

Development Strategies for Liberica Coffee Farmers Based on SOAR Analysis: A Case Study in Magetan Regency

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Abstract. Liberica coffee is a unique coffee variety with a distinctive flavor and promising market potential. However, its development in Magetan Regency still faces several challenges, including low productivity and price fluctuations. This study aims to analyze the strengths, opportunities, aspirations, and results (SOAR) in the development of Liberica coffee in Magetan, and to formulate appropriate strategies to enhance its competitiveness in both national and international markets. The method used is the SOAR analysis, which identifies internal strengths and external opportunities, followed by strategy formulation based on aspirations and expected outcomes. The study reveals that the key strengths of Liberica coffee lie in its distinctive jackfruit-like aroma, high antioxidant content, and pest resistance. Meanwhile, development opportunities are supported by specific market demand and government training programs. The resulting strategy includes strengthening the Liberica coffee brand by leveraging the uniqueness of the product, diversifying derivative products, strengthening marketing and institutional capacity, and increasing production and cultivation. These strategies are expected to increase production to 1,000 kilograms per year, stabilize selling prices, and expand the Liberica coffee market both nationally and internationally.

1 Introduction

The development of the agricultural sector, particularly coffee commodities, has become a key priority in supporting food security and improving farmers' economic resilience in Indonesia. Liberica coffee, known for its distinctive flavor resembling jackfruit, resistance to pests, and ease of cultivation, is gaining attention for development in regions with suitable agroclimatic conditions, such as Magetan. A study on peatland restoration in Jambi revealed that Liberica coffee can grow well even on marginal peat soils, provided that soil drainage and pH are improved [1]. This finding presents a significant opportunity to diversify Indonesia's coffee sector while simultaneously increasing the income of local farmers.

The cultivation potential of Liberica coffee in Magetan is further supported by research on somatic embryogenesis as a propagation method, which demonstrates that optimized

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treatment of plant growth regulators (such as 2,4-D and BAP) can accelerate the production of high-quality seedlings suitable for marginal land [2]. A field study in Jambi revealed that the productivity of Liberica coffee declines significantly in aging plantations due to the prolonged use of conventional cultivation methods. This highlights the need for systematic rejuvenation and replanting programs to restore yield levels. Such efforts are expected to expand the population of Liberica coffee farmers and support the development of locally based coffee agro-industries.

This study is designed to explore the challenges and opportunities in the development of Liberica coffee in Magetan Regency using the SOAR (Strengths, Opportunities, Aspirations, and Results) approach. The main objective is to formulate practical strategies to enhance productivity, stabilize prices, and strengthen Liberica brand at both national and international levels. The study also aims to provide recommendations for stakeholders to ensure that Liberica cultivation delivers sustainable economic and social benefits to the local community.

2 Research Method

This study adopts a qualitative approach using the SOAR analysis method to formulate development strategies for Liberica coffee. This research was conducted in 2024. The research began with a literature review to gather comprehensive information on the characteristics of Liberica coffee, market opportunities, and various challenges in cultivation and marketing. The next stage was to determine key informants through purposive sampling, involving two Liberica coffee farmers, one non-Liberica coffee farmer, two former Liberica coffee farmers, two Liberica coffee consumers, the head of the farmer group, agricultural extension workers, the Magetan District Food Crops, Horticulture, Plantation and Food Security Agency, and the Magetan District Industry and Trade Agency. Data collection was conducted through in-depth interviews, field observations, and analysis of supporting documents. The collected data were analyzed thematically to identify strengths, opportunities, aspirations, and expected results. The findings were then organized into a SOAR matrix to generate adaptive and practical development strategies tailored to local conditions.

SOAR analysis focuses on identifying positive internal factors and consists of four key components: strengths, aspirations, external opportunities, and the desired outcomes [3]. The following table presents the SOAR matrix, which serves both as a tool to map problem analysis and as a guide for formulating and selecting relevant and effective strategies for implementation.

Table 1. SOAR Matrix

	Strengths List of internal strength factors	Opportunities List of external opportunities
Aspirations List of internal aspirations or goals	SA Strategies Strategies that use strengths to achieve aspirations	OA Strategies Opportunity-oriented strategies to achieve measurable outcomes
Results List of measurable outcomes to be achieved	SR Strategies Strategies based on strengths to achieve measurable outcomes	OR Strategies Opportunity-oriented strategies to achieve measurable outcomes

3 Results and Discussion

Liberica coffee in Magetan Regency holds significant potential to be developed as a regional flagship commodity. However, to support its development, appropriate strategies are needed to ensure competitiveness in both national and international markets. One such strategy is the SOAR analysis. SOAR analysis is a strategic approach that focuses on Strengths, Opportunities, Aspirations, and Results. These four elements were used to identify potential and formulate sustainable development strategies for Liberica coffee. The identification of each aspect within the SOAR framework are described as follows.

Table 2. Analysis Matrix for Strategy Formulation in the Development of Liberica Coffee in Magetan Regency

Internal	Strengths (S)	Opportunities (O)
	1. Liberica coffee has a distinctive and fragrant aroma reminiscent of jackfruit. 2. It has a thicker fruit skin, which makes it rich in antioxidants. 3. Its mild and less bitter taste makes it suitable for coffee enthusiasts. 4. It contains lower levels of caffeine compared to other types of coffee. 5. It is flexible in nature, as it can be consumed both as a primary beverage or as a blend. 6. It is more resistant to pests such as stem borers and to leaf rust disease. 7. It does not require specific conditions for cultivation land. 8. Its maintenance is generally easier compared to other coffee varieties. 9. The production process can be developed gradually. 10. The selling price of the product tends to fluctuate, influenced by demand, product quality, and market conditions.	1. The fruit skin can be processed into a derivative product, namely tea. 2. There is consumer demand, although it is not yet consistent. 3. It has promising market potential because of its appeal to a specific consumer segment. 4. Products are sold both offline and online, increasing the opportunity to reach broader markets. 5. Payments are made directly, minimizing the risk of losses for Liberica coffee farmers. 6. Farmer groups are available as platforms for sharing information on cultivation, processing, and marketing. 7. Comprehensive training is provided by the government, including technical assistance, seedling support, product design, marketing outreach via social media, market access through exhibitions, and legal guidance for business development.
External	SA	OA
Aspirations (A)	SA	OA
1. Liberica coffee is able to compete in the market alongside already popular coffee varieties. 2. The number of farmers cultivating Liberica coffee continue increasing.	1. Leveraging the distinctive aroma and flavor of Liberica coffee can attract a broader market segment, including premium coffee enthusiasts. (S1, S3, S4; A1, A8)	1. Utilizing the online sales trend can enhance brand awareness and distribution of Liberica coffee in both national and international markets. (O4; A1)

3. There is a need for educational programs focused on the cultivation of superior coffee seedlings. 4. Expansion of planting areas is required, particularly in regions above 900 meters above sea level, especially around the Mount Lawu area. 5. The adoption of modern equipment is necessary to improve the efficiency of post-harvest coffee processing. 6. Market demand for Liberica coffee is expected to become more stable over time. 7. There are educational programs on the cultivation of superior coffee seedlings are essential for improving farming practices. 8. There is a need to expand cultivation areas, particularly in regions above 900 meters above sea level, especially around Mount Lawu. In addition, modern equipment is required to enhance the efficiency of post-harvest coffee processing. 9. Market demand for Liberica coffee is expected to become increasingly stable. 10. Improved stock management systems are necessary to ensure the sustainable availability of coffee. 11. The presence of Liberica coffee is not intended to replace other coffee varieties, but rather to meet the demands of a market that values its distinctive flavor.	2. Liberica coffee's resistance to pests can be leveraged to expand cultivation in highland areas above 900 meters, minimizing concerns over pest and disease threats. (S6; A4) 3. The ease of maintenance serves as a foundation for increasing the number of farmers interested in cultivating Liberica coffee, particularly in the Mount Lawu region. (S8; A2, A4). 4. The flexibility of Liberica coffee, whether consumed as a primary beverage or as a blend, is utilized to diversify products, such as developing coffee husk tea, in order to expand the product line. (S5; A5, A7).	2. Utilizing government-supported training programs can introduce modern post-harvest equipment processing efficiency to strengthen the ecosystem of coffee farmers and handlers. (O7; A2, A5) 3. Implementing educational programs on the cultivation of superior seedlings, supported by farmer groups and government training, can increase the number of farmers cultivating Liberica coffee. (O6; A2, A3)
Results (R)	SR	OR
1. The production of Liberica coffee is targeted	1. The pest resistance and ease of maintenance of	1. Utilizing both offline and online marketing channels

to increase by 1,000 kilograms within one year. 2. Stabilizing the selling price of Liberica coffee can be achieved through the establishment of business entities or strategic partnerships with third parties. 3. A sustainable cultivation system for Liberica coffee should be implemented to ensure consistent quality and quantity of production. 4. Efforts should be made to build a strong Liberica coffee brand from Magetan that is recognized both nationally and internationally. 5. Derivative products such as coffee husk tea should be developed to increase value-added and diversify product offerings. 6. A sustainable Liberica coffee ecosystem needs to be established by involving all key stakeholders, including coffee farmers, handlers, and consumers.	Liberica coffee enable production to increase up to 1,000 kilograms per year with proper management. (S6, S8; R1) 2. The flexibility of Liberica coffee consumption, whether as a primary beverage or a blend, encourages product diversification, such as coffee husk tea, which can enhance farmers' income. (S5; R5) 3. Gradual production and manageable price fluctuations can be utilized to maintain price stability through partnerships with third parties or the establishment of responsible business entities for marketing. (S7, S9, S10; R2, R6) 4. The distinctive flavor and unique characteristics of Liberica coffee can be used to build a strong Magetan-based brand recognized both nationally and internationally. (S1, S4; R4)	can help achieve sales targets and increase Liberica coffee production volume to 1,000 kilograms per year. (O4; R1) 2. Developing derivative products such as coffee husk tea leverages product diversification potential to boost the income of both farmers and processors. (O1; R3, R5, R6) 3. Government-provided training on digital marketing and branding can strengthen the market position of Liberica coffee from Magetan at both national and international levels. (O7; R4, R6) 4. Support from farmer groups and participation in trade fairs can be used to build a sustainable Liberica coffee ecosystem encompassing cultivation, processing, and marketing. (O3, O6; R3, R6)
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3.1 Strengths

Liberica coffee possesses distinctive sensory characteristics, such as a unique aroma reminiscent of jackfruit and a smooth flavor with mild bitterness, making it appealing to consumers, including those who typically avoid high-acidity coffee varieties. In addition, Liberica coffee contains significantly less caffeine compared to other coffee types, ranging from 0.28% to 0.47% by dry weight, making it suitable for consumers sensitive to caffeine. These attributes open opportunities for developing innovative products such as decaffeinated coffee or health-oriented beverages [4]. Such characteristics highlight Liberica’s potential as both a primary ingredient and a complementary blend in various contemporary beverage formulations that are currently popular in the market. In addition to its advantages in the final product, Liberica coffee offers agronomic benefits. This plant exhibits lower susceptibility to the coffee berry borer (*Hypothenemus hampei*) compared to Arabica, including enhanced expression of certain defense-related genes after infestation. Its natural resistance reduces the need for pesticide use, thereby lowering production costs and promoting more environmentally friendly cultivation practices. Moreover, Liberica does not require specific soil conditions and can be grown on marginal land with low fertility, making it a promising solution for regions with limited access to productive farmland.

The production process of Liberica coffee is also relatively easy to scale up gradually, allowing farmers to manage their operations more flexibly. In addition, this plant adapts well to tropical peatland environments with minimal inputs and relatively simple pest control, making it highly suitable for small-scale farming systems [5]. The thicker skin of Liberica coffee cherries contains a significant amount of antioxidants, which makes the pulp residue a valuable raw material for derivative products, such as herbal teas or natural cosmetics. This combination of distinctive sensory qualities, versatile applications, and agronomic advantages makes Liberica coffee a commodity that not only offers strong economic value but also holds significant potential to support the development of sustainable agro-industries.

3.2 Opportunities

The development potential of Liberica coffee is further expanded by opportunities for product diversification, such as utilizing the coffee cherry skin to produce antioxidant-rich herbal tea. These derivative products not only enhance economic value but also align with the principles of the circular economy and zero-waste practices, as cascara coffee has been shown to contain phenolic acids such as gallic acid and chlorogenic acid isomers, which contribute significantly to its antioxidant capacity [6]. Although consumer demand for Liberica coffee remains somewhat fluctuating, it shows a positive trend in line with the growing interest in coffees with unique characteristics and health benefits. Liberica occupies a distinct segment within the specialty coffee market, particularly appealing to enthusiasts seeking a unique flavor profile and lower acidity. A comparative study of Liberica, Arabica, and Robusta coffees found no significant differences in aroma, flavor, sweetness, body, or aftertaste among the varieties, indicating that the sensory quality of Liberica coffee is competitive and on par with other major coffee types [7]. Sales through both online and offline channels can further strengthen market reach, enabling producers to access a broader consumer base and reduce dependence on local markets.

Furthermore, institutional support plays a crucial role in harnessing these opportunities. Farmer groups serve as platforms for sharing knowledge on cultivation techniques, processing innovations, and marketing strategies for Liberica coffee. Government initiatives offer comprehensive support packages, including assistance with digital marketing, seedling provision, product design support, and guidance on business registration and legal regulations to empower small-scale coffee farmers. Trade fairs and promotional events also help open access to new markets and strengthen the branding of Liberica coffee in the eyes of consumers. Direct payment systems to farmers in certain marketing schemes help minimize losses while ensuring business sustainability at the upstream level. These conditions reflect a supportive ecosystem for the development of Liberica coffee as a promising flagship commodity.

3.3 Aspirations

The competitiveness of Liberica coffee in the global market is becoming increasingly apparent with the growing number of farmers switching to cultivating this variety. However, in some countries, this commodity has not been widely developed. A study on coffee from the Philippines noted that only about 2% of global coffee production is Liberica coffee. Meanwhile, Liberica coffee in Magetan is now almost extinct, with only a few farmers still surviving on a very limited scale. The impact of this condition is that Liberica coffee production data is not recorded by the relevant agencies. However, this variety stands out in the specialty coffee market because of its complex, full-bodied flavor profile, often featuring fruity notes and a woody aroma reminiscent of jackfruit, highlighting its appeal in niche segments alongside Arabica and Robusta. Support through educational programs on the use

of high-quality seeds has also strengthened farmers' production capacity, particularly in producing uniform, high-value coffee cherries. To facilitate expansion, increasing plantation areas in highland regions above 900 meters above sea level, such as the Mount Lawu area, has become a key aspiration for securing strategically located sites, ensuring a stable coffee supply, and meeting market demand. This aligns with findings that Liberica coffee adapts well at altitudes between 600 and 1000 meters, demonstrating resilience in various tropical agroforestry systems and offering stable yield potential under such conditions [8]. In addition, the development of post-harvest technology is a critical aspect in supporting the productivity aspirations for Liberica coffee. The modernization of processing equipment, such as pulping machines, dryers, and bean sorters, can improve processing efficiency and preserve product quality. New methods have demonstrated improvements in flavor, reduced bean defects, and better retention of bioactive compounds [9]. Stock management systems also need to be strengthened to ensure a sustainable coffee supply and prevent supply fluctuations that could harm producers. Market demand for Liberica coffee is expected to become more stable as consumer education increases regarding its unique characteristics and health benefits. The presence of Liberica coffee is not intended to replace other varieties, but rather to enrich the diversity of options for coffee enthusiasts through its distinctive flavor profile. This is further supported by its potential as a climate-resilient alternative with specialty quality comparable to that of Arabica and Robusta.

3.4 Results

Increasing the production of Liberica coffee is a primary goal to meet growing market demand. With the aspiration of generating an additional 1,000 kilograms within a year, sustainable cultivation strategies must be implemented to maintain both the quality and quantity of coffee beans. Price stability is also a key expected outcome, which can be achieved through the establishment of farmer cooperatives or partnerships with third parties, allowing farmers to avoid the adverse effects of market fluctuations. A study in Mexico showed that coffee cooperatives with Fairtrade certification enabled producers to secure minimum price guarantees and additional premiums, thereby significantly reducing their vulnerability to global price fluctuations [10]. Achieving similar outcomes would provide a strong foundation for the further development of Liberica coffee.

In addition, building the Liberica coffee brand from Magetan to gain national and international recognition represents a strategic long-term goal. This effort is further strengthened by the development of derivative products such as coffee husk tea (cascara), which adds value while supporting zero-waste principles. This is reinforced by its high phenolic acid content and antioxidant activity, with cascara beverages showing DPPH (2,2-diphenyl-1-picrylhydrazyl) inhibition levels ranging from 53% to 78% [11]. Ultimately, the most significant expected outcome is the creation of a sustainable Liberica coffee ecosystem, one that involves farmers, handlers, and consumers to ensure equitable economic and ecological benefits for all stakeholders.

3.5 SA (Strength-Aspiration) Strategy

The SA strategy utilizes internal strengths to realize long-term aspirations for Liberica coffee development. The aroma and distinctive taste of coffee (S1, S3) are key assets for expanding market segments, including penetrating the premium coffee market, in order to build a competitive position in the market (A1). Resistance to pests and ease of maintenance (S6, S8) form the strategic basis for expanding cultivation to high altitude areas (>900 meters above sea level) in the Mount Lawu region (A4), while also attracting more farmers to cultivate it (A2). In addition, consumption flexibility (S5) is utilized to encourage product

diversification, such as coffee husk tea, to enrich the product line and increase added value (A5, A7).

The SA (Strength-Aspiration) strategy is an approach that integrates internal strengths with future aspirations to enhance business competitiveness and sustainability. The smooth flavor and distinctive aroma reminiscent of jackfruit serve as key differentiators to attract the premium market segment seeking a unique taste experience. This strength aligns with the aspiration for Liberica coffee not only to compete with more popular varieties such as Arabica and Robusta but also to fill a niche market that values the unique characteristics of exotic coffee. Cascara features a unique flavor profile dominated by tea-like aromas, high phenolic content, and significant antioxidant activity, making it a promising value-added product that aligns with zero-waste goals [12].

The advantages of Liberica cultivation, including its relative ease and resistance to pests, serve as key assets for expanding planting areas, particularly in regions above 900 meters above sea level, such as around Mount Lawu. These conditions support the aspiration to increase the number of farmers cultivating Liberica, thereby strengthening the supply chain and ensuring sustainable product availability. Expanding the number of Liberica farmers can also be accelerated through education and technical assistance related to the cultivation of superior planting materials and post-harvest product diversification strategies. This is reinforced by trials on peatland, where the application of coffee husk compost has been proven to increase seedling growth by more than 35% in height and biomass, thereby enhancing the technical capacity of smallholder farmers [13]. By integrating these strengths and aspirations, Liberica coffee has the potential to build a strong brand while developing an inclusive business ecosystem from upstream to downstream.

3.6 OA (Opportunity-Aspiration) Strategy

The OA strategy focuses on utilizing external opportunities to achieve desired aspirations. Online sales trends (O4) are leveraged to increase brand awareness and distribution, both nationally and internationally, in order to establish Liberica as a recognized player in the market (A1). Training support from the government (O7) serves as a catalyst for introducing modern tools to improve post-harvest processing efficiency, which is in line with the aspirations of process modernization (A5) and strengthening the farmer ecosystem (A2). Furthermore, the opportunity for farmer groups (O6) combined with government education programs is formulated to directly increase the number of farmers cultivating Liberica through superior seed cultivation programs (A2, A3).

The OA (Opportunity-Aspiration) strategy is an approach that leverages external opportunities to realize long-term desired aspirations. The trend of online sales presents a strategic opportunity to expand the market reach of Liberica coffee while enhancing brand awareness at both national and international levels. Utilizing e-commerce not only broadens consumer access but also supports more targeted market segmentation for specialty coffee that aligns with consumer values and preferences [14]. The aspiration for Liberica coffee to be recognized as a premium product in the global market can be achieved through digital campaigns, storytelling that highlights its unique flavor profile, and optimized distribution via online platforms.

In addition, government-supported training programs present a valuable opportunity to strengthen the ecosystem of coffee cultivation and processing. Through comprehensive training on the use of modern post-harvest equipment, the production efficiency of Liberica coffee can be improved, thereby supporting the aspiration to increase the number of farmers and expand cultivation areas in promising regions such as Mount Lawu. Collaboration among farmer groups, business actors, and the government in educating about superior seed varieties is also a key step to ensure sustainable production and maintain coffee quality. This approach

is expected to help Liberica coffee achieve market demand stability and reinforce its position as one of Indonesia's highly competitive specialty coffees.

3.7 SR (Strength-Result) Strategy

The SR strategy directly links internal strengths to measurable results. The combination of pest resistance and ease of maintenance (S6, S8) creates a realistic foundation for achieving production increase targets of up to 1000 kg per year with proper management (R1). The flexible nature of Liberica coffee (S5) provides room for innovation in creating derivative products such as coffee husk tea, which directly impacts increased farmer income (R5). Meanwhile, the characteristics of gradual production and price fluctuations (S9, S10) can be managed through price stabilization strategies in the form of cooperation with third parties or the establishment of special marketing institutions (R2, R6). The taste quality and distinctive characteristics (S1, S4) are ultimately utilized as the foundation for building a strong and widely recognized Magetan Liberica coffee brand (R4).

The SR (Strength-Result) strategy aligns with the principle of leveraging internal strengths to attain the desired outcomes. Liberica coffee's natural pest resistance and ease of maintenance provide a strong foundation for meeting the production-increase target of 1,000 kg per year. The efficiency of its cultivation process and the variety's inherent resilience make planned increases in output feasible, mirroring intensive coffee-growing systems in tropical regions that have achieved yield gains of about 115 % through high-density planting and optimized nutrient management [15]. Moreover, Liberica's versatility, whether enjoyed as a primary beverage or used in blends, creates opportunities to develop derivative products that can widen market access and raise farmers' incomes.

Optimizing the SR strategy also involves managing coffee pricing and branding to achieve more stable and measurable results. Gradual production allows for adjustments in quantity and quality according to market demand, while also facilitating distribution coordination and price control. Partnerships with third parties or the establishment of cooperative-based business entities can create fair and credible marketing models. A similar approach has been implemented in Colombia, where networks of specialty coffee shops and cooperatives collaborate under a cooptition business model to expand market access, strengthen price bargaining power, and share value across the supply chain[16]. This approach emphasizes quality improvement, product diversification, and marketing strategies that target consumers with specific taste preferences, thereby significantly increasing the market value of Liberica coffee. At the same time, its distinctive jackfruit-like flavor and aroma serve as valuable assets in building the brand identity of Liberica coffee from Magetan, supporting both national branding and export potential.

3.8 OR (Opportunities-Result) Strategy

The OR strategy utilizes external opportunities to achieve concrete results. Offline and online marketing (O4) are the main channels for achieving sales targets and driving an increase in production volume to 1,000 kg per year (R1). The opportunity to utilize coffee husks (O1) is taken to develop derivative products (tea), which directly utilizes product diversification to increase revenue and sustainability (R3, R5, R6). Government support for training in digital marketing and branding (O7) is utilized to strengthen the position and image of Magetan Liberica in a wider market (R4, R6). Finally, synergies through farmer groups and participation in markets/exhibitions (O3, O6) were formulated to build a sustainable ecosystem, covering the entire value chain from cultivation to marketing (R3, R6).

The OR (Opportunities-Result) strategy leverages external opportunities to achieve targeted outcomes. Combining offline and online marketing serves as a key strategic step to

support the production goal of 1,000 kg of Liberica coffee per year. A thematic study on O2O (online-to-offline) commerce highlights that such integration enhances consumer engagement and loyalty by providing positive experiences across both digital and physical touchpoints, thereby maximizing reach and distribution efficiency [17]. Successful omnichannel marketing of coffee also contributes to improved bargaining power and farmer welfare through direct marketing partnership models that reduce intermediaries and minimize price fluctuations.

The development of derivative products, such as tea made from coffee husks, serves as an additional element in the OR strategy. This type of product innovation enhances the value-added potential and business income generated from each Liberica coffee plant. Government-facilitated training in branding and digital marketing further strengthens the image and positioning of Magetan's Liberica coffee in both national and international markets. Empowering farmer groups through participation in local coffee exhibitions and events also supports the formation of a sustainable ecosystem encompassing cultivation, processing, and marketing, aligned with well-known agro-industrial coffee models in leading coffee-producing countries.

Based on the results of the SOAR analysis, the OR strategy emerges as the most appropriate priority for accelerating the development of Liberica coffee in Magetan. Leveraging both offline and online marketing opportunities, along with product diversification such as coffee husk tea, can boost production volume, increase farmers' income, and build a sustainable Liberica coffee ecosystem. This strategy is reinforced by government-supported training and strong farmer group networks, thereby strengthening the position of Liberica coffee in both national and international markets. However, the success of this strategy requires particular attention to product quality consistency, the enhancement of farmers' skills in digital branding, and coordination among stakeholders to prevent unequal distribution of benefits and to ensure long-term market sustainability. These findings are advocated by a study in West Java, which highlights the crucial role of collaboration among farmers, cooperatives, institutions, digital financing, and traceability systems in strengthening the resilience of the coffee supply chain [18].

4 Conclusion

The SOAR analysis of Liberica coffee development in Magetan reveals that this coffee variety possesses notable strengths, including its distinctive jackfruit-like aroma, smooth flavor, low caffeine content, resistance to pests, and ease of cultivation. Broad market opportunities, both offline and online, along with government support through training and farmer groups, serve as key assets in advancing the Liberica coffee agroindustry. Aspirations to expand cultivation areas, increase the number of farmers, and develop derivative products such as coffee husk tea further strengthen the coffee's prospects in both national and international markets. The OR strategy is considered the most suitable for implementation, as it effectively leverages market opportunities to achieve tangible outcomes, such as increasing production to 1,000 kg per year, stabilizing prices, and reinforcing the Liberica coffee brand.

The development of Liberica coffee in Magetan requires collaborative efforts among farmers, the government, and business actors to ensure its sustainability and competitiveness in the market. The utilization of digital marketing opportunities must be optimized to expand market reach and strengthen the branding of Liberica coffee at both national and international levels. It is recommended that local governments expand training programs on the cultivation of superior seedlings, the use of modern post-harvest equipment, and digital marketing strategies to reinforce the Liberica coffee business ecosystem. Additionally, the establishment of business entities or cooperatives is crucial for maintaining price stability,

facilitating distribution, and ensuring a sustainable product supply. The diversification of derivative products, such as coffee husk tea, should also be developed as an innovation to increase value-added benefits and income for farmers and entrepreneurs in this sector.

SOAR analysis can provide the right strategy for developing Liberica coffee in Magetan. To obtain better results, the key person can be expanded by involving Liberica coffee marketers as a source of information.

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