

ABSTRAK

Perkembangan masif yang dialami perdagangan global memperluas praktik *Global Value Chain* (GVC) dan memungkinkan keterlibatan semua pihak dalam aktivitas produksi global. Produksi tak lagi diwajibkan dalam bentuk barang jadi, melainkan barang mentah dan setengah jadi. Namun, dalam praktiknya, arsitektur GVC memberi ruang bagi eksploitasi mereka yang berada di tier terbawah rantai produksi. Dari kondisi ini, lahirlah *Social Upgrading* sebagai penawar arsitektur GVC demi memastikan pemenuhan hak-hak pekerja. Inilah yang dilakukan Starbucks dalam bisnis kopi globalnya, ia memasok kopi dari “The Coffee Belt” seluruh penjuru dunia dan didukung oleh program praktik *Coffee and Farmer Equity* (C.A.F.E) miliknya. Program ini adalah program sertifikasi wajib bagi para pemasok Starbucks di bawah naungan *Corporate Social Responsibility* (CSR)-nya. Lebih lanjut, program ini bertujuan untuk memastikan proses *sourcing* kopi yang etis dan berkelanjutan bagi para petani dan komunitasnya. Di Indonesia, salah satu pemasok langsung Starbucks adalah Koperasi Baitul Qiradh Baburrayyan (KBQB). Melalui kacamata *Social Upgrading*, tulisan ini menemukan bahwa praktik C.A.F.E Starbucks di Gayo, Aceh telah terlaksana dengan berbagai catatan di KBQB sesuai dengan koridor-koridor indikator *Social Upgrading*. Namun demikian, evaluasi ini rupanya membongkar kekurangan multifasat yang ada dalam konsep *Social Upgrading* itu sendiri.

Kata kunci: *Global Value Chain, Social Upgrading, starbucks, C.A.F.E Practice, petani kopi, gayo, kesejahteraan petani*

ABSTRACT

The massive growth of global trade has expanded the practice of Global Value Chains (GVCs) and enabled the involvement of all parties in global production activities. Production is no longer required in the form of finished goods, but rather raw and semi-finished goods. However, in practice, the GVC architecture provides space for the exploitation of those at the bottom of the production chain. In response to this, Social Upgrading has emerged as an antidote to the GVC architecture to ensure the fulfillment of workers' rights. This is what Starbucks does in its global coffee business, sourcing coffee from "The Coffee Belt" around the world and supported by its Coffee and Farmer Equity (C.A.F.E) program. This program is a mandatory certification program for Starbucks suppliers under its Corporate Social Responsibility (CSR) umbrella. Furthermore, the program aims to ensure an ethical and sustainable coffee sourcing process for farmers and their communities. In Indonesia, one of Starbucks' direct suppliers is the Baitul Qiradh Baburrrayan Cooperative (KBQB). Through the lens of Social Upgrading, this paper finds that Starbucks' C.A.F.E. practices in Gayo, Aceh have been implemented with various notes at KBQB in accordance with the corridors of Social Upgrading indicators. However, this evaluation apparently uncovers multifaceted shortcomings within the concept of Social Upgrading itself.

Keywords: *Global Value Chain, Social Upgrading, starbucks, C.A.F.E Practice, coffee farmers, gayo, farmer welfare*