



Coffee Asset Development in Rabunan Hamlet of Batur Village

M. Syahrul Fikri¹, Muhammad Wahyu², Idris Efendi³, Maulana Irvan⁴

^{1,4}University of Islam zainul hasan genggong, Probolinggo, Indonesia.

Email: Msyahrulfikri17@gmail.com, Wahyunfib57@gmail.com, idrisefendy03@gmail.com, irvanmaulana060703@gmail.com

Abstract:

*Coffee is an essential commodity in Indonesia's economy, contributing significantly to the country's foreign exchange earnings. Probolinggo Regency, particularly Batur Village in Gading District, holds great potential for the development of Arabica coffee. However, local farmers face various challenges, including limited access to technological information, capital, and marketing. Therefore, this study applies the **Asset-Based Community Development (ABCD)** method to empower the local community in developing coffee enterprises.*

Keywords: Coffee, MSMEs, Asset-Based Community Development (ABCD), community empowerment, coffee marketing.

Abstrak:

Kopi merupakan komoditas penting dalam perekonomian Indonesia, dengan kontribusi signifikan terhadap devisa negara. Kabupaten Probolinggo, khususnya Desa Batur di Kecamatan Gading, memiliki potensi besar dalam pengembangan kopi arabika. Namun, petani setempat menghadapi berbagai kendala, termasuk keterbatasan akses terhadap informasi teknologi, modal, dan pemasaran. Oleh karena itu, penelitian ini menerapkan metode **Asset-Based Community Development (ABCD)** untuk memberdayakan masyarakat setempat dalam mengembangkan usaha kopi.

Kata Kunci: Kopi, UMKM, Asset-Based Community Development (ABCD), pemberdayaan masyarakat, pemasaran kopi.

INTRODUCTION

Coffee is a plantation commodity that plays an important role in the Indonesian economy. Indonesia is now one of the world's largest coffee producers after Brazil and Vietnam with considerable foreign exchange contributions. According to data from the International Coffee Organization (ICO), in 2015 Indonesia earned US\$1.20 billion in foreign exchange. The foreign exchange earned from the export of robusta and arabica coffee beans amounted to 446,279 tons, an increase from the previous year which only reached 368,817 tons. Indonesia's coffee export volume averages around 430,000 tons/year, covering 85% robusta coffee and 15% arabica. Coffee produced in East Java is known as Arabica Java Preanger coffee which has been famous throughout the world since the 18th century. The coffee has a distinctive taste, savory, soft, round and not boring. Thus, the coffee is always sought after by the world's coffee connoisseurs. During this time, Arabica coffee is grown by farmers, especially farming communities around forests permitted by Perhutani in the Community Forest Management (PHBM) system. Probolinggo Regency has great potential for the development of Arabica coffee commodities that are currently cultivated, one of which is in Batur Village, Gading District. Rabunan village is one of the Arabica coffee producing areas in Probolinggo district. Although this area has land and microclimate suitability for coffee cultivation, most coffee farmers still face several obstacles such as

*Corresponding author.

E-mail addresses: Msyahrulfikri17@gmail.com

the lack of access of farmer groups to information on coffee cultivation and post-harvest technology, limited capital, low innovation for product packaging and marketing networks; limited number of farmers who have the knowledge and skills to process coffee correctly and appropriately according to standard operating procedures.

Not many coffee farmers in Batur Village, Gading Subdistrict, have made breakthroughs and innovations to process coffee beans. Most farmers only sell coffee beans. The many problems that haunt coffee farmers, it is necessary to encourage coffee farmers to innovate coffee products. So that farmers do not only sell coffee beans, but can sell them with higher economic value such as processed products from coffee, namely coffee cake. In addition, efforts to collaborate with women farmers are needed to make these breakthroughs and innovations.

RESEARCH METHODS

Asset-Based Community Development (ABCD) is a sustainable empowerment method that is based on the assets, strengths, and potentials of the community. Consequently, in this case, it is the community that is responsible for the development. It is the community that by building capacity, association bases, and social institutions, and is not based on existing assets or does not start from the community's problems or needs.

Asset Based Community Development (ABCD) is considered an appropriate approach for this assistance. Considering that ABCD is an approach in community development that is in the big stream of seeking the realization of a social life order where the community becomes the actor and determinant of development efforts in their environment or what is often referred to as Community Driven Development (CDD). Community development efforts must be carried out from the beginning of placing humans to know what strengths they have and all the potential and assets they have that have the potential to be utilized. The stages of the ABCD method that we do are by observing what businesses are carried out by the community in Rabunan Hamlet, conducting research by going directly to the community while recording the development of their respective businesses, designing programs that will be able to help MSME actors, providing assistance with the community who are also MSME actors.

RESULTS AND DISCUSSION

The implementation of the Coffee MSME work program can seek to improve and develop coffee marketing in Rabunan Hamlet, so that the implementation agenda can be described as follows:

As a first step, it is necessary to empower the community by socializing, providing counseling to the community about coffee and the coffee marketing system and knowing the importance of institutions that can help coffee production businesses. Previously, Rabunan Hamlet was indeed famous for its distinctive processed coffee products so that the community did not doubt the results. In processing coffee production, the equipment is already available, although some are still using traditional tools, such as in the selep process (separating the skin and beans) using traditional mashing tools. However, it does not become an obstacle in the coffee processing process. The following are the stages in the coffee processing process:

In this process, usually in May the coffee has started to flower. It takes a long time before producing coffee fruit, which is approximately 9 months of flowering period. The next stage of the coffee flower forms slowly into a coffee cherry but it has not grown completely and still needs to undergo a process until it becomes a complete coffee. Weather conditions that are sometimes hot and rainy can cause crop failure or affect the quality of coffee. In February, coffee cherries are usually ripe and ready to be picked. In March, farmers have to work extra hard to harvest the coffee in the morning. In the evening, the coffee will enter the washing process. The harvesting period in Rabunan Hamlet began to end in mid-April. All coffee must be harvested quickly so that it does not rot on the tree. In picking ripe coffee that is black or red in color. However, in implementing this program, the author here can still taste the coffee harvest even though it is past the harvest month, because some people have their own coffee plantations where the results are for their own drinking.

Drying until it can be processed further. The way to distinguish that the coffee is dry or not can be by shaking one coffee as a test, if the coffee beans have sounded it means that the coffee is dry. Then, after washing the coffee, the next step is to dry the coffee until it is completely dry while separating the beans from the skin. After the coffee is dry, the next stage is roasting. The coffee roasting process is done very carefully. It is necessary to consider the level of heat, because this can affect the taste of the roasted coffee, then choose the tools used where the sucopangepok Village community uses a pan to roast coffee, then the time needed for roasting coffee is usually 10 to 15 minutes. Raw coffee beans for roasting coffee are usually around 500gr.

After the roasting process, the coffee is then selep. This aims to refine the coffee beans into coffee powder. The range of time required is 4-8 minutes for coarse grinding results, while fine grinding is between 1-4 minutes until the coffee is smooth. **Figure 9. Coffee Packaging Process** In the coffee packaging process, this coffee product from Mr. Fandra sells coffee with a net of 125 grams and 250 grams. Where for the price range with a weight of 125 grams is priced at Rp.13,000, (thirteen thousand rupiah) while the 250 grams is priced at Rp.25,000 (twenty-five thousand rupiah). We suggest to local residents to market coffee not only offline but also online, because nowadays it uses sophisticated technology. besides that, it is also offline by selling to the surrounding community such as in the square.

Online marketing can be done via WhatsApp, Instagram and Facebook. It turns out that the results of customer tests get positive comments about the coffee we market. In developing coffee production in Rabunan Hamlet, researchers expect social changes that can benefit the community, especially residents of Rabunan Hamlet, namely as follows:

1. There is empowerment of the Gading Sub-district community in increasing coffee production by applying technology to coffee plants which can be an insitu and exitu business.
2. Stimulating and accelerating the development and empowerment of rural communities towards products in Rabunan Hamlet, one of which is coffee production.
3. Increase students' sensitivity to the problems around them and learn together with the community in finding alternative solutions.

4. Socialize the technology of campus service results to the community.
5. Train students to apply the knowledge they have learned to the community

CONCLUSION

Based on the results of community service in the community, the work program that has been carried out is regarding economic assets in the form of developing coffee MSMEs in Batur Village, Rabunan Hamlet, Gading District, Probolinggo Regency. The service was carried out using the Asset Based Community Development (ABCD) method. Where the coffee in this village has a distinctive taste than other coffee because it is produced from the original mountains which is also the best coffee in East Java. Researchers chose to develop this coffee production because Rabunan Hamlet is famous for its quality coffee but has not yet reached the wider community. This is due to the unavailability of capital to introduce and develop the coffee production owned, so in this case researchers hope that the development of coffee production both online and offline will be beneficial, especially in the field of MSMEs in Rabunan Hamlet. As village income and the economic welfare of the local community.).

REFERENCES

- Kustiari, Reni. "Perkembangan pasar kopi dunia dan implikasinya bagi Indonesia." *Forum Penelitian Agro Ekonomi*. Vol. 25. No. 1. 2007.
- Setyawan, Wawan Herry, et al. "Asset Based Community Development (ABCD)." *Angewandte Chemie International Edition* 6.11 (2022).
- Sidik, Ahmad, et al. "Pendampingan Dan Sosialisasi Kepada UMKM Dengan Metode ABCD Sebagai Upaya Peningkatan Ekonomi Masyarakat." *Kampelmas* 2.1 (2023).
- Solehah, Sitti Nurfadilatus, et al. "MENGEMBANGKAN UMKM KOPI DENGAN PENDEKATAN ASSET BASED COMMUNITY DEVELOPMENT (ABCD) DI DESA SUCOPANGEPOK KECAMATAN JELBUK KABUPATEN JEMBER." *Jurnal Gembira: Pengabdian Kepada Masyarakat* 1.04 (2023).