

ABSTRACT

Sourcing 100% certified cocoa has become the strategy of chocolate making companies in recent years. In addition to dealing with the complex issues in the cocoa sector, their aim is to assure customers that from tree to shelf, their products have been handled in a sustainable manner. To do this, they have often cooperated with certification agencies to implement sustainable certification standards. This paper studies the implications of the sustainable certification scheme at the ground level of the supply chain in West Sulawesi, Indonesia, using the global value chain (GVC) fourfold dimension approach. The study conducted field research of the sustainable certification scheme in West Sulawesi, which had been enacted in a partnership scheme with more crowded actors under the UTZ certification code of conduct partnering with Barry Callebaut (BC) and Nestle. However, the implementation of the sustainable certification scheme has narrowed the sustainability concept and limited it to good agricultural practice. Within the scheme, smallholders benefit from cocoa cultivating knowledge. Nevertheless, the scheme indicates an exploitative relationship between smallholders and leading firms based on the evidence that increasing production does not significantly impact on the economic livelihood of the smallholders. In addition, government participation is not outstanding, highlighted by its inadequacy to be flexible in response to developments of the cocoa evolution.

Keywords; cocoa, farmer, global value chain, sustainable certification, governance, lead firms, West Sulawesi, Indonesia

ABSTRAK

Sertifikat biji kakao adalah strategi paling mutakhir dari perusahaan pembuat coklat untuk menjaga kualitas dan prestise produk turunanya. Selain bertujuan untuk menangani masalah kompleks di sektor kakao, sertifikasi biji kakao bertujuan untuk meyakinkan pasar, bahwa produk mereka ditangani melalui standar-standar berkelanjutan. Dalam implementasinya, mereka bekerja sama dengan lembaga sertifikasi pihak ketiga untuk menerapkan program tersebut. Tesis ini menyorot bagaimana implikasi skema sertifikasi berkelanjutan di tingkat hulu rantai pasokan kakao di Sulawesi Barat dengan menggunakan empat dimensi pendekatan rantai nilai global (GVC) Gary Gereffi. Studi ini adalah penelitian lapangan tentang skema sertifikasi berkelanjutan UTZ yang telah diberlakukan di Sulawesi Barat melalui kerjasama pihak ketiga antara *leading firms*. Penelitian ini menunjukkan, konsepsi sertifikasi berkelanjutan direduksi pada level implementasi dan diletakkan hanya sebatas persoalan *good agricultural practice*. Transformasi pengetahuan di level petani berdasarkan prinsip tersebut tidak lain adalah strategi intensifikasi input pertanian untuk meningkatkan produktifitas kebun. dan berdampak secara signifikan terhadap kesejahteraan ekonomi petani kecil. Selain itu, pada skema ini peran pemerintah tidak signifikan karena sumber daya dan keterbatasannya dalam mengikuti perkembangan kakao.

Kata kunci: kakao, petani, rantai nilai global, sertifikasi keberlanjutan, *leadd firms*, Sulawesi Barat

