

Empowerment of "Winangsari" Coffee Farmer Group by the Agricultural Extension Center of Bawang District Pemalang Regency

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Abstract

This research explain about the steps or process and impact of empowerment coffee farmer group "Winangsari" by *Balai Penyuluhan Pertanian Kecamatan Bawang*. This research is qualitative descriptive research. The aim of this research is to describe the process and impact of empowerment by *Balai Penyuluhan Pertanian* to coffee farmer group "Winangsari". Data collecting technique utilizes interview, observation and documentation. Data validity utilizes triangulation of source and analyzed by data reduction, data display and conclusion. The result of this research emerges the process of empowerment in the beginning is identification of potentation and problem", and then socialization step and the last is preparing of legality program. Afterwards, there are three main implementation of empowerment such as institution legality program, sertification of organic agriculture, and guiding program. The impact of empowerment are increasing price of coffe in *Dusun Karang Sari*, getting business partner and trust from consument, ability to produce the coffee and opened of farmer thought to select in plant the coffee.

Keywords:

Empowerment, *Balai Penyuluhan Pertanian*, Farmer group.

Introduction

Talking about Indonesia, the term agrarian country is certainly familiar to its citizens. Indonesia is referred to as an agricultural country where most of the main sources of livelihood of its people are in agriculture and plantations. This is supported by the geographical location of the Indonesian state which is in the tropics which causes weather and other natural resources to have good potential to develop the agricultural and plantation sectors. The plantation and agricultural sectors have a real contribution to the formation of national and regional income, increased income for the community, especially farmers, and providers of employment. In addition, it also plays a role in the provision of raw materials and the acquisition of state foreign exchange through export activities of agricultural and plantation products.¹

¹ Istianah, Dewi Hastuti, Rossi Prabowo, "Faktor-Faktor Yang Mempengaruhi Tingkat Pendapatan Petani Kopi (*Coffea sp*) (Studi Kasus di Kecamatan Jambu Kabupaten Semarang)". *MEDIAG, O* Vol. 11:2 (2015), hlm. 46-59.

The abundance of natural resources in Indonesia, especially agricultural and plantation land, which is an area of 7.1 million hectares of paddy fields in 2018.² Meanwhile, the details of plantation area in Indonesian territory in 2019 are 14,724.60 hectares for oil palm land, 3,413.30 hectares for coconut land, 3,683.50 hectares for rubber land, 1,258 hectares for coffee land, 1,600.30 hectares for cocoa land, 409.70 hectares for sugarcane land, 108.80 hectares for tea land, and 204.80 hectares for tobacco land.³

With such extensive assets, it is inseparable from the problem that there are still farmers with a relatively small business scale and weak bargaining position of farmers which is an obstacle in increasing income caused by limited infrastructure, low access to capital for farmers, lack of technology and market information that can be reached by farmers, especially rural farmers. Efforts to improve bargaining position can be carried out if farmers gather strength in one institution such as farmer groups under the supervision of agricultural extension workers by making farmers a subject in the process so that the institution plays an optimal role.⁴

According to the Agricultural Extension and Human Resources Development Agency, in 2018 the number of farmer groups reached 587,484, this number has increased compared to 2017 which amounted to 532,313. This shows that the awareness of farmers to institutionalize has increased, one of the reasons is thanks to the assistance of agricultural extension bodies. This group of farmers is spread throughout the archipelago, including in the Bawang District, Central Java Regency. According to data on the official website of the Batang Regency Food and Agriculture Office, there are about 195 farmer groups that are officially registered. One of them is the coffee farmer group "Winangsari" from Karang Sari Hamlet, Surjo Village, Bawang District. This group is under the auspices of the Bawang District Agricultural Extension Center with the category of intermediate group classes. One of the roles of the Agricultural Extension Center is to empower farmer institutions, so the establishment of institutions such as farmer groups is very crucial to strengthen and fight for the interests of farmers. One of the problems that are often highlighted by the surface related to farmers is the lack of education they take. Not a few find farmers who only received elementary

² CNN, "BPS sebut luas lahan pertanian kian menurun", <https://www.cnnindonesia.com/ekonomi/20181025153705-92-341433/bps-sebut-luas-lahan-pertanian-kian-menurun>, diakses pada 8 Oktober 2020.

³ <https://www.bps.go.id/dynamic/table/2015/09/04/838/luas-tanaman-perkebunan-menurut-propinsi-dan-jenis-tanaman-indonesia-000-ha-2011-2017-.html>, diakses pada 8 Oktober 2020

⁴ Wedy Nasrul, "Pengembangan Kelembagaan Pertanian Untuk Peningkatan Kapasitas Petani Terhadap Pembangunan Pertanian", *Menara Ilmu*, Vol. III No. 29 (Juni, 2012) diakses pada 8 Oktober 2020

school education. With the existence of institutions such as farmer groups, it is very important to provide non-formal education to farmers related to the world of agriculture and or plantations which are expected to be able to provide awareness to think more forward and slowly reduce the attitude of planting without thinking about what the fate of their crops will be when the harvest period comes.

The problems mentioned in the previous paragraph are some of the problems experienced by farmers in Karangsari Hamlet. Another problem is that when farmers create associations and agree to form a group but do not have legal official institutions registered with the state, it makes it difficult for farmers to access the facilities provided by the state for farmers. One of the empowerments by the Agricultural Extension Center for the "Winangsari" Coffee Farmer Group is the empowerment of organic agriculture-based farmers with the scope of certification on robusta coffee plants as a step to carry out movements to protect the earth and care for the environment. Because Surjo Village is a village with a good climate for cultivating coffee plants, therefore coffee is one of the crops that is a characteristic or superior commodity of the Winangsari Farmer Group, which in the end in the group there is also a grouping for coffee farmers who only focus on robusta coffee plants. With a set of coffee processing tools provided by the Batang Regency Food and Agriculture Office to the Winangsari Farmer Group, this ideally makes it very easy for farmers to process their harvested coffee to be processed into ground coffee packaged in such a way as to add economic value to the coffee itself. This seems interesting because this group is able to implement organic agriculture and plantations that are environmentally friendly and safe for health.

Therefore, this paper wants to explain the series of stages or processes of empowerment by the Onion District Agricultural Extension Center to the "Winangsari" coffee Farmer Group and wants to explain how the impact of empowerment by the Onion District Agricultural Extension Center to the "Winangsari" coffee farmer group. With regard to the subject matter regarding the Process and Impact of Empowering the Coffee Farmer Group "Winangsari" by the Agricultural Extension Center of Bawang District. There are several references such as journals and theses related to the discussion, including:

First, research owned by Misrawatih M. Said, Sitti Bulkis, and Kasan Djalaluddin entitled Strategies for Empowering Cocoa Farmer Groups Towards Independent Farmer Institutions. This research uses a descriptive approach with the theory of adaptation, achievement of goals, integration, and maintenance of

patterns. As a result, adaptation to the pattern of government support, achievement of goals is emphasized more on increasing human resources or members of farmer groups, integration established through meetings or meetings, implementation of farm business activities and training, and maintaining patterns carried out by farmer group administrators, namely participating in all scheduled group activities, subsidizing active members, nurture and advise group members, as well as form cooperatives as a means of producing organic matter.

Second, Novita Dian Pangesti's research entitled Women's Empowerment through TBM: A Study of Empowerment Strategies and Results at TBM Wijaya Kusuma Sleman Yogyakarta. This research uses a qualitative descriptive approach with data collection methods, namely observation, interviews, and documentation. The result of the study was the strategy of women's empowerment carried out by the TBM, namely first, the division into two groups based on the skills possessed by each member. Second, the holding of skills training activities for members. Third, the holding of business network distribution for group members who have businesses. The results obtained from the empowerment are increased insight and skills, being able to carry out production activities and increasing income, as well as the participation of members in group activities.

Muhammad Iqbal S.Y's research entitled Empowerment of Farmers by BPP through Gapoktan in Marabau Village, South Pariaman District, Pariaman City. This research was motivated by the low empowerment of farmer groups in Marabau Village as evidenced by the lack of activities such as training and lack of knowledge, so the BPP or the Agricultural Extension Center of the local sub-district carried out empowerment with the aim of improving the quality of farmer groups. This research uses ismawan Priyono's theory of empowerment strategies which consists of human resource development, group institutional development, community capital fertilization, productive business development.

Based on previous research that has been presented, there are several similarities, namely research with a big theme regarding community and group empowerment using qualitative methods. Meanwhile, the things that distinguish the research that will be carried out from previous research are research locations that are certainly different, conditions of different societies or groups of character, and the use of different theories.

Method

1. Research Location

The research location is in Karangsari Hamlet, Surjo Village, Bawang District, Batang Regency, Central Java, where the Winangsari Farmer Group comes from. The reason why the author finally chose to research in the group is:

- a. Winangsari Farmer Group is one of the farmer groups under the guidance of the Bawang District Agricultural Extension Center.
- b. Winangsari Farmer Group is one of the farmer groups that falls into the active category and has become an intermediate farmer group.
- c. In Karangsari Hamlet, which is the birthplace of the Winangsari Farmer Group, it is the only hamlet that has an organic robusta coffee plantation in Bawang District, as evidenced by an organic agriculture certificate according to SNI 6729:2016
- d. On October 30, 2018, he won 1st place in the Robusta Coffee Cupping Test in the Central Java Provincial Coffee Taste Test Festival in Magelang..

2. Kind and Approach of research

The author uses qualitative research, which is research that produces findings in the form of data or words without the slightest use of statistical procedures or calculations with numbers. In this study, researchers used a qualitative type of research with a descriptive or descriptive qualitative approach to describe, summarize events that occur in society according to conditions and situations.⁵ Presents a report that is not disclosed with statistical data, but instead contains excerpts of interview data, field notes, photo documents, or memos presented in the form of descriptions.

1. Objects, Subjects, and Techniques for Determining Informants

The object of this study is the empowerment process of the "Winangsari" Coffee Farmer Group carried out by the Bawang District Agricultural Extension Center and the impact of the empowerment. The subjects in this study are people who are involved and understand the various things to be studied. The research subjects in this study were extension workers from the Onion District Agricultural Extension Center and the management of the "Winangsari" Farmer Group as well as members of the coffee farmer group "Winangsari".

The technique of determining informants in this study uses purpose sampling techniques, namely using criteria based on special considerations in sampling as a data source. The criteria for informants in research are

⁵ Burhan Bungin, *Penelitian Komunikasi, Ekonomi, Kebijakan Publik, dan ilmu Sosial lainnya*, (Jakarta: Kencana, 2007), Hlm. 68

informants who are directly involved in programs or activities. Based on these criteria, informants who have met the criteria are administrators and extension workers from the Bawang District Agricultural Extension Center who are directly involved in empowerment activities, namely extension workers, administrators of the "Winangsari" Farmer Group and members of the coffee farmer group "Winangsari".

2. Data

The data sought in the study were primary data and secondary data. Primary data is data obtained directly from informants through interviews or observations of administrators and extension workers from the Bawang District Agricultural Extension Center, as well as the management of the "Winangsari" Farmer Group and members of the "Winangsari" Coffee Farmer Group. Secondary data is existing data. This data can be obtained from the local village office.

3. Data Collecting technique

Data collection technique is a way that researchers do to obtain data sources in the form of facts and information in the field. In this study, researchers used data collection techniques, namely interviews, documentation, and observation. Interview is a conversation between two parties, namely the interviewer or interviewer in charge of asking questions and the resource person who is in charge of providing answers to the questions given by the interviewer.⁶

Interviewing is one of the data collection techniques by asking directly (face to face) or through social media such as whatsapp (due to the Covid-19 pandemic) to informants through questions that have been prepared in advance by researchers.⁷ Documentation is the collection of data in the form of images, archival writings or other forms to strengthen information or other data that has been found. The data in the form of this document is not bound by time and space, so this is an opportunity for researchers to see and know this data as a reinforcement of the results of interviews and observations for the validity of the data.⁸ Direct observation is a way of collecting data by recording data systematically. Observation is carried out carefully and systematically to obtain results that can answer the formulation of the problem and increase the knowledge of a researcher.⁹ Observation was carried out

⁶ Haris Herdiansyah, *Metodologi Penelitian Kualitatif (Untuk Ilmu-Ilmu Sosial)*, (Jakarta: Salemba Humanika, 2010), Hlm. 118

⁷ Sugiharto, dkk, *Teknik Sampling*, (Jakarta: PT. Gramedia Pustaka Utama, 2001), Hlm. 17

⁸ Rully Indrawan dan Poppy Yaniawati, *Metode Kuantitatif, Kualitatif, dan Campuran Untuk Manajemen, pembangunan, dan Pendidikan*, (Bandung: PT Refika Aditama, 2014), Hlm 139

⁹ Soeratto, *"Metodologi Penelitian"*, (Yogyakarta : UUP AMP YKPN, 1995), Hlm. 99

from January to June 2021, it's just that this observation includes the process of processing coffee leftovers from the harvest and there are no observations related to joint activities carried out by groups with extension workers because they are hit by the Covid-19 pandemic and tightening the area, thus hindering this process.

4. Validity Techniques and Data Analysis

To test the credibility of the results of the researcher's data collection, the examination of the validity of the data uses triangulation techniques, triangulation is an examination technique, checking data with the aim of eliminating differences in reality in data collection, both through various events and points of view.¹⁰ The purpose of triangulation for authors is to recheck findings or data by comparing through sources, methods, and theories¹¹ and in this study the authors used source triangulation. In Moleong's book, Patton suggests that the triangulation of sources, in qualitative research, is to compare and re-examine the degree of trust or validity of information obtained through different times and tools.¹²

Once the data is obtained then the next step is to analyze the data to simplify it into a form that is easier to read and understand. In this study, interactive analysis techniques were used in analyzing data. The process has four stages, namely data collection, data reduction, data presentation and conclusion drawing. After all the research data related to the process and impact of empowering coffee farmer groups are collected, the next step is to select and summarize important data according to the research topic and then present it in the form of a description to then draw conclusions so that it is able to answer the formulation of the problem and produce recommendations for the BPP of Bawang District and the Coffee Farmer Group "Winangsari".

Finding/Discussion

A. Empowerment Process

After making various observations and interviews with the empowerer or extension party from the Agricultural Extension Center of Bawang District, with the management of the "Winangsari" Farmer Group and members of the "Winangsari" Coffee Farmer Group, the author divided into various stages

¹⁰ Lexy J. Moleong, *Metodologi Penelitian Kualitatif*, (Bandung: PT Remaja Rosdakarya, 2017). Hlm. 330

¹¹ *Ibid*, hlm. 331

¹² *Ibid*, hlm. 330.

according to the existing reality by combining descriptions of results and analysis in one point, as follows:

a. Identification step (*Assessment*)

This stage is carried out after going through various preparations such as discussing with the internal extension officer what things will be done when identifying or assessing at the empowerment location, namely Karangsari Hamlet, Surjo Village, Bawang District.

At first, the Winangsari Farmers Group was not a group that had official institutions registered in the state. So this became a problem because the group did not have access to enjoy the facilities provided by the state to the farmers and did not get legal protection as a group. Following up on this, the Bawang District BPP became a facilitator in this institutional legality problem.

The assistance carried out by agricultural extension workers in Bawang District or as facilitators for farmers is closely related to how they facilitate farmers in solving problems and developing personal and group potential independently. The need for this facilitation is because the Winangsari Farmer Group consists of individuals who have a variety of different characters and thoughts. Not only that, the individuals who are members of the Winangsari Farmer Group are a group of adults who have had unique experiences in each of their life journeys so it is not easy to completely change their views. With facilitation, these differences are expected to allow them to be effectively melted down.

Based on an interview with the Extension Officer, as follows¹³:

"dari BPP sak jane sudah sering ngasih macem-macem metode penyuluhan mbak, kaya diskusi ringan, studi banding, anjangsana. Tapi ya memang pemahaman petani kan beda-beda. Cara mereka menangkap ilmu kan beda tingkatannya. Sebenere ini bukan masalah krusial dan wajib dimaklumi tapi nyatanya agak menghambat proses juga. Sampe kadang dari penyuluh itu bingung cari solusinya."

It can be concluded from Mr. Susilo's statement that one of the internal problems of the Winangsari Farmer Group is the different level of understanding of the farmers when they get a material in the extension process with a certain method. The method in question is a method of discussion or activity that only conveys a material without giving direct

¹³ Interview on 26 April 2021.

examples to the audience, in this case the members of the Winangsari Farmer Group.

In activities that are carried out only by sitting quietly, providing eyes and ears to hear and see the material, it often invites boredom, in the end the material conveyed is only limited to passing through the right ear and out through the left ear. By delivering material without direct examples, farmers are free to interpret the material they can according to their personal understanding which allows for different understandings.

Another problem expressed by Mr. Susilo as an agricultural extension worker is that farmers are still thick with euphoria. The euphoric attitude in question is that farmers in the Karangsari Hamlet area are still relatively easy to get carried away by the trend to plant a crop that is being planted by many other farmers. Actually, this problem does not only occur internally in the Winangsari Farmer Group, but also becomes a problem for other farmers in Bawang District and even in other regions. As stated by the extension officer from BPP:¹⁴

"sekarang kan lagi viral tanaman porang to mbak, sering muncul di tv. Nah, petani tu kadang sikap euforianya masih tinggi. ada yang nanam porang, nanti banyak juga petani yang bakal ikut-ikutan. Itu ndak cuma berlaku buat petani di Poktan Winangsari saja loh. Tapi juga hampir semua petani kaya gitu..."

With this euphoria attitude sometimes farmers do not pay attention to the environmental conditions in which they live, suitable or not, suitable or not for growing such crops. Often, farmers do not take into account the cost of planting and care, as well as how to properly care for the crop in order to produce the best yield. If in an area many farmers are indifferent to the euphoria attitude that simultaneously grows the same crops without thinking about the target consumers, it is feared that it will cause a pile of crops with the same crop because of the abundant yields and low selling prices. This is very detrimental to farmers. such as the statement of the extension officer from BPP when interviewed:¹⁵

"nek semua petani menanam tanaman yang sama, tanaman yang lagi viral di kalangan petani gitu, tapi ora dipikir didol ning sopo, regane piro. Sesuai tidak dengan biaya perawatan dan sebagainya, itu jadi fatal banget mbak. Nanti kan numpuk hasil panen e. Malah bisa saja ndak laku karna ndak ada harganya. Ibarat duit nek sing beredar terlalu akeh kan dadi ora ono nilaine, ora ono ajine."

¹⁴ Interview on 26 April 2021

¹⁵ Interview on 26 April 2021

If all farmers grow the same crop, the crop that is going viral among farmers, but don't think about who it will be sold to, at what price. According to not the cost of treatment and so on, it becomes fatal as hell. Later it will accumulate the harvest. And it may not sell well because it has no price. It's like money if there is too much money, so there is no value, there is no price.

This euphoric nature will be a very profitable thing for farmers if they have partners to be able to sell all their products that have arrived in the harvest period. But another problem is that farmers including members of the Winangsari Farmer Group have a fairly minimal distribution network, this is certainly a good thing that makes production slump when the harvest arrives. As the narrative of the extension officer, as follows:¹⁶

"kebanyakan petani itu ndak punya mitra buat jual hasil panennya mbak. Kalo pakenya sistem kemitraan kan harga hasil panen bisa lebih manusiawi dibanding dengan dijual di pengepul biasa. Kadang ditawar habis-habisan apalagi kalo hasil panen tanaman yang sama itu banyak banget jumlahnya. Misal udah ada mitra kan jadi enak, mau sebanyak apapun juga tetep dibeli sama perusahaan atau mitra itu karna mereka butuh bahan baku buat produksi"

The partnership system ideally has a benefit principle that seeks to make an agreement that benefits both parties, namely farmers and consumers. On the one hand, farmers sell their products at reasonable prices, and on the other hand consumers or partners get quality raw materials with a sustainability system for the production of their business.

The Winangsari Farmer Group is a farmer group that has a superior commodity in the form of organic robusta coffee plants. This group became the pioneer of robusta coffee production in the Bawang District area. But unfortunately, not all members of the Winangsari Farmer Group have the same awareness in terms of processing this coffee. There are still many members of the group who sell this organic coffee in the form of green picking or commonly referred to as jotos coffee (ijo atos), which is immature coffee, this also affects the taste of coffee. Because immature coffee has a taste that is less than optimal when compared to coffee picked in a mature state with a dense red skin. This is one of the problems that if straightened out, will result in a higher selling price of coffee with a higher economy value. Robusta coffee in Karangsari Hamlet is a potential that if developed and produced in large quantities with various forms of products will bring many benefits to farmers, this is supported by the existence of coffee which is increasingly perpetuated by the rise of coffee shops and even modern cafes

¹⁶ Interview on 26 April 2021

that are much loved by all levels of society. Because of this thought, extension workers plan to develop group institutions so that they can enjoy the facilities provided by the Food and Agriculture Office, one of which is the procurement of coffee processing equipment which is very useful for the effectiveness of the production process.

b. Socialization step

This socialization stage is the next stage after identifying related needs, problems, and potentials both in terms of natural resources and human resources contained in the Winangsari Farmer Group environment. This stage is in accordance with the stages of empowerment according to the first Sulisyani, namely the process of awareness and formation of behavior, also in accordance with the stages of empowerment of farmer groups according to Toto Rudianto related to the creation of a conducive climate as an effort to strive for the development of empowerment and independence. This is because in the socialization stage is a process where the facilitator in this case is the Onion District BPP to create conditions with good relations in the early stages of empowerment which also includes the awareness process related to environmentally friendly organic farming and a reminder to stay away from the euphoria that exists among farmers. The purpose of socialization related to this euphoria attitude is a form of empowerment coverage related to self-evaluation, which from the empowerment process through this socialization is expected to be able to provide awareness for members to carry out evaluations that are ultimately accustomed to being carried out by themselves. Of course, socialization aims to let group members know that there will be various things and activities carried out in an effort to develop the farmer group's institutions, in addition, with the socialization, group members are willing and able to participate and participate in every process of activities that take place. As stated by the agricultural extension officer in Surjo Village:¹⁷

"Sosialisasi itu pasti ada mbak, biar anggota kelompoknya tau hal apa aja yang nantinya jadi kegiatan bersama sebagai usaha pengembangan kelembagaan yang mengacu sama assessment di awal."

This socialization is carried out whenever there are new activities or programs that will be carried out by the Agricultural Extension Center or

¹⁷ Interview on 26 April 2021

hereinafter referred to as the Onion District BPP. As explained by extension workers from BPP that:

"Setiap akan ada program atau kegiatan dari BPP, pasti dari pihak kami memberitahukan dulu kepada pihak kelompok tani mbak. Biar mereka ndak kaget dan bisa siap-siap sama programnya kalau memang dari pihak kelompoknya siap untuk melaksanakan program itu. Misal dari BPP menawarkan untuk nanam kacang edamame, kalo merekanya siap ya kami juga siap. Jadi kan sama-sama enak gitu berkegiatan tanpa paksaan."

But in reality, although socialization has been carried out when there will be activities or just ordinary meetings, it is only attended by a few members. This was revealed by one of the members of the farmer group, namely:¹⁸

"nek wonten pertemuan paling sing menghadiri niku mung 10an anggota mbak. Ya dimaklumi mawon lah nyatane wong tani niku lebih ngaboti garapan teng sawah kebon timbang srawung ting acara kados niku. Isuk ngantos sore ting sawah ting kebon, ndalune ya ngge istirahat."

(Jika ada pertemuan paling hanya dihadiri oleh 10an anggota mbak. Ya dimaklumi saja karena petani memang lebih memberatkan pekerjaan di sawah atau di kebun daripada bergabung di acara seperti itu. Pagi sampai sore di sawah di kebun, malamnya ya untuk istirahat).

In this socialization stage, the Bawang District BPP also socializes related to organic agriculture and invites farmers who are members of the Winangsari Farmer Group to be aggressive in cleaning the soil from inorganic waste and inorganic fertilizers or pesticides to make the organic agriculture certification plan a success. Socialization related to this matter began to be carried out in 2012 after the formation of the new board on January 7, 2012.

c. Implementation Step

After the basic socialization has been carried out, the next stage is the process of implementing the empowerment of the Winangsari Farmer Group carried out by the Agricultural Extension Center (BPP) of Bawang District. As a group that has been formed since 1978, the Winangsari Farmer Group has not been included in the category of groups that have official institutional legality even at the village level until 2012. So on January 7, 2012 this group

¹⁸ Interview on 24 Mei 2021

semi-formally held an association to form a new management structure which was attended by and the minutes were signed by the Head of Surjo Village who at that time was in office and received an official stamp from the village as a strong sign that the composition of the management had been officially formed. Furthermore, on July 3, 2014, Surjo Village officially issued Surjo Village Decree Number 474/146/VII/2014 concerning "Establishment of the Management of the Winangsari Farmer Group, Karangasari Hamlet, Surjo Village, Bawang District, Batang Regency".

The stage of empowerment of farmer groups according to Toto Rudianto in the first point is the strengthening and institutional development of farmer groups where members become subjects and drivers of group progress with facilities from institutions. In 2016, the Bawang Subdistrict BPP assisted and directed the Winangsari Farmer Group to prepare all kinds of requirements needed at that time to further make a deed of establishment of a farmer group association through a Notary and PPAT. Finally, on May 24, 2016, the Winangsari Farmer Group is a farmer group that officially has a legal entity.

The second point is the development of appropriate technology for farmers. This coffee processing tool is very useful for the continuity of farmer groups with robusta coffee plants as a superior commodity, the tool has also gone through developments in its use such as the addition of coolant to the coffee bean roasting machine which aims at coffee beans that have become roast bean so that it cools quickly. With this tool, the farmer group is able to independently process raw coffee from the harvest into green bean, namely coffee beans that have been discarded from the fruit flesh and shell, and even coffee in powder form that is ready for consumption.

This certainly plays a role in increasing the economic value of robusta coffee plants produced by farmers who are members of the Winangsari Farmer Group. Long before the existence of coffee processing tools, this group processed harvested coffee for its own consumption with processing that was still very traditional using tools available in their respective homes, some were just selling harvested coffee without being processed at all. Coffee processing is only done for self-consumption with tools that are still very simple. Since the existence of this tool, actually not all coffee harvests are processed into green bean or ground coffee, there is also a lot of coffee in raw form that is sold to middlemen. This is due to the abundance of crops with an average gain of 39.3 tons annually. According to Mas Ghufon, one of the group members, the Winangsari Farmer Group was unable to process all the

crops due to limited member resources, the size of the place for drying that was not proportional to the large number of crops, and the high rainfall in the Karangsari Hamlet area which often hampered the drying process.

"total panen niku kathah sanget mbak, nek sesuai perhitungan ya rata-ratane 39,3 ton setahun, kangge satu musim panen. Alat pengolahane pancen wonten, tapi saestu bakal kewalahan mbak. Proses penjemuran mawon dalam waktu 10-30 harian, niku mawon nek boten udan. Nek udan ya lewih lami. Tempate barang kan terbatas, lahan kosonge boten luas."

*"the total harvest is very much, if according to the calculation the average is 39.3 tons in one year, for one harvest season. The processing tools do exist, but they are definitely overwhelmed. Just drying process within 10-30 days, that's all if it doesn't rain. Suppose it rains, yes, it will be longer. The place is also limited, the vacant land is not large."*¹⁹

In Bawang District itself, there are only 2 hamlets that received coffee processing equipment grants from the Batang Regency Food and Agriculture Office, the first is Karangsari Hamlet and the second is Candirejo Hamlet. These tools include pulpers, namely wet coffee peelers (coffee fruit flesh peelers), hullers, namely peelers of arid peels or dried coffee bean shells, roaster is a machine for roasting coffee beans, a grinder or disk mill, which is a coffee grinding machine so that it becomes ground coffee, and a water content checking machine. With this tool, the Winangsari Farmer Group finally opened a coffee roasting service at a cost of Rp. 15,000,-/kg which later this money will be put into the cash for group purposes.

In addition to the two programs described above, there are also companion programs or activities such as holding comparative studies and various discussions. The comparative study was conducted in August 2018 to Kampung Kopi Banaran. BPP Bawang Subdistrict facilitates members of the Winangsari Farmer Group to jointly entertain themselves while adding insights related to robusta coffee in the Banaran area, Semarang. Regarding discussion activities, this activity is carried out without compiling a schedule or in other words there are no regular discussion activities every week or month.

Some of the discussions that have been held are related to the intensification of robusta coffee plants, namely how to properly and properly cultivate the soil, irrigation or regular irrigation, selective in the selection of

¹⁹ Interview on 29 Mei 2021

superior seedlings, fertilization processes, and how to eradicate pests and diseases in coffee plants. In addition, there was also a discussion about how to process good coffee and package robusta coffee as a mainstay product from the Winangsari Farmer Group. This discussion was carried out by extension workers together with Diponegoro University students who were implementing KKN in 2019. From the discussion, it is hoped that it will be able to provide knowledge to farmers who are members of the group to start marketing ground coffee produced with packaging that can attract buyers as one of the marketing strategies and provide insight into knowledge to farmers related to how to process good coffee so that it is able to produce distinctive coffee flavors. Discussion activities are also carried out when there are problems among farmers who are complained to extension workers. These problems are like how to deal with diseased plants.

B. Empowerment impact

All the processes of empowering farmer groups carried out by the Bawang District BPP, of course, this creates an impact on the Winangsari Farmer Group and its members. The impact here has the meaning of a result of the realization of the program and provides a constructive influence on the affected subject. There are at least four points of impact of the empowerment process of the Winangsari Farmer Group, namely:

1. The increasing of robusta coffee price

With the institutional legality program followed by the assistance of the submission of coffee processing equipment and organic farming programs, the Winangsari Farmer Group was able to sell robusta coffee harvests at a higher price than before. The existence of these coffee processing tools makes members of the farmer group have the awareness to process their coffee first before being sold to increase the economic value of the coffee itself although not all harvested coffee goes through a processing process before being sold. With these tools, members are able to produce raw coffee at an average price of Rp. 2000, - up to Rp. 5000, - turned into ground coffee that is ready to be brewed.

Not only selling it in powder form, this group was also finally moved to make new innovations by selling harvested coffee in the form of green bean at a price of Rp. 35,000, - and roast bean at a price of Rp. 150,000,-, while the price of ground coffee in 100gr packaging was sold at a price of Rp. 20,000, - and tried to package it attractively which included an identity as a form of group branding business, this is one of the efforts of coffee farmer groups to compete

with similar products. The competitive efforts that are still the mainstay of the group are to maintain the organization of robusta coffee from this hamlet and promotion by relying on friends or relationships known by each member.

According to the narratives of several group members, in one robusta coffee harvest period, the minimum net income received is IDR 12,000,000,-. As told by one of the members of the farmer group, as follows:²⁰

"...tani kopi ting mriki tiap panen paling sekedik angsale 12 juta nduk, niku sampun rata-rata. Nek kulo biasane angsal 15an juta tiap panen."

"...petani kopi di sini setiap panen paling sedikit dapat 12 juta nduk, itu sudah rata-rata. Kalau saya biasanya dapat 15an juta setiap panen"

The same thing regarding income was also stated by one of the members of the farmer group, as follows ²¹:

"sing sampun-sampun kulo angsal sekitar 24 jutaan sekali panen mbak, niku pendapatan bersih."

"yang sudah-sudah saya dapat sekitar kisaran 24 jutaan sekali panen mbak, itu semua pendapatan bersih."

According to Mas Ghufon's narrative, there are 2 members of the group who have the largest income, namely Mr. Burrohim and Mr. Sulaiman, whose coffee plantation area in Karangsari Hamlet reaches 1.0 hectares with income of up to tens of millions. It is not known exactly the nominal amount because when in the field, the author could not meet the two members. This can also be seen from their ability to buy a car and make a festive celebration for their children in the early days of the Covid-19 pandemic. There is one thing that is unfortunate in the discussion of the impact on the socioeconomic aspect regarding the increase in income of coffee farmers, namely that there has not been a balance between increasing income generation and farmers' enthusiasm to send their children to higher levels (universities). The income generated from this robusta coffee plant is usually used for the savings of their children's wedding parties, there are also those who use it to buy farm animals such as goats or cows.

According to the narrative from Mr. Muadi as the head of the group that the average income obtained from the robusta coffee harvest among the Winangsari Farmer Group is Rp. 12,000,000,-. This is also justified by Mas Ghufon, one of the active members who is considered the youngest member. If calculated, with an average income of Rp. 12,000,000 per

²⁰ Interview on 30 Mei 2021

²¹ Interview on 30 Mei 2021

harvest, the monthly income is Rp. 1,000,000,-, this does not include other crops such as bananas, avocados, and other crops that are also grown around coffee plantations, not counting the income of coffee products in the form of green bean, roast bean, and ground coffee. Unfortunately, not all crops are processed into these 3 forms of products because the capacity of the tool and power are still limited and have not been able to process on a large scale. This shows that coffee farmers in Karangsari Hamlet who are members of the Winangsari Farmer Group have more income than the average income in Surjo Village, which is RP 800,000,-.

2. Gaining partners and trust from consumers

The empowerment process carried out by the Onion District BPP to the coffee farmer group "Winangsari" has a positive primary impact according to Sudarmo Ali Murtolo and the impact in socioeconomic aspects according to Suryantika Sinaga to group members regarding the strengthening of the network because it gains partners and trust from consumers who are proven after becoming participants with the best robusta coffee flavor I in the coffee taste test festival attended by baristas and coffee lovers, The Winangsari Farmer Group has a partner that has survived until now, namely Oasis Coffee. Initially, the Onion District BPP became a bridge between the Winangsari Farmer Group as a coffee product provider and its new partner.

With this partnership system, the Winangsari Farmer Group already has a partner as a permanent buyer of coffee bean products in the form of green bean which is used for café needs. Green bean is a term for raw coffee beans that have been dried and are ready to be roasted or roasted. Not only Oasis Coffe, regular customers of the Winangsari Farmer Group coffee products, some of which are Sirami Coffee and Kingkaf Coffe in Bawang District. Not only cafes that subscribe, there are also many robusta coffee middlemen who come from Temanggung to buy raw robusta coffee harvests or cherry picking from Karangsari Hamlet. In addition to getting partners, this group also gained the trust of consumers as proof that this group is able to be competitive slowly. This is because Poktan Winangsari has been officially incorporated with organic agriculture which is supported by certification from organic farming institutions which certainly produces better products for health if it is consumed because it does not use chemicals in the initial process of cultivation until the plant is fit to be harvested and marketed.

3. Skill to process coffee

The existence of efforts to empower the coffee farmer group "Winangsari" also has a primary impact according to Sudarmo Ali Murtolo and also has an impact on socio-cultural aspects according to Edi Suharto, the formation of innovation and the birth of ideas within the scope of the group as evidenced by the existence of coffee products in the form of green bean, roast bean, and ground coffee in packaging that include the identity of the group. After the farmer group officially had a legal entity and the availability of coffee processing equipment whose submissions were initiated and assisted by the Bawang District BPP, farmers began to have awareness to process their own harvested coffee. The ability to process coffee was distributed by Mas Ghufro, as one of the members mandated by the Bawang District BPP to take part in coffee agribusiness training and coffee entrepreneurial youth training in 2019 and 2020.

From the training, he slowly channeled the knowledge to other members who were enthusiastic about learning together, including in discussions as well as coffee roasting and brewing training. There are 4 ways of processing coffee that are often applied by farmers in processing coffee, namely natural, full wash, honey and wine. The natural process is carried out by means of coffee cherries that have been harvested directly dried in the sun until evenly dried, this method will produce coffee with a strong flavor. The full wash process is carried out by putting the harvested coffee cherries into a tub filled with water for approximately 12 hours and then drying in the sun to dry, this method will produce coffee with a mild taste. The honey process is carried out by peeling the harvested coffee cherries but still leaving a slime containing natural sugar from the coffee cherries, then drying them in the sun to dry and producing coffee with a sweet taste quite high sweetness and balanced acidity. The wine process is carried out by fermenting coffee cherries and then drying in the sun to dry, this process produces coffee with a unique sour taste.

4. The open mind of farmers not to carelessly plant and cultivate plants.

The existence of every discussion held by the Bawang Subdistrict BPP to the Winangsari Farmers Group in which there was a reminder not to plant and cultivate plants carelessly, the farmers' habits of planting and cultivating plants without consideration could gradually be overcome. This proves that the effort to empower farmer groups by BPP Bawang Subdistrict has an impact on socio-cultural aspects according to Edi

Suharto related to the formation of awareness in the group not to be rash in planting and cultivating plants without careful consideration, calculation, and preparation. As stated by one member of the farmer group as follows:²²

"nek mbiyen wong tani niku pancen kerep milu-milu batire mbak, nek batire nandur lombok mangke podo nandur lombok sedanten. Pokoke sing lagi akeh ditandur wong, mesti milu nandur. Tapi sakniki mboten, soale sampun gadah fokuse piyambak. Nek badhe nandur tanaman anyar biasane konsultasi kalih penyuluh riyin. Nanging ya mboten kabeh petani kados niku si mbak.."

"kalau dulu petani memang sering ikut-ikutan petani lain mbak, kalau petani lain nanam cabe nanti pada nanam cabe semua. Pokoknya yang lagi banyak ditanam, pasti nanti pada ikutan. Tapi sekarang tidak, karena sudah punya fokusnya sendiri. Kalau mau nanam tanaman baru biasanya bilang dulu sama penyuluh. Tapi ya tidak semua petani seperti itu sih.."

From the statement above, it can be seen that the habit of farmers who carelessly plant and cultivate plants without consideration can gradually be overcome. This happens because the farmers themselves feel how bad this habit is, such as the low selling value due to the abundance of the harvest, considering that in Bawang Subdistrict the majority of the people are farmers.

Conclusion

This study concludes that the empowerment process begins with the identification stage of the potential and internal problems of the "Winangsari" Coffee Farmers Group, then the socialization stage, one of which is related to organic farming and preparation of a certification program. Then there are 3 main implementations of empowering farmer groups, namely the institutional legality program, organic farming certification in the robusta coffee sector, and companion programs such as comparative studies and various discussions. With assistance. In the implementation of group empowerment there are at least 4 impacts in socio-economic and socio-cultural aspects, namely increasing the economic value of robusta coffee in Karangasari Hamlet, gaining partners and trust from consumers, increasing coffee processing skills and opening the minds of farmers to not carelessly plant and cultivate plants.

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²² Interview on 24 Mei 2021

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