

THE DEVELOPMENT OF THE RAKYAT'S COFFEE CLUSTER IN BONDOWOSO THE NEW NORMAL ERA

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ABSTRACT

The research was conducted to see the Community Coffee Cluster Development Program in the Pandemic Period and the New Normal Era. The People's Coffee Cluster experienced a decline in sales during the pandemic, a community empowerment program developed by the Bondowoso Regency government and the Plantation Sector of the Bondowoso Regency Agriculture Service with the Bondowoso branch of the East Java Bank, the Jember Coffee and Cocoa Research Center, Perum Perhutani, and the Indonesian Coffee Farmers Association. Bondowoso branch. The People's Coffee Cluster Program is a policy for empowering coffee farmers in Bondowoso Regency, which aims to raise the low quality of coffee quality in Bondowoso and make it one of the drivers of the community's economic welfare. In this study, the data obtained is qualitative data that describes certain social phenomena. The method used in this research is qualitative descriptive analysis. The results showed that the implementation of the People's Coffee Cluster Program in Bondowoso Regency during the pandemic period needed attention in the marketing and production processes. Changes in SOPs in the development of the People's Coffee Cluster were carried out not only to increase sales and production but for the survival and economic stability of the Smallholder Coffee Growing Farmers during the epidemic period.

Keywords: People's Coffee Cluster, New Normal Era

ABSTRAK

Penelitian ini dilakukan untuk mengetahui Program Pengembangan Klaster Kopi Rakyat di Masa Pandemi dan Era New Normal. Klaster Kopi Rakyat mengalami penurunan penjualan saat masa pandemi. Pengembangan Kopi Rakyat merupakan sebuah program pemberdayaan masyarakat yang dikembangkan oleh pemerintah Kabupaten Bondowoso dan Bidang Perkebunan Dinas Pertanian Kabupaten Bondowoso Bersama Bank Jawa timur cabang Bondowoso, Pusat Penelitian Kopi dan Kakao Jember, Perum Perhutani, dan Asosiasi Petani Kopi Indonesia cabang Bondowoso. Program Klaster Kopi Rakyat adalah sebuah kebijakan untuk Pemberdayaan petani kopi di Kabupaten Bondowoso, bertujuan untuk mengangkat kualitas mutu kopi yang rendah di Bondowoso dan Menjadikan salah satu pendorong Kesejahteraan ekonomi masyarakat. Pada penelitian ini data yang di peroleh adalah data kualitatif yang menggambarkan fenomena sosial tertentu. Metode yang digunakan pada penelitian ini adalah analisis deskriptif kualitatif. Hasil Penelitian yaitu menunjukkan bahwa Implementasi Program Klaster Kopi Rakyat di Kabupaten Bondowoso pada masa sebelum dan pada masa pandemi terjadi perubahan yaitu penurunan pendapatan dan produksi, sehingga perlu dilakukan perhatian dalam proses pemasaran dan produksi. Perubahan SOP dalam kegiatan pengembangan Klaster Kopi Rakyat dilakukan bukan sekedar untuk meningkatkan penjualan dan produksi tetapi untuk survivalitas dan stabilitas ekonomi Petani penanam Kopi Rakyat di masa Pandemi.

Kata kunci: Klaster Kopi Rakyat, Era *New Normal*

INTRODUCTION

Coffee is a plantation commodity that plays an important role in the Indonesian economy. Since the 16th century, around 1686-1699, during the Dutch colonial period in the Dutch *East Indies* (Indonesia), the first coffee seeds were imported from Malabar in India to be planted in *the Dutch East Indies*. This plant material became the forerunner of all coffee plantations. in *the Dutch East Indies*. Twelve years later, namely in 1711, the first export of coffee from Java to Europe was carried out through the *Vereniging Oogst Indies Company (VOC)*. Exports were recorded at 116.687 Pounds in 1720 and 13396.486 pounds in 1724. These exports made Indonesia the first region outside Ethiopia and Arabia to cultivate large quantities of coffee. Now Indonesia is the fourth largest producer of coffee beans (4) in the world after Brazil, Vietnam and Colombia with a fairly large foreign exchange contribution. According to data from the Ministry of Industry in 2017 the National Coffee processing industry was able to earn foreign exchange reaching USD469.4 million. The foreign exchange was obtained from the export of coffee beans of 639 thousand tons with a composition of 72.84 percent being Robusta coffee and 27.16 percent Arabica coffee. This fact could be a potential for the development of the domestic coffee processing industry.

Geographically, Bondowoso Regency is located at coordinates between 113°48'10" - 113°48'26" East Longitude and 7°50'10" - 7°56'41" South Latitude. The total area of Bondowoso Regency is 1,560.10 Km² or about 3.26% of the total area of East Java Province, which is divided into 23 sub-districts, 10 sub-districts, 209 villages and 1,379 hamlets. The entire area of Bondowoso Regency is land, where 44.4% of the area is mountainous and hilly, 30.7% is lowland, and 24.9% is highland. In this case, one of the potential plantation crops in Bondowoso Regency which is quite prominent is the coffee plant. Bondowoso is very good and has been able to penetrate the export market, one of which is Arabica Coffee "*Java Ijen Raung*" Bondowoso has exported to a number of countries in Europe and America, Until now a number of export markets continue to be penetrated, including markets in Asia where buyers from Eastern countries Saudi Arabia, Japan and China have also expressed interest.

Bondowoso Regency is one of the main coffee producing areas in East Java. History says that since the early 16th century, the coffee plantation in Bondowoso was part of the Sebesuki Raya plantation which is a producer of Arabica Coffee and its products are widely known to foreign countries as *Java Coffee*, with an area of 12,695.84 Ha. From this area, 7,332 Ha are plantations belonging to PTPN XII which are Arabica coffee plantations and include one of the *specialty coffees* that have world-class quality and reputation under the names *Java Coffee Jampit* and *Java Coffee Blawan*, while the remaining 5,363.84 Ha are cultivated plantations. by the people consisting of 80% Robusta coffee which is grown at an altitude of 600 to 900 mdpl and the rest is 20% Arabica coffee which is grown at an altitude above 1000 s/d 1500 mdpl. People's coffee in this area has the potential to produce good quality *coffee* with special

characteristics in accordance with local and international coffee market demand.

Coffee is a plantation commodity that has a strategic role and potential in Bondowoso Regency. Arabica coffee produced by the people or planters is mostly productive and the quality or product quality is low, only 60% of the production potential. The low quality of the product is due to improper post-harvest handling that is not in accordance with *the SOP (Standard Operating Procedure)*, for example, picking does not choose red coffee cherries but mixes them with green ones. Drying coffee beans does not use para-para (drying rack), but just drying on the road or floor, so it is susceptible to damage mixed with livestock manure. In addition to productivity and quality, the problem faced by farmers is that they often get capital from vendors so that coffee prices are low. With such a situation, coffee cannot prosper and prosper the lives of farmers.

With regard to efforts to increase productivity and quality and income of Arabica coffee farmers, guided by Bondowoso Regent Regulation number 25A of 2017 concerning Governance and Trading of Bondowoso Coffee Products, the Bondowoso Regency Agriculture Service and the Indonesian Coffee and Cocoa Research Center (*Puslitkoka*) have an idea to organize the smallholder coffee farmers by forming clusters. Policy implementation is a very important stage considering that it is also related to the policy cycle that gets more attention from public actors to the community, therefore the author conducts more in-depth research on the policy of developing people's coffee clusters with the title "Development of the People's Coffee Cluster in Bondowoso New Era. Normal".

METHOD

Study this use study descriptive qualitative. Study Descriptive qualitative done at the time data collection carried out with interview to informant as well as studies literature journal journal study before. Study this carried out at the Department of Agriculture, Bondowoso Regency. The data search was carried out in the month of March 2020-June 2020. The types of data carried out by the author namely: Primary Data, the data obtained live from informants who are in the field, namely: At the Bondowoso Regency Agriculture Service, the Indonesian Coffee and Cocoa Research Center (*Puslitkoka*), Perum Perhutani KPH Bondowoso, Bank Jatim Bondowoso Branch, Bondowoso Coffee Farmers Association. and some smallholder coffee farmers. Secondary data, the data obtained through related books, reports and records with researched problem.

Data analysis is the process of finding and compiling data by systematic data that has been obtained from results interview, notes field, documentation with organize data to in category, describe to in units, do synthesis, compose to in pattern, choose and which one to learn and make conclusion so that easy understood by self alone as well as other people (Sugiyono, 2006: 89).

For give answer to existing problems to fit with destination study so method analysis used is method study qualitative that is method used for research on conditions natural object where researcher is as a key instrument, technique data collection is done by triangulation (combined, data analysis is inductive and result more emphasize mean than generalization (Sugiyono, 2006: 1).

In research qualitative as meant above, the data that has been obtained in study collected, next grouped for made as ingredient input that will used as ingredient proof in implementation writing scientific. Next implemented confirmation to informants other for obtain valid data. After the data processed, next conducted discussion to data that is qualitative in form descriptive with analyze by carefully. Next data analysis performed by inductive, that is analysis with method interesting conclusion on successful data collected from form general or reasoning for reach conclusion about all elements research that doesn't checked or researched in research.

Study this use technique data validity with how to test credibility through the triangulation process. Results of interviews, observations and documentation collected based on degrees similarity information, so that the data obtained have the same alignment . Study this use technique triangulation source. Triangulation with test data and information with method looking for the same data with informant one and the other. Data from informant has compiled with results documentation that is strengthened by observations that have similarity information.

RESULTS AND DISCUSSION

The Community Coffee Cluster development program in Bondowoso Regency is guided by Permendagri number: 22 of 2009 concerning procedures for regional cooperation between the local government of Bondowoso Regency and 4 parties to make an agreement in the form of a cooperation contract (MoU) in the development of coffee agribusiness in Bondowoso. The five parties who signed the cooperation contract included the Department of Agriculture as representatives of the local government, the Indonesian Coffee and Cocoa Research Center (Puslitkoka), Perum Perhutani KPH Bondowoso, Bank Jatim Bondowoso Branch, Bondowoso Coffee Farmers Association. Based on Bondowoso Regent Regulation number 25A of 2017 concerning Governance and Trading Administration of Bondowoso coffee products, the Agricultural Service was appointed as the policy implementer. This step is a step forward by the government and 4 related parties in order to advance the life and welfare of the coffee farming community in Bondowoso Regency.

The establishment of the People's coffee cluster is able to solve the problems of coffee farmers, especially in terms of increasing productivity and quality, this certainly affects the selling price of coffee. Head of the Plantation Division at the Agriculture Service of Bondowoso Regency . To determine and organize resources that lead to efforts to realize policies into results in accordance with the goals and objectives of the

Policy Implementation of the People's Coffee Cluster Program in Bondowoso Regency in the first stage the Regional Government delegated the authority to empower coffee farmers to the Department of Agriculture, especially in the Plantation Sector, Bondowoso Regency.

The Coffee-Based Economic Cluster Model in Bondowoso Regency involves 5 (five) parties who can be referred to as coaches who are mutually committed by forming an agreement in the form of a cooperation contract (MoU) then signing the cooperation contract and the main target of developing this Economic Cluster Model is Coffee Farmers who act as a beneficiary so that other stakeholders act to facilitate farming activities carried out by farmers .

The communication that exists between actors in the mechanism for implementing the Community Coffee Cluster Development Program at the Bondowoso Regency Agriculture Service through the signing of the Memorandum of Understanding for Cooperation in 2018 aims to provide legal certainty and as a basis for implementing cooperation with the aim of increasing productivity, quality, marketing and Institutional strengthening of the People's Coffee Cluster to support the export market-oriented specialty coffee development program as well as downstream and derivative industries in Bondowoso Regency.

Resources that affect success, namely human resources are required to have the expertise and ability in carrying out their respective duties in their respective fields so that the expected goals can be achieved and which become the determining factor in the success or failure of a policy implementation, then budget resources are also a factor. the determinant. These equipment resources also support the implementation of the Community Coffee Cluster Development Program policy at the Bondowoso Regency Agriculture Service, a member of the Plantation Sector Employee at the Bondowoso Regency Agriculture Office, Mr. Hadi Surahman stated that for the People's Coffee Cluster Development Program all parties have experts in accordance with body and go directly to the field, which includes:

1. The Bondowoso Regency Government gave its authority to the Department of Agriculture in the Plantation Sector as the field that controls the management of coffee plantations, namely in providing infrastructure, infrastructure, and facilitation of training and mentoring both upstream and downstream worth 3.63 billion.
2. The Indonesian Coffee and Cocoa Research Center becomes a companion expert in fostering the cultivation, processing and marketing of products to increase farmers' income through increasing the production and quality of export-standard *specialty coffee* , analyzing the quality and taste tests of the processed products of farmer groups, and training coffee taste test farmers.
3. The Bondowoso Regional Development Bank of East Java provides financing for the development of the Arabica Coffee Cluster in Bondowoso Regency (providing an injection of funds with minimal interest).

4. Perum Perhutani Provision of land in the area used for the development of the Arabica Coffee Cluster in Bondowoso Regency, as well as a partner for coffee farmers in the development of coffee clusters in the forest area in accordance with applicable regulations with the principle of sustainable forest management.
5. The Indonesian Coffee Farmers Association (APEKI) has carried out institutional dynamics of farmer groups in the Bondowoso Regency area, as well as supporting and participating in the empowerment of coffee farmers for the success of the Arabica Coffee Cluster in Bondowoso Regency .

Community Coffee Cluster Implementation Strategy

This strategy starts with:

- 1) Field identification by the Agriculture Service of Bondowoso Regency.
- 2) The study was facilitated by Bank Indonesia (BI) and its implementation was carried out by the Koka Indonesia Research Center.
- 3) Roadmap (Planning) with 3 stages, namely: initiation, growth and consolidation. The first stage is the initiation stage. The next five years, the program will focus on the growth stage. Meanwhile, the third stage is the strengthening program. The targets to be achieved for each stage of the roadmap are as follows:

Table of Roadmap for the Implementation Strategy of the People's Coffee Cluster

2011-2015 (Initiation)	2016-2020 (Growth)	2021-2025 (Consolidation)
Social construction for global business preparation	Consolidating the business of sustainable good quality raw materials	Expansion of downstream product marketing
Improving the quality of raw materials	Improvement of resources and environment	Tourism industry development
Consolidating the supply of good quality raw materials	Coffee Cluster Agro-tourism Growth	Maintaining the sustainability of the coffee industry cluster
Improvement of raw material marketing system	Downstream product differentiation (innovation)	Cluster-based new business growth
Downstream industry initiation	Incubate the growth of supporting industries and attract investment	<i>Brand development</i>
IPR Protection (Geographical Indications)	Intellectual Property Rights (Trademark) Development	Processes adapted to pandemic conditions

An explanation of the Roadmap with 3 stages in the development of the community coffee cluster. Member of the Plantation Sector at the Bondowoso Regency Agriculture Service, Mr. Hadi Surahman stated that there was a shift in the target of the roadmap stage from the initiation stage (2011-2015), to the growth stage (2016-2020).),

the stabilization stage (2021-2025) so that from the beginning of 2011 there were 5 (five) farmer groups that were able to assist (empowerment) in 2012 it grew to 26 (twenty six) groups and in 2013 the Bondowoso people's coffee received a Geographical Indication Certificate. with the name *Ijen-Raung Java Arabica Coffee* and the coffee farmer group developed into 40 (Forty) groups and the growth of new farmers was increasing so that the impact of the roadmap was irregular, such as the emergence of *Brand development* whose stages were in the consolidation stage in 2016 which was realized, namely coffee commodity became Bondowoso's branding city under the name BRK (Bondowo so the Coffee Republic) so that many Kampung Kopi tours appear in Bondowoso such as in the Sumber Wringin area called Kampung Kopi Klunching and in the downtown area with the name Kampung Kopi Pelita and in 2018 the number of farmer groups in Bondowoso was recorded at around 65 (Six twenty five)

The signing of the MoU by 5 (five) parties, namely: the Department of Agriculture as the representative of the local government of Bondowoso Regency, the Indonesian Coffee and Cocoa Research Center (Puslitkoka), Perum Perhutani KPH Bondowoso, Bank Jatim Bondowoso Branch, Bondowoso Coffee Farmers Association.

Guidance and assistance for coffee farmers carried out by 5 (five) parties, namely: the Department of Agriculture as the representative of the local government of Bondowoso Regency, the Indonesian Coffee and Cocoa Research Center (Puslitkoka), Perum Perhutani KPH Bondowoso, Bank Jatim Bondowoso Branch, Bondowoso Coffee Farmers Association .

When viewed from the system implemented to monitor progress and evaluate coffee cluster activities in Bondowoso, they are:

1. Internal Supervision and Coaching

To ensure the purity and quality of sustainable products, more intensive supervision and guidance is needed by farmer groups for their members. In the implementation of this supervision and development, the farmer groups make notes about all problems and problem solving carried out. Supervision by farmer groups/product processing units from cultivation to harvest and post-harvest (coffee beans and coffee grounds). All results of supervision and guidance by farmer groups are submitted at coffee cluster meetings every 2 weeks as information, monitoring and evaluation as well as planning activities that must be carried out in the future.

2. External Supervision and Coaching

External supervision and guidance is carried out by the coffee cluster supervisory agency, namely the 5 parties in the MOU for coffee cluster development. Supervision is prioritized on maintaining good coffee quality and this quality control is carried out by the KOKA Indonesia Research Center. During the harvest season, the Indonesian Koka Research Center takes coffee samples from all farmer groups (UPH) to be tested in the laboratory for both physical and taste. Quality control and development are carried out, both by internal and external supervisors to be discussed and evaluated by 5 parties in

framework for future improvements.

3. Protection of the Bondowoso coffee area with the protection of Geographical Indications (GI)

With this GI protection, it will clarify product identification and set production and process standards; guarantee the quality of Geographical Indications products as genuine products so as to give confidence to consumers; foster local producers, support coordination, and strengthen fellow rights holder organizations in order to create, provide, and strengthen the image of the name and reputation of the product; increased production because the Geographical Indications describe in detail about products with distinctive and unique characteristics; The reputation of a Geographical Indication area will also be raised, besides that Geographical indications can also preserve natural beauty, traditional knowledge, and biological resources, this will certainly have an impact on the development of agro-tourism.

As for the inhibiting factors of the implementation of the Community Coffee Cluster Development Program at the Agricultural Service of Bondowoso Regency include:

1. The obstacle that greatly affects the implementation of this coffee cluster is the existence of large traders (*blandang*) who influence farmers to sell their coffee at a slightly cheaper price difference and ignore product quality, this can affect the consistency of coffee quality which has been standard exporter partner of coffee farmers.
2. Existing farmer institutions have not functioned properly, including cooperatives.
3. The lack of financial capital, the low application of technology due to limited facilities and infrastructure, and the coffee plantation area that has not been fully exploited.

The supporting factors of the implementation of the Community Coffee Cluster Development Program policy at the Bondowoso Regency Agriculture Service include:

1. Choose partners and form networks that care about the quality of coffee products.
2. Development of institutional strengthening of coffee farmer groups.
3. Establish cooperation with banks for capital, facilities and infrastructure.

Benefits before and after the implementation of the people's coffee cluster:

1. Conservation of forest resources (zero illegal logging).
2. Drainage conservation of forest areas that are not utilized to be utilized.
3. There is an added economic value to the community around the forest area
4. Labor absorption.
5. Household activities (processing of ground coffee is mostly handled by women).
6. Farmers are literate in coffee technology, farmers can distinguish between local products (can distinguish good quality).

7. Increased public awareness of the application of technology (pruning, farmers who previously did not take care of their gardens are now aware of taking care of their gardens).
8. The growth of ground coffee downstream products
9. With the famous coffee, it fosters enthusiasm for other activities to be developed for tourism.

CONCLUSION

Based on the research that has been carried out as well as reviewing some of the literature that is in accordance with the research, the following conclusions can be drawn: that the communication between the 5 implementing mentors and the target group can have a good synergistic impact on the Development of the People's Coffee Cluster during the pandemic in Bondowoso . Human Resources have been adequate in terms of quantity as well as quality from the 5 implementers of the People's Coffee Cluster Development in Bondowoso. Supporting Resources such as Development of empowerment and institutionalization of coffee farmer groups; coffee management training by maintaining the application of SOPs in the People's Coffee Cluster and expanding Bondowoso Producers and Consumers of Coffee Products with Geographical Indications . The commitment of the 5 implementers with the target group related to the Development of the People's Coffee Cluster has been running optimally. The Bondowoso Regency Agriculture Office and the implementers have made efforts to increase Internal and External Supervision and Development for the sake of the sustainability of the People's Coffee Cluster in Bondowoso. The SOP itself follows from the Bondowoso Regency Agriculture Service Office because all policies are sourced from the Bondowoso Regency Government to the Bondowoso Regency Agriculture Office. Changes in SOPs during the new normal era are expected to be adjusted by farmers and entrepreneurs of smallholder coffee production. The use of the thirist health protocol is still carried out to maintain coffee quality and the safety of farmers and employees. The implementation of the People's Coffee Cluster Program in Bondowoso Regency during the pandemic needs attention in the marketing and production processes. Changes in SOPs in the development activities of the People's Coffee Cluster are carried out not only to increase sales and production but to the survival and economic stability of Smallholder Coffee Growers during the Pandemic.

Suggestions for improvement that can be made with the implementation of the Bondowoso Community Coffee Cluster development program in the new normal era are as follows:

Strengthen networking with coffee stakeholders. Promotion by making Bondowoso Coffee the best brand for Bondowoso Regency. Expanding export-oriented consumers of IG's coffee products. Preparing for the new normal era with strict protocols in cafes that use IG coffee. Expanding Coffee Agro Tourism for Educational tourism from the

process of planting, harvesting, and post-harvesting. Adjusting the old SOP with the new normal pandemic period according to health protocols. Increase stock (establish a coffee barn). The existence of innovation and creativity of farmers and the Department of Agriculture by bringing new flavors to coffee in Bondowoso.

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