

ABSTRACT

This study analyzes the added value of the production of Gayo arabica coffee powder in Mendale Village, Kebayakan District, Central Aceh Regency, with a focus on Mr. Iwan's Rebbe Coffee. Gayo Arabica Coffee is a plantation commodity that has high economic value and is known globally for its distinctive taste, contributing to local farmers and agroindustry. The purpose of this study is to analyze the advantages and added value of processing Gayo Arabica coffee beans into coffee grounds at Rebbe Coffee, as well as identify the coffee variants that have the highest value-added ratio. The method used is quantitative descriptive with the Hayami method added value analysis. Data was collected through field observations, interviews, questionnaires (primary data), and relevant literature (secondary data), with a focus on production, cost, sales, receipt, and business description data. The results of the study showed that Rebbe Coffee processed five variants, namely Natural, Wine, Honey, Golden Espresso, and Peaberry. The value-added ratios for the Natural, Honey, Golden Espresso, and Peaberry variants are all above 40%, categorized as high, with Golden Espresso having the highest ratio of 54,8%. The Wine variant has a moderate value-added ratio of 33.2%, which is in the range of 15%-40%. The processing of Gayo arabica coffee beans into coffee grounds significantly increases the economic value, with most variants showing a high value-added ratio, and the Golden Espresso variant being the most profitable.

Keywords: Gayo Arabica, Coffee Grounds, Rebbe Coffee, Advantages, Added Value