

ABSTRACT

This research examines a key issue in the supply chain of Dapur Kopi in Tasikmalaya, namely the lack of transparency and information regarding the nutritional content of the coffee served to consumers. In the context of increasing public awareness of health and food safety, an effective traceability system is crucial to ensure the quality of coffee products. The research method used was a qualitative approach with descriptive analysis, involving interviews with Dapur Kopi owners, baristas, and coffee bean suppliers to collect data related to the production and distribution processes.

The findings of this study show that the application of blockchain technology can improve the traceability system, enabling better tracking of each stage in the coffee supply chain. With this system, information on the origin of coffee beans, processing methods, and nutritional content can be accessed by consumers in a transparent manner. This not only increases consumer confidence but also provides better product quality assurance.

The significance of this research lies in its contribution to supporting the development of the local coffee industry through improved operational efficiency and customer loyalty. Although there are challenges in implementing this technology, such as high initial costs, the long-term benefits such as increased consumer satisfaction and competitiveness in the market are much greater. This research is expected to serve as a reference for other coffee businesses in adopting similar technologies to improve the sustainability and quality of their products.