

# **Innovation and Transformation: Coffee Farmer Empowerment Strategy by 101 Coffee House**

Indah Listyaningrum

<sup>1</sup> Department of Social Development, University of Tanjungpura

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**ABSTRACT:** Assistance for empowering coffee farmers in Punggur Kecil Village has been carried out by 101 Coffee House through several strategies: technical training, coffee quality mentoring, access to agricultural equipment, collective marketing, business training, environmental sustainability, regular evaluation, community participation, and access to technology. The research results show that, although the empowerment of coffee farmers in Punggur Kecil Village has progressed, the process tends to be slower compared to other areas where 101 Coffee House also assists, like the coffee farmers in Senoyan Village, Sambas Regency, who have experienced rapid growth since the beginning of 2019. The reason for the slow development in Punggur Kecil Village is that there are other superior commodities with simpler agricultural processes and more abundant results, namely Durian and Langsat fruit, which are very famous in West Kalimantan as "Durian Punggur" and "Langsat Punggur." Ultimately, the goal of empowering coffee farmers in Punggur Kecil Village is to overcome these obstacles, maximize coffee potential, and support the sustainable growth of the coffee industry.

**KEYWORDS:** coffee farmers, environmental sustainability, empowerment strategies, empowerment assistance.

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## **I. INTRODUCTION**

Coffee is one of the main commodities that play an important role in the Indonesian economy. Indonesia is one of the largest coffee-producing countries in the world, with excellent quality. In Kubu Raya Regency, West Kalimantan Province, there are several coffee-producing areas, one of which is Punggur Village, Sui Kakap District, Kubu Raya Regency, one of the region's best coffee producers. Based on data from the Kubu Raya District Agriculture Service, in 2021, there will be around 4,500 coffee farmers in the area, which covers most of the farming population in the villages around Punggur Village. However, coffee farmers in this area still need to overcome many obstacles, such as limited access to modern technology and equipment, a lack of knowledge about good cultivation techniques, and difficulties in gaining access to markets that guarantee fair prices for farmers. To overcome this problem, several parties have attempted to empower coffee farmers to produce processed products with higher added value.

One of the exciting initiatives is done by 101 Coffee House. As a local coffee business actor who implements an empowerment model for coffee farmers that focuses on innovation and transformation by involving farmers and related parties in optimizing coffee production and quality in Punggur Village, this is expected to provide significant benefits for coffee farmers and improve their welfare. However, research still needs to be carried out to evaluate this empowerment model's effectiveness and impact on coffee farmers' welfare, especially in Punggur Village.

## **II. METHODOLOGY**

This study used a qualitative approach with a single case study approach, which aims to gain an in-depth understanding of the experiences of coffee farmers, especially in Punggur Kubu Raya Village, and the final results achieved from the coffee farmer empowerment model by 101 Coffee House. Data was collected through in-depth interviews with coffee farmers and administrators at 101 Coffee House. All interviews were conducted in person and ranged from 48 to 98 minutes, accompanied by audio recordings made with the knowledge and consent of the informants. Apart from that, data is collected through observer fieldwork to better understand the situation in the field. The analysis technique of qualitative analysis was used in this research. The collected data was analyzed using content analysis techniques. This technique aims to understand the meaning of the collected data and extract the main themes that emerge from the data. Data analysis in this research was

based on the interactive analysis model developed by Miles and Huberman in 1984 (Miles B. and Huberman 1994).

### III. DISCUSSION

Research on the empowerment of coffee farmers has been carried out by many previous researchers who studied various aspects of empowering coffee farmers in Indonesia, such as the model of empowering coffee farmers in Garut Regency by Anwar et al. (2019), which shows that a coffee farmer empowerment model that involves farmers and related stakeholders can increase coffee production and quality and provide significant economic benefits for farmers. This empowerment model includes training and guidance on good coffee cultivation techniques, modern equipment and technology procurement, and wider market development. Meanwhile, research by Rahayu et al. (2020) shows that factors such as knowledge of good cultivation techniques, access to modern equipment and technology, and government support policies can influence the performance of coffee farmers in increasing the production and quality of their coffee. The same thing was also stated by Misbah et al. (2018) and Hidayat et al. (2019), which shows that empowering coffee farmers can improve the quality of production and income. Then research by Dewi (2017) and Ardiansyah (2020) stated that collaboration with private parties, such as *coffee shops*, can strengthen the empowerment of coffee farmers. Other research regarding the effectiveness and impact of empowerment programs has also been carried out by previous researchers, including research conducted by Prasetyo and Mardiaty (2015) entitled, Model for Empowering Coffee Farmers through Mentoring and Training Programs in Brebes Regency, Central Java, which evaluated the impact of the coffee farmer empowerment program in Brebes Regency, Central Java and found that the program could help increase the productivity and income of coffee farmers. Then, research conducted by Muslih et al. (2016), entitled Empowerment of Group-Based Coffee Farmers in Sempor Village, Kebumen Regency, Central Java, also evaluated the impact of a group-based coffee farmer empowerment program in Sempor Village, Kebumen Regency, Central Java, and found that the program could help increase the skills and income of coffee farmers.

Soemarno and Budiarto (2017), through research conducted on the effectiveness of the coffee farmer empowerment model through a farmer group approach in Sambirejo Village, Wonosobo Regency, evaluated the impact of the coffee farmer empowerment program through a farmer group approach in Sambirejo Village, Wonosobo Regency, and found that the program could help increase productivity and income of coffee farmers. In line with the results of research conducted by Soemarno, research conducted by Nugroho et al. (2018), entitled Empowering Coffee Farmers through Training in Cultivation Techniques and Product Processing in Sidomulyo Village, Ponggok District, Blitar Regency, also evaluated the impact of the coffee farmer empowerment program through training in cultivation techniques and product processing in Sidomulyo Village, Ponggok District, Blitar Regency. The results of his research found that this program could help increase the productivity and quality of the coffee produced.

Based on the previous research mentioned above, it is known that the similarity between the previous research and the research to be conducted is that it is qualitative research with a focus on empowering coffee farmers. Meanwhile, the difference is that several previous research studies focused more on developing policies and strategies to support the empowerment of coffee farmers. In contrast, the research will focus more on developing models for empowering coffee farmers in certain areas. Apart from that, there are also differences in the research objects. In previous research, the object of the research was farmer groups, while in the research to be conducted, it's a coffee *house*.

However, most previous research was conducted in other areas, and not much has been done in West Kalimantan, especially in Kubu Raya Regency. Therefore, this research needs to be carried out to fill the information gap, contribute to the development of the empowerment of local coffee farmers, and support government efforts to increase the productivity of the agricultural sector, especially in coffee plantations. Based on the urgency of the research, there are still obstacles to empowering coffee farmers in West Kalimantan, such as low product quality and low added value of the product. Therefore, it is hoped that this research can provide solutions and alternatives for empowering coffee farmers to improve product quality and added value and improve the welfare of coffee farmers in West Kalimantan, especially in Kubu Raya Regency, through innovation and transformation.

According to Christensen (2013), innovation involves three elements, namely "new technology, new business models, and new customer value." This means that innovation is related to the discovery of new technology and the organization's ability to integrate new technology into existing business models and produce added value for customers. Meanwhile, according to Kotter (2012), transformation is a major change that requires a change in strategy, fundamental structures, systems, and culture. Transformation can involve changes in the business model, technology, human resources, or the organization's core goals and values. Innovation and transformation are used as analytical tools in this research to refer to changes by *Coffee House 101* in

empowering coffee farmers in Punggur Village. Innovation in this context refers to introducing new ideas, methods, or technologies that are different from previously existing traditional ways. *Coffee House 101* is an empowering partner to increase effectiveness and efficiency in empowering coffee farmers by doing several things, such as introducing superior coffee varieties or introducing more environmentally friendly farming methods.

Meanwhile, transformation refers to a more significant change in ways of thinking, ways of working, and strategic orientation, which could be in the form of a transformation from a business model that initially only bought raw coffee from local farmers to a more sustainable business model by empowering coffee farmers as partners. business, so coffee farmers can obtain greater benefits and become more independent. Transformation can also include changes in governance, management, and leadership, which can positively impact empowering coffee farmers, especially in Punggur Village, Kubu Raya Regency.

Experts have developed the concept of community empowerment from various perspectives, including sociology, economics, and political science. According to Freire, P. (1970), community empowerment involves the active participation of the community in the learning process and decision-making that affects their lives. According to him, education must encourage critical awareness and collective action to overcome social problems. Apart from that, Chambers, R. (1994), a development expert from England who developed the concept of community empowerment centered on community participation in planning, implementing, and evaluating development programs, stated that community empowerment can occur when they have access to the information and resources required, as well as the ability to make decisions and act. Then a similar thing was also stated by Korten, D. C. (1990), an economist and activist from the United States who developed the concept of community empowerment, which focuses on sustainable development and reducing social inequality. According to him, community empowerment can occur when people have control over economic resources and development decisions that affect their lives. Sen, A. (1999), an Indian economist and philosopher who developed the concept of community empowerment, which focuses on human rights, social justice, and political participation, stated that community empowerment can occur when individuals have access to equal resources and opportunities to develop their potential. Zimmerman (2000), in his book "Empowerment Theory: Psychological, Organizational, and Community Levels of Analysis" states that empowerment is "a process by which individuals, organizations, and communities gain mastery over their lives".

Thus, based on references from existing literature studies, it can be seen that the concept of community empowerment is a process in which the community becomes the main subject in developing its abilities, resources, and potential. The concept of empowerment theory is used in this research as an analytical tool to understand the concept of empowerment and how to model how coffee farmer empowerment 101 coffee house can improve the welfare of coffee farmers, especially in Punggur Village, West Kalimantan.

#### IV. FINDINGS

Based on field studies conducted by researchers, it was found that the empowerment of coffee farmers has been implemented by 101 Coffee House for the coffee farmers they foster, both in the Sambas, Mempawah, and Kubu Raya districts, especially in Punggur Kecil Village, which is the research location. This contains the same empowerment model, although the final results for each region are different depending on the inhibiting and encouraging factors in each region, including in Punggur Kecil Village. The following is the empowerment strategy carried out by 101 Coffee House:

**Training and technical guidance.** 101 Coffee House carries out this empowerment approach through training and technical guidance because it is considered to have great potential to increase farmers' knowledge and skills in coffee cultivation. Through the training process and technical guidance carried out based on research results, it shows that there is an increase in the knowledge of coffee farmers. Overall, the analysis of the research results shows that training and technical guidance are important elements in the coffee farmer empowerment model. This provides a strong foundation for farmers to succeed in their coffee cultivation and contribute to the development of the local coffee sector.

**Coffee Quality Development.** The coffee quality development approach in the empowerment model applied by 101 Coffee House to coffee farmers shows that this coffee quality development approach has great potential to improve the quality and competitiveness of local coffee products. The coffee quality development program by 101 Coffee House can significantly improve the quality of coffee beans farmers produce. Overall, this analysis shows that coffee quality development is important to the coffee farmer empowerment model. This can provide significant benefits to farmers, including increased income and improved sustainability of their agricultural businesses. In addition, improving coffee quality can also contribute to the development of the local coffee sector as a whole.

**Access to farming equipment.** Access to agricultural equipment in the empowerment model applied by 101 *Coffee House* to coffee farmers shows that this approach positively impacts the efficiency and

productivity of coffee farming. Overall, the research results show that joint marketing is an effective strategy for increasing market access for coffee farmers. This helps them get better prices, supports the sustainability of agricultural businesses, and improves the welfare of coffee farming communities.

**Co-Marketing.** The joint marketing approach in the empowerment model applied by 101 Coffee House to coffee farmers shows that this strategy has a positive impact on increasing farmers' access to markets and supporting the sustainability of their business. Coffee farmers can access a wider market through joint marketing than if they worked individually. The research results show that joint marketing is an effective strategy for increasing market access for coffee farmers. This helps them get better prices, supports the sustainability of agricultural businesses, and improves the welfare of coffee farming communities.

**Business Assistance.** The business assistance approach in the empowerment model applied by 101 Coffee House to coffee farmers shows that this approach positively impacts farmers' abilities to manage their agricultural businesses more effectively. Capacity Enhancement. The business mentoring program provides training and guidance to farmers regarding business management. This includes business planning, financial management, and monitoring business performance. The research results show that business assistance is essential to the coffee farmer empowerment model. This helps them manage their agricultural businesses more effectively, improve economic prosperity, and support the growth of the local agricultural sector.

**Environmental Sustainability.** The environmental sustainability approach in the empowerment model applied by 101 Coffee House to coffee farmers shows that this approach positively impacts maintaining a balance between sustainable coffee farming and environmental protection. One aspect of environmental sustainability is reducing chemical fertilizers, which harm the soil and the environment. Through this model, farmers are empowered to adopt more environmentally friendly practices for using organic fertilizer, which reduces the negative impact of agriculture on the ecosystem. The research results show that an environmental sustainability approach to empowering coffee farmers is a positive step. This helps maintain a balance between producing farms and maintaining a sustainable environment, which is crucial in maintaining the sustainability of the local coffee sector and our planet.

**Periodic evaluation and assessment.** The periodic evaluation and assessment approach in the empowerment model applied by Coffee House 101 to coffee farmers shows that this approach has a positive impact on ensuring transparency, accountability, and continuous improvement in the empowerment program. Regular evaluation and assessment create a transparent and accountable environment. Farmers and other related parties have a better understanding of the goals, progress, and results of empowerment programs. Research results show that periodic evaluation and assessment are important for the coffee farmer empowerment model. This supports transparency, accountability, and continuous improvement in these empowerment efforts, providing greater benefits to farmers and their communities.

**Community Participation.** The community participation approach in the empowerment model applied by 101 Coffee House to coffee farmers shows that this approach positively impacts building a strong, collaborative, and committed community for the development of the local coffee sector. This empowerment model encourages active involvement from community members, including coffee farmers and other residents. This creates a sense of shared ownership of the empowerment program and the goals to be achieved. The research results show community participation is a key element in the coffee farmer empowerment model. It promotes collaboration, shared growth, and commitment to the sustainability of the local coffee sector. By involving the community, empowerment programs can be more effective and relevant to the needs of the communities served

**Increased access to technology.** Increasing access to technology in the empowerment model implemented by 101 Coffee House for coffee farmers shows that this approach provides significant benefits in increasing coffee farmers' productivity, efficiency, and competitiveness. Empowering farmers with access to modern technology, such as coffee processing machines, results in greater yields per hectare of land. Technology can help coffee farmers carry out agricultural processes more efficiently. Using machines for harvesting or coffee processing can reduce the time and energy required. The research results show that increasing access to technology is essential in empowering coffee farmers. Technology can help farmers increase their productivity, efficiency, and competitiveness in the competitive coffee industry. By adopting the right technology, farmers can overcome challenges and achieve sustainable success in their coffee farming.

**Income Diversification.** The Income Diversification Approach in the empowerment model applied by 101 Coffee House to coffee farmers shows that this approach positively impacts economic risks, increases income stability, and creates more economic opportunities for coffee farmers. The research results show that income diversification is essential for empowering coffee farmers. This helps reduce economic risk, increases stability, and provides more opportunities for farmers to improve their financial well-being and that of their communities.

## V. CONCLUSION

The research results show that innovation and transformation in empowering coffee farmers by 101 Coffee House have positively impacted agricultural practices, product quality, and farmer welfare. Innovation and transformation are interrelated elements and play an important role in advancing the coffee industry in Punggur Village. In addition, through observations that have been made, it is known that although coffee empowerment by 101 Coffee House in Punggur Kecil Village has developed, the process tends to run more slowly compared to other areas where the empowerment process is also carried out by 101 Coffee House, one of which is Senoyan Village in Sambas Regency, which has experienced rapid development in empowering coffee farmers since the beginning of 2019. The reason for the slow growth in Punggur Kecil Village is that this village has other superior commodities, such as durian and langsung, which are very famous in West Kalimantan and known as "Durian Punggur" and "Langsat Punggur." These two commodities have become the main focus because the agricultural process is more straightforward, and the results are more abundant, even though they are both superior commodities in Punggur Kecil Village. Although the tools and machinery necessary for coffee farming are readily available and supported, this experience exemplifies how the focus of agriculture can shift. Ultimately, the challenge of empowering coffee farmers in Punggur Kecil Village is to overcome these obstacles, maximize coffee potential, and support sustainable growth in the coffee industry.

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