



**Promoting Fairtrade System in Indonesia with The Aim
to Increase Coffee Exports to Germany: The Role of The
Indonesian Government**

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ABSTRACT

Thesis Title: “Promoting Fairtrade System in Indonesia with The Aim to Increase Coffee Exports to Germany: The Role of The Indonesian Government”

This study analyses the dynamics of Indonesian coffee exports to Germany, emphasizing the role of the Indonesian government in promoting a Fairtrade system to enhance market access and competitiveness. Germany the second-biggest coffee importer globally and the largest inside the European Union represents an essential market for Indonesian coffee exports. Despite its promise, Indonesia encounters considerable hurdles, such as intense competition from Brazil and Vietnam, inadequate acceptance of sustainability certifications, and inefficiencies within the supply chain.

The research utilizes a qualitative technique, integrating stakeholder interviews, an analysis of export statistics from 2013 to 2023, and an examination of governmental tactics. The results indicate that although Indonesia has premium coffee varieties like Gayo and Toraja, its export performance to Germany is erratic due to weak infrastructure, limited farmer capacity, and elevated certification prices. Moreover, Germany's inclination towards environmentally certified coffee underscores the significance of adherence to international standards such as Fairtrade.

This study highlights the necessity of incorporating Sustainable Development Goals (SDGs) and Environmental, Social, and Governance (ESG) principles into Indonesia's coffee export policies. Initiatives to enhance training, optimize logistics, and expand the implementation of sustainability certifications are essential for augmenting Indonesia's market share. Furthermore, cooperation among the government, corporate sector, and international organizations is crucial to assist smallholder farmers and improve the overall value chain.

By addressing these difficulties, Indonesia may enhance its standing in Germany's coffee market, improve the economic welfare of its farmers, and advocate for sustainable and equitable trading practices. This report emphasizes the essential importance of a strong Fairtrade system and sustainability-oriented

measures for attaining enduring growth in the global coffee market.

Keywords: Indonesian coffee exports, Fairtrade, sustainability, Germany, SDGs, ESG.

ABSTRAK

Judul: “Mempromosikan Sistem Perdagangan Adil di Indonesia dengan Tujuan Meningkatkan Ekspor Kopi ke Jerman: Peran Pemerintah Indonesia”

Studi ini menganalisis dinamika ekspor kopi Indonesia ke Jerman, dengan menekankan peran pemerintah Indonesia dalam mempromosikan sistem Perdagangan Adil untuk meningkatkan akses pasar dan daya saing. Jerman, importir kopi terbesar kedua di dunia dan terbesar di Uni Eropa, merupakan pasar penting bagi ekspor kopi Indonesia. Meskipun menjanjikan, Indonesia menghadapi kendala yang cukup besar, seperti persaingan ketat dari Brasil dan Vietnam, penerimaan sertifikasi keberlanjutan yang tidak memadai, dan inefisiensi dalam rantai pasokan.

Penelitian ini menggunakan teknik kualitatif, yang memadukan wawancara pemangku kepentingan, analisis statistik ekspor dari tahun 2013 hingga 2023, dan pemeriksaan taktik pemerintah. Hasilnya menunjukkan bahwa meskipun Indonesia memiliki varietas kopi premium seperti Gayo dan Toraja, kinerja ekspornya ke Jerman tidak menentu karena infrastruktur yang lemah, kapasitas petani yang terbatas, dan harga sertifikasi yang tinggi. Selain itu, kecenderungan Jerman terhadap kopi bersertifikat lingkungan menggarisbawahi pentingnya kepatuhan terhadap standar internasional seperti Perdagangan Adil.

Studi ini menyoroti perlunya menggabungkan Tujuan Pembangunan Berkelanjutan (SDGs) dan prinsip-prinsip Lingkungan, Sosial, dan Tata Kelola (ESG) ke dalam kebijakan ekspor kopi Indonesia. Inisiatif untuk meningkatkan pelatihan, mengoptimalkan logistik, dan memperluas penerapan sertifikasi keberlanjutan sangat penting untuk menambah pangsa pasar Indonesia. Lebih jauh, kerja sama antara pemerintah, sektor korporasi, dan organisasi internasional sangat penting untuk membantu petani kecil dan meningkatkan rantai nilai secara keseluruhan.

Dengan mengatasi kesulitan-kesulitan ini, Indonesia dapat meningkatkan posisinya di pasar kopi Jerman, meningkatkan kesejahteraan ekonomi para petaninya, dan mengadvokasi praktik-praktik perdagangan yang berkelanjutan dan adil. Laporan ini menekankan pentingnya sistem Perdagangan Adil yang kuat dan

langkah-langkah yang berorientasi pada keberlanjutan untuk mencapai pertumbuhan yang berkelanjutan di pasar kopi global.

Kata kunci: Ekspor kopi Indonesia, Perdagangan Adil, keberlanjutan, Jerman, SDGs, ESG.

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