

Original Article

Government Policy on Gayo Women's Coffee Cooperative Community in Bener Meriah Regency, Aceh Province, Indonesia

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Abstract: The Gayo Women's Coffee Cooperative (KOKOWA GAYO) is Southeast Asia's first women's cooperative to trade Gayo Arabica coffee to the international market. The marketing is to Europe and the United States through cooperation agreements to export coffee commodities with three international investors: Fairtrade, Ecocert, and Cafe Feminino Foundation. The annual contract to export Gayo Arabica coffee commodity is in the amount of 20 containers. This cooperative has 500 farmers trained to break the marketing chain from loan sharks to increase the income and economic welfare of the coffee farmers. The decision-making made by women in this cooperative requires government involvement in terms of policies that support the export of coffee commodities to international markets. Yet, there is still miscommunication between the government and the KOKOWAGAYO. Because of these problems, a data analysis was carried out using radical feminism theory and structural functionality. The research paradigm used was the critical paradigm with a qualitative methodological approach. The result of this study indicates that they carried out KOKOWAGAYO, a women's cooperative. Also, miscommunication occurred regarding government regulations on policies issued by the cooperative because it independently exported coffee commodities to international markets, and the government has issued regulations or policies related to the safeguarding of Gayo Arabica coffee authenticity through a Decree of Origin (SKA) and the Gayo Coffee Protection Society (MPKG).

Keywords: Communities; Government; Policies; Women's Cooperative.



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1. Introduction

Bener Meriah Regency is a district formed by the division of Central Aceh District. The capital city of this district is Simpang Tiga Redelong. The total area of Bener Meriah Regency is 1,454.09 km², consisting of 10 sub-districts and 233 villages. Indigenous people in this area are the Gayo people who use the Gayo language to interact daily. Bener Meriah has a mainstay commodity, Gayo arabica coffee, which is popular in the world market. Each of their coffee farming business people has one to two hectares of coffee plantations per family. Gayo Arabica coffee has become a superior product exported abroad and entered the European and American markets. Gayo arabica coffee is a type of coffee that is popular in both Indonesia and abroad. Among the people of Bener Meriah Regency, coffee is an essential part of life, as coffee cultivation and marketing become the economic foundation of the local communities (Jamaludin, 2022). As the primary financial source, coffee is a superior commodity for the local community. Regarding taste, Gayo arabica coffee has specific characteristics that are different from other Indonesian coffee in general, although other regions also have particular coffee named Robusta.

Previous research shows Arabica and Robusta coffee have similar spectra but different absorption (Agustini et al., 2022). PCA can map the chemical characteristics of Gayo Arabica and Gayo Robusta based on the concentrations of fats, organic acids, and carbohydrates. The organic acid composition of Gayo Arabica is associated with malic acid, succinic acid, and citric acid, while Gayo Robusta is related to acetic acid. Gayo Arabica has higher organic acids, while Java Arabica has higher Total Dissolved Solids (TPT). Therefore, these results indicated that the characteristics of arabica and robusta green coffee beans from Gayo differ from green coffee beans from Java (Saputri et al., 2020). Differences in characteristics between Gayo Arabica coffee commodities and Arabica coffee from other archipelagos affect the value of commodity exports to international markets. The increase in the export value of these food commodities will affect the impact of foreign exchange that will be obtained from this trade, both has a direct effect on coffee commodity farmers and increasing state revenues. Arabica coffee exports to the international market have a significant influence on improving the national economy. The increase in national income will also have an impact on the increase in aggregate expenditure.

Public payments significantly influence trade, so delivery has the same structure as government business and consumption capabilities (Rahayu et al., 2023). The mild export of coffee commodities has a close relationship with government policies. International marketing of export commodities from Indonesia is difficult due to the increasingly competitive global market in determining the types of goods exported from Indonesia (Septa Pratama et al., 2022). Therefore, for a mild Indonesian food commodities export, a government policy, including local government policies, that guarantees the ease of exporting is needed. Based on Article 1 No. 2 of Law No. 18 concerning Food, Food Sovereignty is the right of the state and nation to independently determine food policies that guarantee the right of the people to choose food systems that are the potential of local resources (Jamaludin, 2022). In line with that, coffee, one of the local food commodities from the Gayo highlands, especially in Bener Meriah Regency, also requires policies to moderate exports.

Previous research related to exports of food commodities from Indonesia found that they were still at the level of fulfilling orders from the lists or waiting for purchases to come. Indonesia's export value is no more than 1 % compared to the value of world exports. So, exports in Indonesia are still less to Vietnam as Vietnamese ports already had direct calls with investor countries and implemented them to become supply chains (Ngatikoh & Faqih, 2020). Indonesia's export strategy is still non-aggressive to other countries, which causes Indonesian products to belong to highly competitive export products. In addition, political elites can help increase exports by easing the burden on business people (exporters) in licensing (Suyatna, 2019). One of the government's policy strategies is participating in the WTO organization (Kadarukmi, 2013). That description explains the importance of macro and micro economic policies in facilitating the export of food commodities in Indonesia. Macroeconomic policies are monetary policies from the central government towards exports of food commodities to global markets, while microeconomic policies are policies at the regional level. All of these policies are to support gender equity in Indonesian food commodities export.

In conjunction with the issue, this research focuses on Government Policy toward the Gayo Women's Coffee Cooperative Community in Bener Meriah Regency. This current research aims to examine policies supporting the export of food commodities in Indonesia, especially the Gayo arabica coffee commodity, to facilitate marketing in international markets. Gayo arabica coffee has different characteristics from arabica coffee in other parts of the archipelago. Therefore, in order to maintain the authenticity of the coffee, trade policies from the local government are needed so that these commodities receive protection and authenticity. The practical benefits of this research are to provide recommendations that influence government policies to maximize the policy design that supports coffee export by women's groups to improve women's economies and increase gender equality in women coffee commodity entrepreneurs in Bener Meriah Regency.

The theory used in this study is the theory of radical feminism and functional structure. The theory of radical feminism developed rapidly in America during the 1960s-1970s. This theory has similarities with Socialist Marxist feminism theory. Yet, the difference is that radical feminism theory focuses on patriarchal realities in family and public institutions, so many women are oppressed. The theory of radical feminism is a women's movement fighting for women's

independence in domestic and public affairs in the absence of help and the presence of men (Setiawan et al., 2021). The theory of radical feminism in this study relates to the women's movement within an organization that bears the organization's policies to create economic independence and autonomy in policies made by women regarding macro market access to export coffee commodities to international markets. In addition, this research also analyzed the perspective of functional structural theory. Structural functional theory describes the diversity that exists in social life as a part of society's structure to determine the diversity of functions according to the position and role of individuals in a system (Setiawan et al., 2021). The link between the structural functional theory put forward by Talcot Person and gender is related to the reality of the roles division between men and women in the household and also in the world of work, which has been integrated with the system so that social stratification of gender roles is formed. This reality also occurs in organizational and economic management inside society, as men and women systematically exist in the dominant and marginal social structures in the household and the public sphere.

2. Materials and Methods

This study uses a critical paradigm approach with a qualitative methodology. The critical paradigm is a paradigm that was born from the Frankfurt institution. This paradigm focuses on movements dismantling existing ideologies toward human liberation from oppression (Jensen, 2020). A qualitative methodological approach is research that describes research results through descriptive, measurement, and testing through data analysis, tables, or schemes, as well as other statistical data that is always explained clearly through descriptions of words (Mohajan, 2018). The research was conducted in Bener Meriah Regency in the year 2023. Stratified accidental sampling was employed to select the respondents from Bener Meriah Regency Government stakeholders, Gayo Women's Coffee Cooperative (KOKOWA GAYO), and coffee commodity business people. The data presented in this study are primary data and secondary data. Qualitative data analysis techniques include the analytical model by Miles and Huberman, namely data reduction, data display, conclusion, and verification (Mohajan, 2018). The data that has been analyzed were then presented in the form of tabular and descriptive data.

3. Results and Discussion

3.1. Results

The research results are presented based on the data related to government policy toward women's coffee cooperative communities in Bener Meriah Regency. In order to further examine the data, the researcher first provides an overview regarding the success of priority policies in developed countries around the world. Complete data is presented in Table 1.

Table 1. Forms of Regulation and Government/Private Awards for Women Workers in Several Countries

No	Country	Regulation Form	Institution	Award	References
		Women empowerment : Rapid Assessment and Consensus Activity Implementation Monitoring and Analysis Learning and communications	NGOs	-	Hoque & Adams (2011)
1	Indonesia	Policy on discrimination freedom against women in vocational education institutions and gender equality	Republic of Indonesia Government Policy Law No. 7 of 1984 concerning Convention Ratification on the Elimination of Discrimination Against Women/CEWDAW, also known as the Women's Rights Convention.	Indonesia's Skill for Prosperity (SfP) program is funded by the British Government (ILO).	Moon (2022)
2	Nepal	Women's Empowerment: Group formation	Government policy in cooperation with NGOs	United Nations (UN) supports government	GESI Working Group (2017)

Capacity building Active participation of women Poverty mapping, etc	policies to empower women.
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Table 1 discusses some of the data related to policies prioritizing women in the public sector, both female workers and education and training. The government and NGOs will empower women who have not been absorbed in the industrial sector or companies to remain economically productive. Accordingly, those supported data open the horizon of the research results related to the policies carried out by the government and the private sector towards women's empowerment. Complete data is presented in Table 2.

Table 2. Research Results

No	Informant's Name	Gender Theory	Identification	Description
1	Coffee Commodity Business Entrepreneurs	Radical Feminism	✓	Women have many roles in coffee plantations, but very few of their roles generate income, as many of them work unpaid on their plantations to help their husbands. Many coffee business units accept women as workers and pay them only at certain times, such as during the coffee harvest season and sorting.
		Structural Functional	✓	A woman's role in the household is as a housewife, raising children and serving her husband. At the helm of women in public, some play the role of workers in coffee commodity companies and some work in their plantations which has become a tradition and are no paid wages.
5	Rizkani (Chairman of the KOKOWAGAYO Cooperative)	Radical Feminism	✓	Movement of women's decision-making to separate themselves from men's intervention in managing cooperatives and organizations. Women dare to set up the Gayo Women's Coffee Cooperative (KOKOWA GAYO) which has 500 female members and independently exports coffee to international markets in Europe and America .
		Structural Functional	✓	Women play a role as coffee commodity entrepreneurs and coffee plantation managers. Women have dared to take policies to improve the standard of living in the public sector, and also do not forget their nature in the domestic sphere as wives for their husbands and as mothers for their children.
6	Khairul (Head of trade office in Bener Meriah Regency)	Radical Feminism	✓	Women work on their plantations to help their husbands. This is due to the prevailing values in society, namely 'work' that has the value of Karya in Gayo, Meuseuraya in Acehnese (mutual cooperation in rotation on the coffee plantations of relatives and neighbours).
		Structural Functional	✓	Government policies through the Department of Industry and Trade, namely:

Industry: Coffee farming communities receive grant programs and contracts for coffee processing machine equipment. Through the grant program, farmers do not need to return or share with the government from the results of the coffee business, while through the contract program for equipment to support the coffee business, the government determines a profit-sharing system for Regional Original Revenue (PAD). Another government policy through the Industry and Trade Service is in the form of Regulations from the Trade Service, namely in the form of a Decree of Origin (SKA) regarding the origin of Gayo coffee. Furthermore, there is also a regulation regarding the Gayo Coffee Protecting Society (MPKG).

Table 2 presents the research results related to policies that support the Women's Cooperative community in exporting coffee to the international market. A very influential policy related to the marketing of coffee commodity products to the international market is the Decree of Origin (SKA) concerning the origin of Gayo coffee. Furthermore, there are regulations regarding the Gayo Coffee Protection Society (MPKG). Despite these two forms of regulation that can facilitate business people to export commodity coffee to the international market, SKA and MPKG are not such absolute requirements. Other countries still do not need SKA and MPKG to export Gayo arabica coffee commodities.

3.2. Discussion

The theory of radical feminism is a theory that analyzes the women's movement in increasing the economy household extremely by not involving men in decision-making in public spaces. Radical feminism is a social movement that has gradually improved the position of women in society, meaning that women can adapt to the system that applies to modern society (Ibrahim & Sulaiman, 2020). These present data were also analyzed through a structural, functional theory approach related to government policies for women without a strategic role in the coffee commodity business. Structural-functional theory examines the role of women in the social structure that exists in society, including the role of women in the structure of work in the Gayo Arabica coffee commodity business. Structural-functional theory focuses on solving problems that occur in social structures according to the functions of these structures, so as a result, society remains balanced (Maulana & Hasfi, 2019). Two theoretical approaches to analyzing research data are presented in Figure 1.

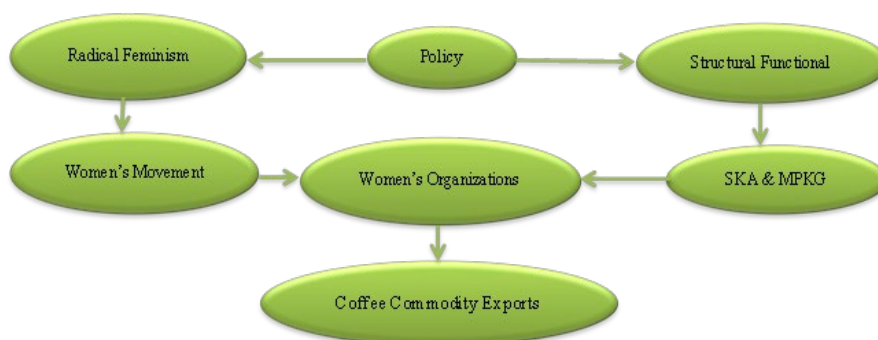


Figure 1. Discussion of Radical Feminism and Structural-Functional

Figure 1 describes government regulations and the women's movement in the Gayo Women's Coffee Cooperative regarding women's activities in the Gayo Arabica coffee commodity business. Based on a structural-functional analysis of local district government policies through the Department of Industry and Trade relating to the marketing of Arabica coffee to the international market, the government issued a regulation in the form of a Decree of Origin (SKA). One of the government policies as an agreement between ASEAN countries, among others, is the electronic Certificate of

Origin which began on January 28th 2018 based on the Circular of the Director General of Daglu No: 21/Daglu/5.1/SD//2018, a follow-up to Presidential Regulation Number 52 of 2017 concerning ratification of the protocol regarding the Legal Framework in implementing the ASEAN Single Windows for Indonesia, Malaysia, Singapore, Vietnam, and most recently Brunei Darussalam. Based on foreign trade agreements, business people or users in exporting services require a Certificate of Origin or another term of Free Trade Agreement Document or, often referred to as SKA/FTA, which functions as an identity for the origin of goods as well as a document of preference in exemption from import duty at destination country (Farid & Krishantoro, 2023). In addition, there is also a government regulation regarding the Gayo Coffee Protection Society (MPKG). This regulation is a form of product protection based on geographical location.

Legally and normatively, trademark protection is regulated in trademark provisions in countries such as Indonesia, the United States, France, India, Australia, and others. Suppose another country claims a country's product. In that case, the aggrieved country can apply for brand cancellation through the World Trade Organization (WTO) or the court in the country where it was registered (Herviandi et al., 2017). This discussion illustrates that the Certificate of Origin (SKA), a form of policy from the central government through the Ministry of Trade for administrative completeness in preventing barriers to business people from exporting, is categorized as a document that exempts import duties. In contrast, the Gayo Coffee Protection Society (MPKG) is a local government policy in the form of trademark protection registered in the international market. The release of Trade Ministry Rules No. 19 of 2019 concerning Export Policies and Arrangements makes it easier for business people and coffee exporters to feel more at ease in exporting because it replaces the previous policy, namely Trade Ministry Rules No. 80 of 2019 (Nugroho, 2014). The ease of export regulation is closely related to the entry of force to the Association Comprehensive Economic Partnership Agreement (IE-CEPA). One of the benefits of IE-CEPA for Indonesian exporters is the formation of market access to European Free Trade Association Comprehensive Economic Partnership Agreement/IE-CEPA (EFTA) countries through eliminating import duty rates. One of the products from Indonesia that gets a 0% rate on the EFTA market is coffee (Limenta, 2022). The European Free Trade Association Comprehensive Economic Partnership Agreement/IE-CEPA (EFTA) is an economic organization in the European region whose members are Iceland, Liechtenstein, Norway, and Switzerland. This analysis clarifies the ease of exporting coffee commodities to Europe because of the 0% import duty. It means that the Certificate of Origin is not valid for all countries exporting coffee commodities since the release of Trade Ministry Rules No. 19 of 2019. The Certificate of Origin (SKA) is only for exporting coffee commodities and is only valid to countries that still impose import duties.

Analysis of the radical feminism perspective theory on women's organizations in exporting Gayo arabica coffee commodities illustrates that women want to be free from male intervention in exporting coffee commodities. Women want to be independent through the Gayo Women's Coffee Cooperative. Through the Gayo Women's Coffee Cooperative (KOKOWAGAYO), the women's movement could walk independently in exporting Gayo Arabica coffee to European countries and the United States, and the number of women who joined the cooperative reached 500 female members. The prevailing internal policies separate women from men's cooperatives, plantation management is directly managed by women, and exporters are based on women's policies. The women's movement to actualize women's economic independence by exporting coffee commodities is a form of increasing productivity and the household economy. Women can be said to be agents of change and movers in transforming non-productive activities into productive activities that are economically productive in their surroundings (Malik & Courtney, 2011). It is related to gender equality as identifying participatory design must be sensitive to local conditions at the national, organizational, political, and ideological levels, so it is necessary to navigate politics, national and international policies as well as consider different outside timescales for certain projects (Malik & Courtney, 2011). It illustrates that the women's movement to realize economic independence in improving the welfare of coffee farming households in Bener Meriah Regency needs support from regional, national, and international government policies.

4. Conclusion

In conclusion, this study found that Bener Meriah Regency Government has issued a policy based on the policy of the minister of trade Circular Letter of the Director General of Daglu No: 21/Daglu/5.1/SD//2018, which is a follow-up to Presidential Regulation No. 52 of 2017 concerning protocol ratification regarding the Legal Framework for implementing ASEAN Single Windows for Indonesia, Malaysia, Singapore, Vietnam, and most recently Brunei Darussalam. The Minister of Trade Regulation No. 19 of 2019 concerning Export Policies and Arrangements appeared, making it easier for coffee commodity businesses to export coffee as 0% import duty was for European exports. Original Goods Decree (SKA) only applies to countries still charging import duties when exporting food commodities. Then, the Gayo Coffee Protection Society (MPKG) is a form of product protection based on the geographical location of existing food commodities, including coffee. Then, based on the theory of radical feminism, the women's movement began to form an organization, namely the Gayo Women's Coffee Cooperative (KOKOWA GAYO), which was founded by a group of women to foster 500 members of a women's cooperative and also export coffee commodities to Europe and the United States. Therefore, it is necessary to have government policies, both local and central government, as well

as support from international policies for women's organizations that can actualize women's economic independence and improve the welfare of coffee farming households in Bener Meriah Regency.

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