

ABSTRAK

Perusahaan multinasional (Multinational Corporations/MNC) semakin berperan sebagai aktor non-negara dalam tata kelola pembangunan berkelanjutan, khususnya di sektor pertanian di negara berkembang. Dalam konteks Indonesia sebagai salah satu produsen kopi terbesar dunia, keberlanjutan perkebunan kopi menjadi isu strategis yang tidak hanya berkaitan dengan aspek ekonomi, tetapi juga sosial dan lingkungan. Penelitian ini bertujuan untuk menganalisis bentuk kolaborasi antara MNC dan negara dalam mendukung keberlanjutan perkebunan kopi di Indonesia melalui studi kasus Starbucks Farmer Support Center (FSC) dan Pemerintah Daerah Berastagi pada periode 2016–2025. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data diperoleh melalui wawancara, studi pustaka, dan riset berbasis internet, kemudian dianalisis menggunakan kerangka teori Transnational Public-Private Partnership (TPPP) dengan fokus pada konsep *input legitimacy*, yang meliputi dimensi inklusivitas, akuntabilitas, dan deliberasi. Hasil penelitian menunjukkan bahwa kolaborasi antara Starbucks FSC dan Pemerintah Daerah Berastagi mencerminkan praktik TPPP yang relatif inklusif, ditandai dengan keterlibatan pemerintah daerah, petani, serta aktor pendukung lainnya dalam implementasi program. Dari aspek akuntabilitas, mekanisme pelaporan, pendampingan teknis, dan pembagian peran antaraktor menunjukkan adanya upaya pertanggungjawaban, meskipun masih bersifat terbatas dan bergantung pada inisiatif korporasi. Sementara itu, dimensi deliberasi terlihat melalui proses dialog dan konsultasi antara pihak Starbucks, pemerintah daerah, dan petani dalam menyesuaikan program dengan kondisi lokal. Penelitian ini menyimpulkan bahwa kolaborasi MNC–negara melalui FSC berkontribusi positif terhadap keberlanjutan perkebunan kopi di tingkat lokal, namun penguatan legitimasi input masih memerlukan peningkatan partisipasi petani secara lebih substantif serta peran negara yang lebih aktif dalam pengawasan dan perumusan kebijakan.

KATA KUNCI: Perusahaan Multinasional, Transnational Public-Private Partnership, Input Legitimacy, Keberlanjutan, Starbucks Farmer Support Center.

ABSTRACT

Multinational Corporations (MNC) have increasingly emerged as influential non-state actors in the governance of sustainable development, particularly within the agricultural sector of developing countries. In the context of Indonesia as one of the world's largest coffee producers, the sustainability of coffee plantations constitutes a strategic issue encompassing economic, social, and environmental dimensions. This study aims to analyze the collaboration between an MNC and the state in supporting sustainable coffee plantations in Indonesia through a case study of the Starbucks Farmer Support Center (FSC) and the Berastagi Local Government during the period 2016–2025. This research employs a qualitative method with a case study approach. Data were collected through interviews, literature review, and internet-based research, and were analyzed using the Transnational Public-Private Partnership (TPPP) framework with a focus on input legitimacy, which consists of inclusiveness, accountability, and deliberation. The findings indicate that the collaboration between Starbucks FSC and the Berastagi Local Government reflects a form of TPPP that is relatively inclusive, as demonstrated by the involvement of local government institutions, coffee farmers, and supporting stakeholders in program implementation. In terms of accountability, mechanisms such as reporting, technical assistance, and role distribution among actors illustrate efforts toward responsibility, although these remain largely driven by corporate initiatives. Meanwhile, the deliberation dimension is reflected in dialogue and consultation processes between Starbucks, local government authorities, and farmers in adapting the program to local conditions. This study concludes that MNC–state collaboration through the Farmer Support Center contributes positively to the sustainability of coffee plantations at the local level. However, strengthening input legitimacy requires more substantive farmer participation and a more active role of the state in oversight and policy formulation to ensure long-term sustainability.

Keywords: *Multinational Corporations, Transnational Public-Private Partnerships, Starbucks Farmer Support Center, Government, Sustainable*