International Marketing Program of Coffee by Farmers that Join Coffee Cooperative in Pangalengan

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Abstract
Coffee has been known all over the world and become the second commodity that is marketed in the global market actively. One of famous coffee in Europe is Preanger Coffee and it comes from Pangalengan, West Java. People of Pangalengan planted Arabica coffee as well as Robusta. But, most of them planted Arabica type now days because international markets require Arabica type with certain condition. Those people are farmers and they join Koperasi Warga Masyarakat Desa Hutan (KOWAMAH). The aim of this research is to find out International marketing Program of KOWAMAH to market their product globally. Research objects are management of KOWAMAH and Dinas Perkebunan, West Java Province. This study uses descriptive method. Interview, observation and documentation are used to collect data. Research found that Coffee demand by international market is Coffee specialty which is Arabica and planted on 1000 metres over see level and has flavor, aroma, body, acidity, bitterness and astringent. Kowamah has marketing program are product, price, place and promotional activities through marketing public relations. One of key success factors owned by Kowamah is total supported by Government, namely Dinas Perkebunan, West Java Province. Buyer of Preanger Coffee is organizational scale and one of them who are interested to buy a company from Australia. Kowamah chooses indirect exporting to abroad and product adaptation strategy. Kowamah manages their international marketing activities through export departments. Kowamah started its first export to Australia on February 2010.

Keywords: entrepreneurship, International marketing, coffee, cooperative

1. Introduction
Coffee is one of international commodity and had been being cultivated by West Java farmers at Pangalengan, South Bandung since 1994. It was new commodity for Pangalengan farmers, but lately, they could receive it as one one promising commodity to be cultivated and could give them higher profitability compared to others.

Based on interview with Mr. Djamhur, one of coffee farmer in Pangalengan, for the first time, this commodity wasnot familiar with Pangalengan people because they had been being cultivating tea, fruits and other vegetables. It took several years to introduce coffee to farmers. They even provided coffee seeds to be distributed to farmers. It was given based on contracts such as paying after farmers harvesting it. This strategy could be an effective way to introduce coffee to farmers, unfortunately, it was not total acceptable by farmers. They seem didnot believe yet to coffee compare to their existing cultivation.

Farmers cooperated with management of PT. Perkebunan Nusantara (PTPN) VIII, as one of stated owned company in West Java which run their business in the area of plantation. They cover their business by managing forest around west Java (www.pn8.co.id) The role of PTPN VIII was very important because farmers use PTPN VIII land for cultivating coffee. It was planted between trees owned by PTPN VIII. This cooperation was based on win-win solution to both of parties. Management of PTPN VIII could get advantages from this cooperation by keeping land from deforestation by community around their land. Community needs land for cultivating their commodity like tea, vegetables, fruits and others. Farmers need land more and more to expand their plantation. This condition become a serious threat for management of PTPN VIII.

Another advantage for management of PTPN VIII was their involvement in the community and they can help surrounding community to support their life. The system used to develop coffee with farmers was contractual system for certain years. Farmers can use land for fifteen years and management of PTPN VIII can get profit share from coffee which is cultivated by farmers. Based on interview with Mr. Rusnandar, chairman of
Kowamah, farmers should give 15% of total production to PTPN VIII and it had been agreed by both parties. It is clear that cooperation between Management of PTPN VIII with farmers to cultivate coffee is beneficial to them.

Farmers are also benefial from this cooperation since this area was owned by Management of PTPN VIII and this land suits to cultivate coffee based on geographically requirement..

After several years, farmers who had been being cultivating coffee get result of their work hard since they were also supported by Dinas Perkebunan West Java Province which are really related to this commodity. It indicated by their total support to farmers to cultivate coffee. Based on interview by Dinas Perkebunan official, Mr. Iyus, he declared that government of Java Province through Dinas Perkebunan West Java provinces, always support Coffee farmers in Pangalengan. Some real activities to support farmers had been executed. He said that he had promoted coffee from Pangalengan to abroad especially Europe, Asia and Australian coffee businessmen.

This condition had been able to attract pangalengan people to cultivate coffee. Most of farmers change their commodity to coffee eventhough they need more time to harvest coffee.

Number of farmers who cultivate coffee are increasing and they set up a cooperative namely Koperasi Warga Masyarakat Desa Hutan or KOWAMAH and it was legitimated by Dinas Koperasi Kabupaten Bandung No. 11/BH/PAD/518-Kop/XI/2004. This cooperative is guided by Dinas Perkebunan, West Java Province.

For the first time, KOWAMAH did not focus on coffee and in 2004, it focused on coffee. Now days, KOWAMAH has 400 members who are from surrounding Pangalengan and have coffee plantation.

Based on Griffin, cooperative is form of ownership in which a group of sole proprietorships and/or partnerships agree to work together for common benefit (Griffin & Ebert, 2006: 106).

Actually, foreigners are very interested for coffee from Pangelengan with popular brand, Preanger Coffee. Those foreigners have their memorable things while consuming this coffee. Based on previous observation, coffee from farmers are sent to Medan or Surabaya to be exported to foreign countries. This means, consumers from abroad are still consuming coffee from Pangalengan, but this condition is not optimal yet in increasing KOWAMAH members prosperity.

Kowamah as a cooperative has a problem how to market preanger coffee internationally since it has been known internationally. Using exporters to market Preanger coffee from Kowamah has not given direct advantages to farmers and cooperative. Management of Kowamah tries to market it internationally. Unfortunately, the find problems to market it while coffee is one of international commodity and it has made people around the world to consume it.

Coffee is one of commodity that is interested business market. Te major industries making up the business market are agriculture, forestry, and fisheries, mining, manufacturing, construction, transportation, communication., public utilities, banking, finance and insurance, distribution and services (Kotler & Keller, 2009: 222).

The aim of this research is to know and analysis international marketing program of Kowamah to market coffee from Kowamah members to international market.

2. Relevant Work which is Done, the Theories under Layer

Sometimes, groups of sole proprietorship or partnership agree to work together for their common benefit by forming cooperatives. Cooperative combines the freedom of sole proprietorship with financial power of corporations. They give members greater production power, greater marketing power, or both. On other hand, they are limited to serving the specific needs of their members (Griffin & Ebert, 2006: 106).

The principles of cooperative based on International Labor Organization (ILO) are:
1. Association of member
2. Open Membership and voluntarily
3. Achieve the certain economic purposes
4. Building as a business organization, monitoring and controlling through democratic way
5. Fairness contribution to the capital share are needed
6. Risk and benefit as equal as getting the member

International Co-operative Alliance defines cooperative as an autonomous association of
persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise (2009). This definition can be understood based on Undang-Undang No. 25 Tahun 1992, Koperasi adalah badan usaha yang beranggotakan orang-seorang atau badan hukum Koperasi dengan melandaskan kegiatannya berdasarkan prinsip Koperasi sekaligus sebagai gerakan ekonomi rakyat yang berdasar atas asas kekeluargaan (the cooperative is a business entity consisting of a cooperative or a legal entity with bases its activities on the principle of cooperative movement as well as the people’s economy is based on the principle of kinship).

The goal of Cooperative in Undang-Undang Perkoperasian: “Koperasi bertujuan memajukan kesejahteraan anggota pada khususnya dan masyarakat pada umumnya serta ikut membangun tatanan perekonomian nasional dalam rangka mewujudkan masyarakat yang maju, adil, dan makmur berlandaskan Pancasila dan Undang-Undang Dasar 1945.” (Undang-Undang Republik Indonesia No. 25 Tahun 1992 tentang Perkoperasian beserta Peraturan Pemerintah, 1992) (Cooperatives Act: “Cooperation seeks to promote the welfare of members in particular and society in general and helped build the national economic structure in order to create an advanced society, just, and prosperous society based on Pancasila and the Constitution of 1945.”).

As an institution, which runs business, Kowamah also run marketing to market coffee abroad.

Marketing Management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchange that satisfy individuals and organizations goals. (http://www.marketingpower.com/library/dictionary).

Kotler and Keller said that marketing is an organizational function and a set of process for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (2009: 45).

Marketing Mix is the set of marketing tools that the firm uses to pursue marketing objectives in the target market (Kotler & Amstrong, 2006: 425).

Marketing program becomes marketing stimuli at the customer purchase decision. Every organization has specific purchasing objectives, policies, procedures, organizational structures, and systems. Business marketers need to be aware of the following organizational trends in purchasing.

Webster and Wind define in Kotler and Keller, organizational buying as the decision making process by which formal organizations establish the need for purchased products and services and identify, evaluate and choose among alternative brands and suppliers (2009: 222).

Kotler and Keller said the business market consists of all the organizations that acquire goods and services that are sold, rented or supplied to others (2009: 222).

Business market, however, has several characteristics that contrast sharply with those of consumer market:

a. Fewer, larger buyers
b. Close supplier-customer relationship
c. Professional purchasing
d. Multiple buying influences
e. Multiple sales call
f. Derived demand
g. Inelastic demand
h. Fluctuating demand
i. Geographically concentrated demand
j. Direct purchasing (Kotler & Keller, 2009: 222-225)

Industrial buying passes through eight stages called buyphases, as identified by Robinson and associates in the buygrid framework

![Major Influences on Industrial Buying Behavior](image-url)
1. Problem recognition, the buying process begins when someone in the company recognizes a problem or need that can be met by acquiring a good or service. The recognition can be triggered by internal or external stimuli. Internally, problem recognition commonly occurs when a firm decides to develop a new product and needs new equipment and materials, when a machine breaks down and requires new parts, when purchased material turns out to be unsatisfactory, and when a purchasing manager senses an opportunity to obtain lower prices or better quality. Externally, problem recognition can occur when a buyer gets new ideas at a trade show, sees a supplier’s ad, or is contacted by a sales representative offering a better product or a lower price.

2. General need description, Once a problem has been recognized, the buyer has to determine the needed item’s general characteristics and the required quantity. For standard items, this is not a very involved process. For complex items, the buyer will work with others—engineers, users, and so on—to define the needed characteristics. These may include reliability, durability, price, or other attributes. In this stage, business marketers can assist buyers by describing how their products would meet such needs.

3. Product specification, With a general need description in hand, the buying organization can develop the item’s technical specifications.

4. Supplier search, The buyer now tries to identify the most appropriate suppliers, by examining trade directories, doing a computer search, phoning other firms for recommendations, scanning trade advertisements, and attending trade shows.

5. Proposal solicitation, The buyer is ready to invite qualified suppliers to submit proposals. When the item is complex or expensive, the buyer will require a detailed written proposal from each qualified supplier. After evaluating the proposals, the buyer will invite a few suppliers to make formal presentations.

6. Supplier selection, before selecting a supplier, the buying center will specify desired supplier attributes (such as product reliability and service reliability) and indicate their relative importance. It will then rate each supplier on these attributes to identify the most attractive one.

7. Order-routine specification, after selecting suppliers, the buyer negotiates the final order, listing the technical specifications, the quantity needed, the delivery schedule, and so on.

8. Performance review, In the final stage of the buying process, the buyer periodically reviews the performance of the chosen supplier(s) (Kotler, 2001: 117-120).

Major tools in Marketing Public Relations:

1. Publications: Companies rely extensively on published materials to reach and influence target markets, including annual reports, brochures, articles, printed and on-line newsletters and magazines, and audiovisual materials.

2. Events: Companies can draw attention to new products or other company activities by arranging special events like news conferences, on-line chats, seminars, exhibits, contests and competitions, and sport and cultural sponsorships that will reach the target publics.

3. News: One of the major tasks of PR professionals is to find or create favorable news about the company, its products, and its people. The next step—getting the media to accept press releases and attend press conferences—calls for marketing and interpersonal skills.

4. Speeches: Speeches are another tool for creating product and company publicity and building the company’s image.

5. Public-Service Activities: Companies can build goodwill by contributing money and time to good causes.

6. Identity Media: To attract attention and spark recognition, the firm’s visual identity is carried by its logos, stationery, brochures, signs, business forms, business cards, Web site, buildings, uniforms, and dress codes.

The world is rapidly shrinking with the advent of faster communication, transportation, and financial flows. Products developed in one country—Gucci purses, Mont Blanc pens, McDonald’s hamburgers, Japanese sushi, Chanel suits, German BMWs—are finding enthusiastic acceptance in other countries (Kotler, 2002: 366).

In deciding to go abroad, the company needs to define its international marketing
objectives and policies. What proportion of foreign to total sales will it seek? Most companies start small when they venture abroad. Some plan to stay small. Others have bigger plans, believing that their foreign business will eventually be equal to, or even more important than their domestic business. “Going abroad” on the Internet poses special challenges; see the Marketing for the Millennium box, “WWW.TheWorldIsYourOyster.com: The Ins and Outs of Global E-Commerce.” The company must decide whether to market in a few countries or many countries and determine how fast to expand (Kotler, 2002: 369).

Major Decisions in International Marketing:
1. Deciding whether to go
2. Deciding which markets to enter
3. Deciding how to enter
4. Deciding on the marketing program
5. Deciding on the marketing organization

Once a company decides to target a particular country, it has to determine the best mode of entry. Its broad choices are indirect exporting, direct exporting, licensing, joint ventures, and direct investment. The normal way to get involved in a foreign market is through export. Occasional exporting is a passive level of involvement in which the company exports from time to time, either on its own initiative or in response to unsolicited orders from abroad. Active exporting takes place when the company makes a commitment to expand its exports to a particular market. In either case, the company produces its goods in the home country and might or might not adapt them to the foreign market.

Companies typically start with indirect exporting—that is, they work through independent intermediaries to export their product. There are four types of intermediaries:
1. Domestic-based export merchants buy the manufacturer’s products and then sell them abroad.
2. Domestic-based export agents seek and negotiate foreign purchases and are paid a commission. Included in this group are trading companies.
3. Cooperative organizations carry on exporting activities on behalf of several producers and are partly under their administrative control. They are often used by producers of primary products such as fruits or nuts.

4. Export-management companies agree to manage a company’s export activities for a fee. Indirect export has two advantages. First, it involves less investment. The firm does not have to develop an export department, an overseas sales force, or a set of foreign contacts. Second, it involves less risk. Because international marketing intermediaries bring know-how and services to the relationship, the seller will normally make fewer mistakes (Kotler, 2002: 374).

International companies must decide how much to adapt their marketing strategy to local conditions. At one extreme are companies that use a globally standardized marketing mix worldwide. Standardization of the product, advertising, and distribution channels promises the lowest costs. At the other extreme is an adapted marketing mix, where the producer adjusts the marketing-mix elements to each target market (Kotler, 2002: 379).

Keegan in Kotler, has distinguished five adaptation strategies of product and promotion to a foreign market:
1. Straight extension means introducing the product in the foreign market without any change
2. Product adaptation involves altering the product to meet local conditions or preferences
3. Communication adaptation, don not change the product, adapt promotion
4. Dual adaptation, adapt product and promotion
5. Product invention, develop new product with or without adapation in promotion (Kotler, 2002: 379).

Companies manage their international marketing activities in three ways: through export departments, international divisions, or a global organization (Kotler, 2002: 386).

3. Design, Model, and Implementation

Unit analysis of this research are management of Kowamah, Jl. Adang No. 8, RT 01/RW 06 Pasanggrahan Kulon Desa/Kecamatan Pangalengan, Kabupaten Bandung and Dinas Perkebunan West Java Province. This study uses descriptive method. Descriptive analysis is used to analyze data.
Population is used to interview and observe objects.

Primary and secondary source of data collection can be used in this research. Primary source is object of observation that directly gives data to the researcher while secondary source is object of observation that gives data to researcher indirectly.

In using qualitative technique approach, data collection is taken in natural setting. Data collection techniques that can be used are as follow observation, in depth interview and documentation

4. Implication/Result
4.1 Description of Kowamah

This cooperative was set up in 2000 where KOWAMAH stands for Koperasi Warga Al Mukaromah to develop business among korp haji in Kecamatan Pangalengan. Main activity of this cooperative was agribusiness.

In 2001, some farmers who had been member of KOWAMAH develop coffee, which had been tried since 1994. In 2004, Kowamah changed become Koperasi Petani Kopi Warga Masyarakat Hutan.

Kowamah was the first coffee farmers cooperative in West Java Province and its activity was not limited by government administrative region. This cooperative always synergizes their activity with Asosiasi Petani Kopi Indonesia DPW West Java and they are also supported by Dinas Perkebunan West Java Province especially from guidance and marketing aspects.

Kowamah vision is the realization of a prosperous coffee farmers and independent and makes coffee as a commodity commodity West Java. Kowamah missions are:
1. Empowering farmers in terms of skills in cultivating coffee,
2. Increasing processing, marketing and revenue,
3. Increasing the dignity, and welfare of coffee farmers,
4. Promote togetherness in marketing coffee among farmers,
5. Mobilising the pattern of mutually beneficial business partnership

Kowamah also has organizational values in running their business:
1. Start from today and from what we can do as well as from small little things first
2. Come up with cooperatives cultural to always say I am, cooperative and remove the custom to say the word: servant, I was in the interests of Cooperative Kowamah
3. The sooner the better
4. Catch all the opportunities that exist
5. United we are strong, our divorce destroyed
6. Be we as hosts his own home
7. Eliminate self-interest, come up with the spirit of mutual interest
8. Behavior of mutual-Realize that each positive in everyday life

This condition is increasing both the frequency and intensity after KOWAMAH efforts in introducing coffee grown products in South Bandung area both at home and abroad with the emergence of buyer-buyer cooperation abroad that want to market products through the cooperative coffee KOWAMAH.

Based on interview and observation in Kowamah, this cooperative consists of individuals or farmers, groups of sole proprietorship or partnership who agree to work together for their common benefit by forming cooperatives. Kowamah combines the freedom of sole proprietorship with financial power of corporations. Kowamah gives members greater production power, greater marketing power, or both.

Kowamah efforts to achieve its goal based on Undang-Undang Perkoperasian: “Koperasi bertujuan memajukan kesejahteraan anggota pada khususnya dan masyarakat pada umumnya serta ikut membangun tatanan perekonomian nasional dalam rangka mewujudkan masyarakat yang maju, adil, dan makmur berlandaskan Pancasila dan Undang-Undang Dasar 1945.

4.2 International Marketing program

Coffee is one of the major food trade value on the world stage occupied the second place after petroleum. Lately the quality of coffee has an important role in the world coffee trade, as consumers increasingly demanding high quality, particularly in specialty market segments. The latest development of consumers not only demand good quality coffee, but also a healthy coffee (safe to health).

Specialty coffee is Arabica type and planted at an altitude of 1000 meters above sea level (higher is better) and have a desirable flavor coffee lovers. Coffee flavors are obtained
depending on how the processing of raw and ready way of roasting coffee to drink.

Based on interviews with Mr. Djamhur, coffee flavors are referred categorized on several things:

a. Flavor  
b. Aroma  
c. Body  
d. Acidity  
e. Bitterness  
f. Astringent

Kowamah has to decide it marketing program and Kotler said international companies must decide how much to adapt their marketing strategy to local conditions. At one extreme are companies that use a globally standardized marketing mix worldwide. Standardization of the product, advertising, and distribution channels promises the lowest costs. At the other extreme is an adapted marketing mix, where the producer adjusts the marketing-mix elements to each target market (Kotler, 2002: 379).

Marketing program, which was executed by Kowamah, are first, product. Product of Pangalengan coffee is Arabica coffee with high quality standards based on buyer’s demand.

Second, price. Price which is used by Kowamah to transaction is market based price where L/C is used to payment process. Third, Place. The coverage is abroad since most of Preanger coffee was exported to abroad through exporter in Medan, West Sumatera and Surabaya, East java. Transportation used to export is container and ship as transportation mode.

Promotional activities consist of marketing public relations. First, publications. Companies rely extensively on published materials to reach and influence target markets, including annual reports, brochures, articles, printed and on-line newsletters and magazines, and audiovisual materials. It is also executed by Kowamah and supported by Dinas Perkebunan, West Java Province. One of key success factors owned by Kowamah is total supported by Government, namely Dinas Perkebunan, West Java Province. Publication was executed by Dinas Perkebunan, West Java Province.

Second tool is events. Coffee from Pangalengan was taken to exhibition abroad. Dinas Perkebunan, West Java Province participates in the exhibition abroad, especially coffee exhibition. This marketing event had made people interested on Preanger coffee.

Third, news. One of the major tasks of PR professionals is to find or create favorable news about the company, its products, and its people. The next step—getting the media to accept press releases and attend press conferences—calls for marketing and interpersonal skills. Kowamah management often does press conferences to media about Kowamah activities.

Buyer of Preanger Coffee is organizational scale and one of them who are interested to buy a company from Australia. As Kotler and Ketler said that business market consists of all the organizations that acquire goods and services that are sold, rented or supplied to others. This process also took place in some steps and they were represented by Mr. Tobby Smith dan Mr. Garret.

As Kotler and Keller said that, one of characteristic of business market is professional demand and Kowamah buyer was also uses eight stages as Robinson and Associate in the buy grid framework:
1. Problem recognition, this is the first stage where buyers need more coffee for their café in Indonesia as well as other countries.
2. General need description, Once a problem has been recognized, the buyer has to determine the needed item’s general characteristics and the required quantity. Buyers stated their general needs description such as coffee from Flavor, Aroma, Body, Acidity, Bitterness and Astringent. They found this specification in Coffee from Pangalengan, which is Arabika.
3. Product specification, with a general need description in hand, the buying organization can develop the item’s technical specifications. Those coffees should be harvested with special techniques and so does packaging and warehousing standards.
4. Supplier search, The buyer now tries to identify the most appropriate suppliers, by examining trade directories, doing a computer search, phoning other firms for recommendations, scanning trade advertisements, and attending trade shows. Kowamah is expected to fulfill this requirement.
5. Proposal solicitation, the buyer is ready to invite qualified suppliers to submit proposals. Kowamah had been asked to
propose solicitation based on buyers demand.  
6. Supplier selection, Kowamah had been selected to export coffee based on buyer demand.  
7. Order-routine specification. Quantity demand from buyer was 20 containers with 20 feet per a month  
8. Performance review, In the final stage of the buying process, the buyer periodically reviews the performance of the chosen supplier(s). Kowamah is also been reviewed by buyer.  

Kowamah didn’t export directly to Australia but cooperative with an exporter namely PT Morning Glory Coffee. Once a company decides to target a particular country, it has to determine the best mode of entry. Its broad choices are indirect exporting, direct exporting, licensing, joint ventures, and direct investment. In this case, Kowamah choose indirect exporting to abroad.  

In this agreement, Kowamah tries to be active exporting where it takes place when the company makes a commitment to expand its exports to a particular market. In either case, the company produces its goods in the home country and might or might not adapt them to the foreign market.  

Companies typically start with indirect exporting—that is, they work through independent intermediaries to export their product. Cooperative organizations carry on exporting activities on behalf of several producers and are partly under their administrative control. They are often used by producers of primary products such as fruits or nuts. In this case, Kowamah is a cooperative which export coffee from their members.  

Based of Keegan in Kotler, adaptation used by Kowamah is Product adaptation involves altering the product to meet local conditions or preferences  

Kowamah manages their international marketing activities through export departments.  

Based on data from Dinas Perkebunan West java Province, a number of coffee farmers in production centers Priangan in Bandung, south, began to export their crop to Australia at the beginning of harvest season this year 2010. Prime export is done through the Cooperative Union of Forest Village Community (Kowamah) district, Pangalengan, Kab. Bandung, thus opening opportunities for coffee farmers in the export path is greater.  

Based on Chairman Kowamah, Mr. Rusnandar, the initial export to Australia is as much as 18 tons of coffee beans which depart from Terminal dry Gedebage Bandung. Exports to these countries is done through the partnership with coffee exporting company in Bandung PT Morning Glory Coffee. The company was also ordered from this center to be exported to Italy and Korea.  

Initial export is actually still in small quantities because of the new coffee harvest season a little. Large harvest is expected to last April. According to him, orders from Australia, Italy, and Korea, lives filled with supplies in quantity and quality of their set.  

Mr. Iyus Spriatna, with South Bandung coffee exported to Australia, and the orders from Italy and Korea, making coffee farmers in this region began passionately to market their coffee to go abroad. According to him, the three countries has been the benchmark of business and trade in coffee, whether in the form of semi-finished and ready to drink products.  

International marketing program of Kowamah has resulted market interest to buy coffee from Pangalengan farmers.  

5. Conclusion  
Kowamah was the first coffee farmers cooperative in West Java Province and it’s activity was not limited by government administrative region. This cooperative always synergizes their activity with Asosiasi Petani Kopi Indonesia DPW West Java and they are also supported by Dinas Perkebunan West java Province especially from guidance and marketing aspects.  

Kowamah has Vision and mission and try to achieve its goal based on Undang-Undang Perkoperasian.  

Kowamah has to decide it marketing program are first, product. Product of Pangalengan coffee is Arabica coffee with high quality standards based on buyer’s demand. Second, price. Price, which is used by Kowamah to transaction, is market-based price where L/C is used to payment process. Third, Place. The coverage is abroad since most of Preanger coffee was exported to abroad through exporter in Medan, West Sumatera and Surabaya, East java. Transportation used to export is container and ship as transportation moda. Promotional activities consist of
marketing public relations. First, publications. Companies rely extensively on published materials to reach and influence target markets, including annual reports, brochures, articles, printed and on-line newsletters and magazines, and audiovisual materials. It is also executed by Kowamah and supported by Dinas Perkebunan, West Java Province. One of key success factors owned by Kowamah is total supported by Government, namely Dinas Perkebunan, West Java Province. Publication, events and news.

Buyer of Preanger Coffee is organizational scale and one of them who are interested to buy a company from Australia. Buyer was also uses eight stages as Robinson and Associate in the buy grid framework Problem recognition, General need description, Product specification, Supplier search, Proposal solicitation, Supplier selection, Order-routine specification and Performance review

Kowamah choose indirect exporting to abroad and Product adaptation. Kowamah manages their international marketing activities through export departments. Kowamah started it’s first export to Australia on February 2010.

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