



## Setrategy for strengthening institutions of the group in the production of "Premium Coffee" of association of srodonoretno, Malang District, Indonesia

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### Abstract

Dampit known as the best coffee producer diIndonesia but the amount of coffee production each year shows the trend continues to decline The decline was caused by the price of coffee is not balanced with the cost of production. The imbalance of production costs with coffee results can be overcome by finding the coffee market "Premium". Sridonoretno Association has been able to produce and find Psara "premium" The ability of the group to move the group to make the coffee production of "premium" is ABILITY the exterior of the case emerged tersbut adallah penelitiannya Questions How strengthening institutional SRIDONORETNO Association to undertake the production of coffee "premium". Qualitative approach in this study was conducted using the case study research strategy (Yin, 2002; Sitorus, 1998). The results of this study is setrategi Strengthening Institutional done with regular meetings every month and usually on time menjelang harvest is done very intensively where almost every week to have discussions and discussion board Identify Potential Activities Group focuses on union perceptions of the entire group about the activities of the coffee production " premium ". Strengthening the administrators group strengthening activities carried out every month. This strengthening activity used to evaluate and also improvement groups conducted direction of movement. Setrategi support in strengthening the group is to bring together farmers with the relevant parties and bring together farmers with the market with exhibition.

**Keywords:** premium coffee, sridonoretno, institutional group

### 1. Introduction

Dampit known as the best producer of robusta coffee diIndonesia (liputan6.com) but the amount of coffee production each year shows the trend continues to decline (Table 1.1) is due to the decrease in the price of coffee has not been good. Malang is also a district which has the highest production potential in East Java province which is 7703 tons annually (BPS East Java, 2014). Although coffee has a high production rate but have not been able to provide welfare to farmers who live in the region. Solutions for a decent price mendapatkan namely improvement of coffee quality, the increase can not be achieved in one step of the process, but can only be achieved with an efficient set of processes improvement of processing coffee since from the garden, harvesting schemes, and post-harvest coffee. And these improvements should be done consistently so that markets are convinced by the quality assurance of coffee produced by farmers.

**Table 1:** Data Production Malang Regency

Year	2006	2007	2008	2009	2010	2011	2012	2013
Total Production	9 255	9 245	9 346	9 416	10 028	5 669	7 752	7 703

**Source:** (Data Production coffee District. Malang, East Java BPS 2014)

To convince the market that the resulting coffee product has improved farmers must first be given to the farmers understanding regarding Quality Assurance Coffee. This quality assurance is only obtained with a series of process and should be done consistently. Through a series of consistent improvement, farmers are expected to gain added

value in the form of suppression of production costs, improving production quality and decrease the number of defects. In addition, the improvement of coffee quality with higher quality and uniform will be followed by an increase in prices and guarantee a better market. Hopefully, a series of these efforts will improve the welfare of coffee farmers. During the coffee harvest by the farmers do when the coffee cherries are not entirely in red so the quality is very bad coffee. Seeing bank on the fact that farmers in part motivated to make changes. Farmers who are driven to make this change is farmers who are members of the Association SRIDONORETNO (SRIDONORETNO Association is comprised of a group union that consists of three villages of gapoktan Sukodono, Srimulyo, and Baturetno, 3 gapoktan has 18 farmer groups). Pergerakan conducted by the Association SRIDONORETNO is to change the pattern of random quotation to quotation pattern of red which produces coffee "premium" conducted by the Association. Tahapan SRIDONORETNO is to do sosialisasi understanding of members and the production of premium coffee, looking for comparative market solutions, and build marketing agencies together. Currently the production of coffee production of "premium" with the processing method either sold directly to the community shop in Malang in the form of green bean ( $\pm$  30 shops in poor and several shops outside the city of Malang).

Traffic group in mobilizing members of the group to improve the quality of coffee and ABILITY group in finding the coffee market is a tremendous ABILITY. ABILITY extraordinary tersesut associated with the institutional capabilities of the group. This study to see

ABILITY group will seek to manage institutional extremely complex and involve many people. Question How penelitiannya adalah institutional strengthening SRIDONORETNO Association for improvement of coffee kualitas.

**2. Materials and Methods**

This study used a qualitative approach that is the process of extracting data to understand strategi used SRIDONORETNO Association in enhancing the value of fresh agricultural produce coffee which is based on thorough research (holistic), formed by the words, and obtained from the natural situation. The application of qualitative approach was used to observe the activities carried SRIDONORETNO Association in meningkatkan bargaining power of agricultural products. Means any form of activity SRIDONORETNO Association in improving the bargaining power of agricultural products will be disclosed in a specific time and social conditions of local communities. Qualitative approach in this study was conducted using the case study research strategy (Yin, 2002; Sitorus, 1998). Strategy of case studies is designed in a descriptive research type, which is intended to: (1) gather facts in full (2) do the descriptions carefully, based on (3) in-depth understanding, and (4) identify malicious activity dilakukan Association SRIDONORETNO to increasing the value of their coffee fresh agricultural products.

**3. Results and Discussion**

**Institutional Strengthening strategi**

Strengthening the organization is done by regular meetings every month and usually on time menjelang harvest is done very intensively where almost every week to have discussions and musawarah Association board. For intensive discussion to plan persiapan directed to harvest and prepare care institutions that will focus on coffee, the planned organization is in the form of koperasi. Currently koperasi already at the stage of being set up your Prakoperasi and stages in terms of administration to the division of labor in order to dicapai a strong organization.

This capacity building includes pendalama more deeply related process if the coffee. And also looking for members who have the ability to modify the tool if the wet and also gather resources existing tools. Collection of resources existing tools in a way mengedendifikasi tools that are not used tools because they are already trends wet spring if carelessly, these tools do they repair and modification.

Every time a very intensive discussion for koperasi development and has entered the stage of pre koperasi. Koperasi pre-stage pre koperasi committee also doubles as a committee in 2016 to reap the harvest of red. Why should concurrently because they penen 2016 is designed as an initial capital koperasi, which will be formed in which members of the Association of SRIDONORETNO that commitment coffee production "premium" automatic sekaligus a member koperasi where kometmen farmers to become members koperasi besides coffee production "premium" will also be performed payments glondong coffee shape of 10 kg each member as principal.

For access to capital now could not be building is nice but we were right next priority after the farmers are able to produce as good of results of red quotation. For the time will be taken from the fund capital assistance and also to

Those who have the capital and concern and will also try to be taken from the buyer partners in poor coffee shop Association.

**Identification of Potential Group**

This activity focuses on the unification of the entire group's perception of red stringed activities. Each group is represented by two members, namely the chairman and secretary. It aims to sensitize kelompok that coffee is the main commodity of farmers will require a separate program that coffee mampu gave the welfare of farmers. Besides aware of all the groups of the potential coffee This activity also aims to get support from all groups. Officials of the association are aware that without the support of all the group's activities will not succeed. The results of this meeting there is an agreement to lift the coffee to be better by improving the pattern of production and marketing.



**Fig 1:** Sosialisasi and identification of potential groups

The activities also focused on activities with a meeting between the leadership of the Association Association vice partners Mebel shop. Enough for intensive and in-depth discussions ranging from discussion terkait Coffee potential to be developed

**Strengthening group**

Strengthening Activity board every month. This strengthening activity used to evaluate and also improvement groups conducted direction of movement. In each activity and evaluation always produces a learning and also a new keputusan or simply reinforce and clarify the activities that must be performed. The evaluation also used to solve reparation of knowledge of the disagreement that occurred dipengurus. Lessons learned from each co-ordination is the officers had an idea and thought of each, therefore the necessary coordination and discussion to unite their ideas and thoughts it is very important to avoid any disagreement between the board.

In the next stage of strengthening the board aims to improve understanding of the officers related to red stringed program. This strengthening of relevant circumstances of organizing farmers to reap red. Penggorganisiran farmers is linked to the circumstances of inviting farmers, how to hang a red stringed associated farmer. Strengthening the farmers are also associated degan linked group led technical understanding of coffee production "premium" as well as processing. The main thing is the strengthening of the leadership group to provide direction and guidance for quotation escort red.





Fig 2: Strengthening the board

**Setrategi support in strengthening the group**

Setrategi penunjang, related bagaimana motivate the group to do the coffee production program "premium". Setrateginya out is to bring farmers' way with the parties concerned and bring farmers with exhibition malalui market.

1. Visits to the department of agriculture and plantation  
 The visit is aimed first is informing that the Indonesian peasant alliance is supported by CSA activities here Department pendampinga coffee farmers and plantation agriculture as the owner of the area. The second is to unite the perception which the coffee farmers require specially attention in order to get ahead. Three adallah to discuss programs that could disingkronkan with activities implemented API.



Fig 3: Gambar 10 kunjungan ke DISTAMBUN

**2. The exhibition of agricultural products**

The exhibition aims to introduce the coffee product that is grouped farmer. With this exhibition is expected capable of providing a stimulus of its own farmers. With the exhibition will give motivation to the farmers as well as for more advanced group. With the exhibition will bring together farmers with new relationships which will mengembakan pemsaran networks are owned by farmers. The first coffee exhibition is an exhibition that diselenggarakan by the district last unfortunate second exhibition is in rangka rallies SPMA Malang.



Fig 4: Gambar 11 pamaren produk pertanian

**3. A visit to the Agency for food security and agricultural extension (BKP3)**

The visit is also intended to convey that the Alliance of Indonesian farmers have coffee mentoring activities. In addition to delivering the activities also aim to be a synergy with extension-extension that dimiliki by BKP3.



Fig 5: Gambar 12 kunjungan ke BKP3

**4. A visit to the coca PUSLIT Jember**

From the results of the visit by the leader of a farmers' organization dilakuka generate an understanding of the management group leader terkait coffee from farm to packing premises and does not have all of these learning should apply some parts of the course that may be applied conformed to the circumstances of the group.

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