

## Peran Pemuda dan Dampaknya dalam Industri Hilir Kopi Arabika (Studi Kasus di *Coffeeshop* “Maraville Coffee” Yogyakarta)

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### Intisari

Pemuda adalah individu yang bila dilihat secara fisik sedang mengalami perkembangan dan secara psikis sedang mengalami perkembangan emosional, sehingga pemuda merupakan sumber daya manusia pembangunan baik saat ini maupun masa datang. Maraville Coffee merupakan sebuah *speciality coffee shop* yang terletak di Yogyakarta yang dikelola oleh pemuda. Penelitian ini dilakukan dengan tujuan mengetahui: 1) sejarah dan profil *coffee shop* Maraville Coffee Yogyakarta, 2) peran pemuda dalam industri kopi arabika melalui Maraville Coffee Yogyakarta, 3) faktor-faktor yang memiliki hubungan dengan industri kopi arabika melalui Maraville Coffee Yogyakarta. Metode yang digunakan dalam penelitian ini adalah deskriptif analitis. Pengambilan sampel lokasi dilakukan secara purposif yakni Maraville Coffee dikelola oleh pemuda, sedangkan pengambilan sampel konsumen responden dilakukan dengan teknik sampling *Non Probability Sampling* dengan teknik *Convenience Sampling* yang berjumlah 30 sampel. Metode analisis yang digunakan secara kuantitatif dan kualitatif. Tujuan pertama dan kedua menggunakan metode kualitatif sedangkan tujuan ketiga menggunakan metode kuantitatif non parametrik dengan analisis *Rank Spearman*. Hasil penelitian menunjukkan peran pemuda dalam industri hilir kopi arabika melalui “Maraville Coffee” Yogyakarta terdiri dari penanggung jawab pelaksana, wakil penanggung jawab pelaksana, penanggung jawab operasional, penanggung jawab keuangan, dan penanggung jawab pemasaran. Faktor-faktor yang memiliki hubungan dengan dampak industri hilir kopi arabika melalui *coffee shop* “Maraville Coffee” Yogyakarta adalah: kenyamanan Maraville Coffee dengan sikap konsumen terhadap Maraville Coffee, sumber informasi tentang Maraville Coffee dengan sikap konsumen terhadap Maraville Coffee, dan sumber informasi tentang Maraville Coffee dengan perilaku konsumen terhadap Maraville Coffee

Kata Kunci: Peran, Pemuda, *coffeeshop*, *Rank Spearman*

*The Role of Youth and Its Impacts in the Downstream Industry of Arabica  
Coffee (Case Study at Coffeeshop "Maraville Coffee" Yogyakarta)*

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**Abstract**

*Youth are individuals that perceived as a physically and psychologically developing human being, so that youth is a human resource development both now and in the future. Maraville Coffee is a specialty coffee shop located in Yogyakarta which is managed by youth. This research was conducted with the purpose of knowing: 1) history and profile of coffee shop Maraville Coffee Yogyakarta, 2) the role of youth in arabica coffee industry through Maraville Coffee Yogyakarta, 3) factors that related with arabica coffee industry through Maraville Coffee Yogyakarta. The method used in this research is descriptive analytic. The sampling of the location was done purposively which is managed by youth, while the sampling of the respondent was done by using Non Probability Sampling technique with Convenience Sampling technique consists of 30 samples. Analytical methods are used in quantitative and lean. The first and second objectives use qualitative method while the third objective use non parametric quantitative method with Rank Spearman analysis. The results show that the role of youth in the downstream arabica coffee industry through "Maraville Coffee" Yogyakarta consists of CEO (Chief Executive Officer), Co-CEO, COO (Chief Operation Officer), CFO (Chief Financial Officer), and CMO (Chief Marketing Officer) . Factors that related to the impact of the downstream arabica coffee industry through the coffee shop "Maraville Coffee" Yogyakarta are: the convenience of Maraville Coffee with consumer attitudes towards Maraville Coffee, Maraville Coffee's source of information with consumer attitudes towards Maraville Coffee, and sources of information about Maraville Coffee with consumer behavior towards Maraville Coffee.*

*Keywords: Role, Youth, coffeeshop, Rank Spearman*