	Bobotsari	7904,86	7901,85	7904,86

10	Karangreja	282,17	281,93	281,98
11	Karangjambu	101,64	101,60	101,62
12	Karanganyar	3300,35	3300,35	3301,61
13	Kertanegara	1529,96	1529,53	1530,00
14	Karangmoncol	4164,27	4159,90	4161,09
15	Rembang	2213,06	2210,74	2211,37
	Total	55600,94	55623,19	56223,61

Source: Central Statistics Agency, (2024).

Bojongsari District is one of the sub-districts where coconut tree production has increased over the past three years. The real condition of the small organic coconut sugar industry has been able to generate income for artisan families, the average production reaches 7 – 10 kg/day with an average selling price of IDR 20,000/kg – IDR 22,000/kg. The marketing of organic coconut sugar products covers domestic markets (local, regional and national) and even international markets such as America, Canada, Japan, Europe and Singapore (Handayani & Pratama, 2019; Indrayanto et al., 2022).

In Bojongsari District, there are 361 organic coconut sugar artisans who are fostered by joint business groups (KUB) Central Agro Lestari. The problems faced include internal and external problems in the organic coconut sugar production business in the Bojongsari District area such as most of the artisans marketing their products through marketing institutions including KUB Central Agro Lestari, collectors, and to several retail traders who are in the nearest traditional market such as Sangkanayu Market and Bobotsari Market. Artisans from other villages also market their products to the same traditional market and the ease of consumers in buying organic coconut sugar at the *market place*. Thus, there is a condition of still low prices offered by collectors to craftsmen. The limitation of market information will result in many things such as the not optimal absorption of products in the market because business actors cannot describe the size, structure and behavior of the target consumers, plan the position of the product in the market, market share and estimated sales in the future.

In line with the results of the research (Budiningsih & Putri, 2021) often craftsmen do not have a bargaining position in determining the price of products, this is related to several problems, both economic and non-economic. Research by Ekawati et al., (2022) and Yulianita (2019) showing that the price of coconut sugar products is determined entirely by collectors, coconut sugar artisan entrepreneurs stated that processing activities are still traditional with limited business capital ownership. This study is important to

carry out because the results of the research are considered sources, sources of information and government policies at the regional and central levels. Based on the description mentioned above, this study aims to identify the supply chain and marketing function of organic coconut sugar in the Bojongsari Purbalingga Region.

## 2 MATERIALS AND METHODS

This study uses the survey method, which is a study that takes samples from one population and uses questionnaires as the main data collection tool. The research location in the Bojongsari District 5ode was determined by *purposive sampling* on the grounds that it has the potential of local resources, there are organic coconut sugar artisans made from coconut sap raw materials. Research time from April to December 2025.

The research population includes all organic coconut sugar artisans in Bumisari Village and Pekalongan Village, Bojongsari District, which make it the main profession as well as a fostered by the KUB Central Agro Lestari. The number of research samples was deliberately determined to be 30 organic coconut sugar artisans out of a total population of 500 organic coconut sugar artisans. Respondents of supply chain institutions were determined by *Snowball Sampling* by conducting flow tracing including wholesalers, collectors, retailers, and parties KUB Central Agro Lestari.

Data collection includes primary and secondary data through intensive interviews, observations, and documentation. Furthermore, the data that has been collected and documented well is analyzed by qualitative descriptive analysis techniques (Miles et al., 2014). All qualitative data are then analyzed na Interactive 5odelo f Analysis (Miles & Huberman, 1991). Data analysis was carried out in a descriptive, qualitative and quantitative manner covering the condition of the network structure and supply chain members of organic coconut sugar artisans, the tasks and marketing functions of the supply chain of organic coconut sugar artisans in the Bojongsari District, Purbalingga Regency.

### 3 RESULTS AND DISCUSSION

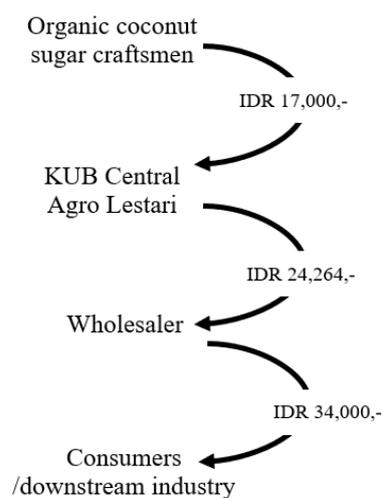
#### 3.1 Identification of organic coconut sugar supply chain

The structure of the organic coconut sugar supply chain in the Bojongsari District area starts from artisans processing sap raw materials as the main members of organic coconut sugar producers. Artisans independently or as fostered by members of KUB Central Agro Lestari process sap raw materials resulting from tapping coconut trees through stages of processing activities which include the stages of cooking, filtering and opening. Organic coconut sugar production is growing because it has good prospects (Sarpong et al., 2024), in addition, the coaching carried out by KUB Central Agro Lestari to its members is also increasingly intensive (Mayka et al., 2024). Based on the results of the study, there are 3 organic coconut sugar marketing channels in the Bojongsari District Purbalingga Regency.

##### 3.1.1 Marketing channel 1

The marketing channel for organic head sugar starts from coconut sugar artisans as producers. The marketing channel is detailed as seen in **Fig. 1**.

Figure 1. Marketing pattern of channel 1



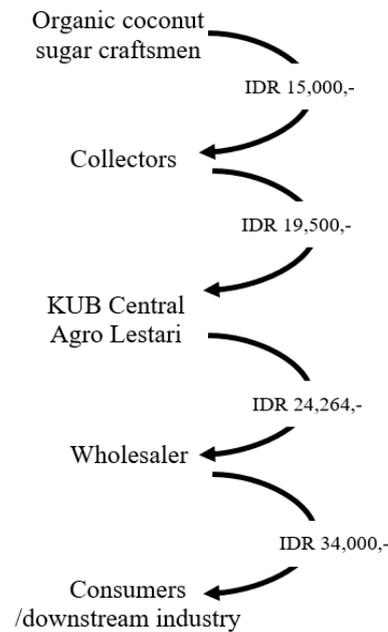
Source: Authors

The organic coconut sugar supply chain in Bojongsari District starts from artisans who process organic coconut sugar as well as members of KUB Central Agro Lestari. Based on the results of interviews and observations in the field, there are 3 patterns of marketing channels for the flow of organic coconut sugar products in Bojongsari District, Purbalingga Regency. In the pattern of marketing channel 1, organic coconut sugar artisans sell their products through the KUB Central Agro Lestari before finally being marketed to wholesalers from around Bojongsari District. The selling price of organic coconut sugar from artisans to KUB Central Agro Lestari is IDR 17,000/kg, while KUB Central Agro Lestari resells it to wholesalers at a price of IDR 24,264/kg. Furthermore, wholesalers sell to end consumers, both household consumers and downstream industries at a price of IDR 34,000/kg. In marketing channel 1, there are only 2 marketing institutions involved and each gets a marketing difference IDR 7,264/kg and IDR 9,736/kg. In the marketer channel 1, it can also be known that organic coconut sugar artisans have a farm share of 50%. Research conducted by Lucia et al., (2020) it also shows that there is a large marketing margin in coconut sugar marketing in Kulon Progo Regency, even though overall the existing coconut sugar marketing chain is relatively smooth. While research Sari et al., (2021) it shows that the difference in margins in the institutions involved in the marketing of coconut sugar causes differences in the existing marketing risks. However, even though there is a large margin, consumers are willing to pay because they know the benefits of consuming coconut sugar (Buencillo, 2022).

### *3.1.2 Marketing channel 2*

The next organic coconut sugar marketing channel in Bojongsari is as shown in Figure 2. In this channel, organic coconut sugar is marketed starting from coconut sugar artisans at a price of IDR 15,000/kg and to end consumers at a price of IDR 34,000/kg.

Figure 2. Marketing pattern of channel 2



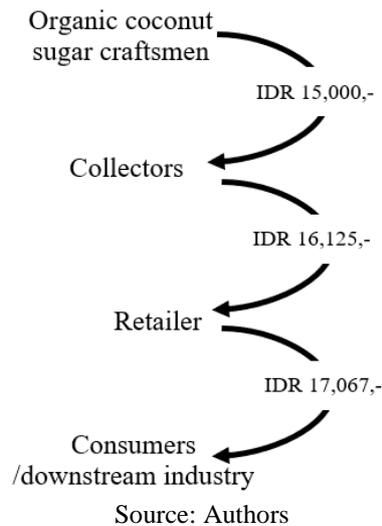
Source: Authors

In the marketing pattern 2, more marketing institutions are involved, starting from craftsmen, collectors, KUB Central Agro Lestari, wholesalers, and consumers. On this channel, artisans sell organic coconut sugar to collector traders at a price of IDR 15,000/kg. The collector then sells the coconut sugar to the next marketing institution until finally the coconut sugar is accepted by the end consumer. On this channel, the end consumer pays for organic coconut sugar at a price of IDR 34,000/kg. In this channel, the farm share received by artisans is 44.12%. Research conducted by Reski et al., (2022) concluding that to increase farm share, coconut sugar artisans enter into partnerships in marketing their products. While the research conducted by Utomo & Pangeran (2020) concluding that to increase the income of coconut sugar artisans not only through increasing farm share, but efforts are needed to improve the coconut sugar production business model towards a social entrepreneurship business model.

### 3.1.3 Marketing channel 3

The last channel of organic coconut sugar marketing in Bojongsari starts from artisans, collectors, retailers, and finally to the end consumer. In detail this marketing channel can be seen in **Fig.3**.

Figure 3. Marketing pattern of channel 3



Marketing channel 3, the distribution flow of organic coconut sugar starts from coconut sugar artisans who sell their products to collectors at a price of IDR15,000/kg. Furthermore, the collector traders resell to retail traders at a price of IDR 16,125/kg. From retailers, coconut sugar is sold directly to end consumers at a price of IDR 17,067/kg. This pattern generally occurs in artisans who are not members of KUB Central Agro Lestari or have limited market access. Although the final selling price to consumers is only slightly higher, profit margins are spread among more actors, so the income of artisans is relatively lower than that of channels involving KUB Agro Lestari directly. The results of this study are not much different from the results of the research Reski et al., (2022) which mentions that coconut sugar artisans who are not involved in partnerships will be freer in selling their produce. Even though they have the freedom to choose marketing channels, coconut sugar artisans generally choose traders who are already subscribers because of the trust regarding the price and the ease of obtaining money loans for their household needs (Priyawan et al., 2025).

### 3.2 Duties and functions of coconut sugar supply chain marketing

The marketing function that occurs from each institution involved in coconut sugar marketing is different because each marketing institution carries out a different activity routine and is adjusted to the needs of each marketing institution involved. As

stated Sudirjo (2023) that the function of existing marketing must facilitate the process of delivering goods and services. A similar expression was put forward by Rajer (2023) that the group of marketing institutions in question are producers, intermediary traders and service providers. The marketing pattern of organic coconut sugar in Bojongsari Purbalingga consists of several marketing institutions involved. Marketing agencies carry out different marketing functions according to their respective roles. Clearly the marketing functions carried out by each marketing agency are shown in Table 2.

Table 2. Marketing Function of Organic Coconut Sugar in the Bojongsari District Purbalingga Regency

Marketing Function	Craftsmen	Retailer	Wholesaler/Collector	KUB Central Agro Lestari
1. Function Financing: -Purchase -Sales	No Yes	Yes Yes	Yes Yes	Yes Yes
2. Physical Function: -Function Transportation -Function Storage -Function Processing	No No Yes	Yes Yes No	Yes Yes No	Yes Yes No
3. Facility Function: - Sorting Function - Grading Function	No No	Yes No	Yes No	Yes No
4. Risks Taking: - Market Information - Function Financing	No No	No Yes	Yes Yes	Yes Yes

Source: Primary Data Processing (2025)

From Table 1, it can be seen the activities of the organic coconut sugar marketing function at the level of craftsmen, retailers, collector traders, wholesalers and KUB Central Agro Lestari in the Bojongsari District 10rea as follows:

### 3.2.1 Organic coconut sugar artisan levels

At the craftsman level, they carry out a marketing function in the form of selling organic coconut sugar products only. In general, artisans in the three marketing patterns in Bojongsari District after processing organic coconut sugar products will directly sell to collectors or to KUB Central Agro Lestari. However, based on research (Mulyani et al., 2024) coconut sugar artisans do not only play a role in the production and sale of products, but artisans will greatly determine the quality of the products to be produced.

Therefore, the subsequent handling of products in marketing activities also depends on the quality of the products produced by the craftsmen (Badriah et al., 2021). However, the challenge faced in developing the coconut sugar industry is the age of the artisans who are getting older (Mestidio, 2024).

### *3.2.2 Retailer merchant tier*

At the retailer level who will directly sell organic coconut sugar products to consumers, both household and industrial consumers. The marketing function carried out by retail traders in organic coconut sugar marketing in Bojongsari District is the function of purchasing organic coconut sugar products from collectors/wholesalers and selling them to end consumers, either households or industries. Other marketing functions carried out by retail traders are in the form of transportation, storage and sorting/grading functions. Retail merchants play an important role in marketing because they are related to consumer satisfaction with the products being marketed. Research results Salam et al., (2024) shows that consumer satisfaction has a significant influence on coconut sugar marketing.

### *3.2.3 Collector/wholesaler merchant level*

Wholesalers/collectors of organic coconut sugar products in Bojongsari District carry out marketing functions in the form of purchase, sales, transportation, storage and sorting functions. Wholesalers/collectors purchase organic coconut sugar products from artisans who live in the research site and resell them to retailers or consumers of households and downstream industries. The role of collectors and wholesalers is very important when products will be traded between regions or even between countries. This role is very important because the large trader has enough capital and also an extensive communication network (Giang et al., 2024).

### *3.2.4 KUB Central Agro Lestari level*

KUB Central Agro Lestari performs the function of purchasing organic coconut sugar products directly from artisans in both marketing pattern 1 and from collector traders in marketing pattern 2. The sales function of organic coconut sugar products is also carried out by KUB Central Agro Lestari, which is a wholesaler in both marketing patterns 1 and 2 in Bojongsari District. The role of KUB Central Agro Lestari is as a partner of coconut sugar artisans. This role is essential for artisans in increasing management capacity, improving production technology, certifying products, and expanding market access (Watemin & Lestari, 2025). In addition, the partnership will also ensure the sustainability of the coconut sugar industry business carried out by farmers (Prastyanti et al., 2020; Anis et al., 2019; Sondak et al., 2023).

## **4 CONCLUSION**

The supply chain is a regulatory system related to product flow, financial flow and information flow in the distribution process of a product. The results of this study found that there are 3 patterns of coconut sugar marketing channels in Bojongsari District, Purbalingga Regency. Each marketing channel has benefits in delivering the flow of coconut sugar products from artisans to end consumers. In these marketing channels, each institution involved in marketing also has an important role. Based on this, it is recommended for organic coconut sugar artisans in Bojongsari District to sell products in the pattern of marketing channels 1 or 2 in order to get a more favorable price through the Central Agro Lestari Joint Business Group (KUB) as one of the marketing institutions involved. In addition, further research is needed related to all members of the supply chain to better understand the performance of the supply chain and the mechanism of the organic coconut sugar supply chain in a wider scope.

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### Authors' Contribution

All authors contributed equally to the development of this article.

### Data availability

All datasets relevant to this study's findings are fully available within the article.

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