

Building the Coffee Farmer Community as the Local Strategy to Create MDGs

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As one of the countries which took part in signing the MDGs, Indonesia has a hard job in reaching the target. It closely deals with the high disparity that happens across some areas in Indonesia in achieving MDGs. Therefore, some actions must be made in order to increase the local strategy so that it can answer the local problems which are faced by the local people. Concerning to this, the good and successful examples of some development are needed to be shared in order to inspire others. One of the examples is the community development which was conducted by University of Jember in guiding the local coffee farmer. This community development was conducted in Sidomulyo Village, Silo-Jember. This program has showed great result such as the improvement of the coffee farmer skill in processing the product. They became more independent farmers who were able to process their coffee by themselves. Moreover, the cooperative system (KSU Buah Ketakasi) has been able to improve the processing up to 320 tons, 280 out of which is sent for export market. Based on this experience, it is important to keep developing the local strategy in order to reach the target of 2015's MDGs.

Keywords: The Coffee Farmer Community, MDGs, Local Strategy, sociological aspect.



(Membangun Komunitas Petani Kopi Sebagai Strategi Lokal Untuk Mewujudkan MDGs)

Abstrak

Sebagai negara yang turut menandatangani Millenium Development Goals, Indonesia memiliki tugas yang sangat berat. Hal ini sangat erat kaitannya dengan kenyataan bahwa terdapat disparitas yang sangat tinggi di antara beberapa daerah di Indonesia dalam upaya mewujudkan mdgs. Hal inilah yang seharusnya direspon dengan meningkatkan strategi lokal sebagai upaya menjawab permasalahan lokal. Berdasarkan hal itu beberapa contoh sukses dari praktek pembangunan perlu disebarluaskan dalam upaya menginspirasi pelaku pembangunan lainnya. Salah satu yang dikatakan cukup berhasil adalah community development yang dilakukan oleh universitas Jember dalam membina petani kopi. Community Development ini dilakukan di Desa Sidomulyo, Kecamatan Silo Kabupaten Jember. Comdev UNEJ ini menunjukkan hasil yang signifikan antara lain ditunjukkan dengan meningkatnya pendapatan petani kopi dan pada menurunnya jumlah penerima raskin di Desa Sidomulyo. Selain itu petani kopi yang semula menjual kopi secara gelondongan kini mengolah sendiri kopi sampai menjadi kopi bubuk. Bahkan dari data Koperasi Buah Ketakasi pada tahun 2012 petani kopi di Desa Sidomulyo mampu mengolah kopi sebanyak 320 ton kopi dan 280 ton di antaranya untuk pasar ekspor. Berdasarkan pengalaman ini sangat penting untuk terus mengembangkan strategi lokal untuk mencapai target MDGs 2015.

Kata Kunci : Komunitas Petani Kopi, MDGs, Strategi Lokal, aspek sosiologis.

MDGs have already been a referable framework in creating a better life especially for Indonesian people. The attainment of the development should be measured in detail based on the MDGs indicators. It is good because the goal of the national development is to create the wealthy Indonesian people where all of the stakeholders are able to cooperate to actualize the goal of the national development.

In the effort to reach the MDGs, each indicator has a close relationship and need support from all the stakeholders. Even Dr. Nina Moeloek in a website states that one of the important problems in attaining the MDGs is the disparities between the regions in Indonesia. The imbalance attainment of the development is not only between the capital city and the region but also between the sub district and the regency. One of the examples of the imbalance cases is in Sidomulyo village, Jember regency where most of the people are coffee farmers.

In 2007, three field of studies in Jember University that are Prodi Sosial Ekonomi Pertanian, Prodi Teknik Pertanian dan Prodi Teknologi Hasil Pertanian, get

the *Indonesia Managing Higher Education for Relevancy and Efficiency (I-MHERE)* IBRD Loan No. 4789-INDIDA Credit No: 4077-IND. As parts of that program, those three fields of studies implemented the *community development* program to the coffee farmer in Sidomulyo village by focusing in the effort to raise the farmer economic institutional system through *Participatory Action Research*.

Furthermore, in March 26th 2013, they won the *Indonesia MDGs Award 2012* in the category of young organization in the area of education in Tanjung Bena, Bali. This article explains about the coffee farmer community, the success of *community development program* won by UNEJ and the identification of the important sociology aspects as the local strategy in developing the coffee farmer in Sidomulyo village.

The Coffee Farmer and Poverty: The Portrait of Sidomulyo Village

Jember is regency which is known as the broad area of plantation such as: tea, coffee and rubber that are managed by the government, private and citizen. The north Jember is plateau of Hyang mountain range and its peak is the Argopuro Mountain (3.008 M) and Lamongan Mountain (2.800 M), whereas in the East Jember is parts of Ijen Range and its peak is Raung Mountain (3.332 M) and Merapi Mountain (2.800 M) (J. Tennekes, 1963:317-319; Arifim, 1990: 18-19; Nawiyanto, 1996: 24-26; in Yuswadi, 2005). By looking at this geographical condition, Jember regency is potential to develop the plantation commodity. One of the most popular is coffee plantation and one of the most productive sub districts is Silo. In this sub district, there are villages that most of the people are coffee farmers. One of them is Sidomulyo village.

Although Jember regency is a potential area in developing the plantation commodity, however, the coffee farmer especially the country plantation is having problems which lead to poverty. The root problem of that condition makes the poverty is getting worse.

One of the problems is the marginal profit got by the coffee farmer. This condition makes the coffee farmer difficult to develop their ability. This marginal profit is marked by the existence of the dualism as stated by Boeke (1966) that the existence of dualism in the Indonesia economic system is known as *dualism*

economy. Hayami and Kikuchi (1987) concluded that there is a change in the agrarian institution. The social regulation of the farmer partnership changes accord with the economic changes in the village. This social regulation usually reflects the ways of production and the exchange system among them which is their habit and their moral principles (Hayami dan Kikuchi 1987:18).

One of the problems faced by the agriculture sector is that the agriculture structural transformation and the cultural agriculture contradiction in the village. The change of structural system and the farmer's behavior directs the farmer to be more careful deciding the action individually. The problem which then pops up is the *cultural embeddedness and structural tension*. Cultural perspective places the cultural context as the reason behind the actor's behavior. There are adjustments to the change of economic condition because of the culture which lead the change itself. On the other hand, there are actors who have no ability to face the alteration.

The farmer society is characterized by the level of solidarity which is high and the value system which covers the beneficial help, the distribution of the sources, and subsistence security. While the farmers face the subsistence option, they confront also the capitalism system. That is why it is getting harder for the farmers to bring the change into line.

Another problem faced by the farmers is that the lack of human resources of the country coffee farmers. Meanwhile, the government targeted the coffee production increase around 16 % this year compared to last year. The target coffee production in 2013 is 763.000 ton, increase compared to last year's production that is 657.138 ton (<http://www.tempo.co/read/news/2013/01/07/090452620/Pemerintah-Targetkan-Produksi-Kopi-Naik-1-6-Persen>). This means that the government targeted that the production of coffee commodity increase so that it can increase the local income of the regency.

The country coffee plantation is a unification between geography aspects economy, culture and history which belongs to the coffee farmer. This should be able to be an important thing, however, the fact that the price of the coffee is very cheap the low quality of the country coffee cause the coffee farmers live in poverty. Because of that poverty, they do not only disable to live well but also to preserve the country coffee plantation. On the other hand, the location of the country coffee

plantation is commonly on the plateau so that it makes difficult for the farmers for having a good health and education service. Further, this condition leads to the lack of human resources of the coffee farmers and they have no market access and bargain power in deciding the price of the coffee. This condition happens especially in Sidomulyo village.

By the time goes, the poverty among the coffee farmers makes them tend to be isolated and difficult to socialize with people from outer circle so that most people called them as “black people”. This epithet even makes them more difficult to socialize with people from different village. The damaged street and the minimum public service make the country people susceptible to the future contract system done by the wholesaler. This cause the poverty of the coffee farmer is getting even worseⁱ.

The Coffee Farmer Community in Sidomulyo Village and the Potency of Self-Development

The coffee farmers in Sidomulyo village are country farmers who develop coffee plantation as their main income from generation to generation. Some of the youths in the village leave their village to make their own way of life in Kalimantan and the rest of the youths inherit their parents’ coffee plantation which then grow up as coffee farmers. The first question from the Comdev I-MHERE Project UNEJ in their first visit in Sidomulyo village is, “Are proud of being a coffee farmer?” “Yeah, this is all I can do. If I have the capability to become a lecturer, then, I am a lecturer” he replied. Later on, his answer is then indentified as the first problem that he himself is not proud of being a coffee farmer and he do not realized that they are a potential coffee farmerⁱⁱ.

In the next meeting, Tim Comdev UNEJ team tries to dig in depth the problems faced by the coffee farmer community in Sidomulyo village. Lack of human resources as the main of actor of the coffee agricultural business makes them disable to get a good market access. Moreover, they have no financial capital, technology and knowledge to manage the coffee plantation. This leads to the lower productivity of the coffee plantation.

Another problem faced by the coffee farmer is that the low productivity of the coffee plantations caused by the old tree of the coffee plantation. Besides, the coffee farmers usually pick all of the coffees no matter whether it is old enough or still rough. As a result, the coffee products are mixed by the good and bad coffee.

In the case of financial capital, the coffee farmers face the difficulties in fertilizing, nursing and when the harvest time. The capital budget during the harvest time is so expensive and then they sell their raw products with a low price. As a result, their income decrease and they are trapped in the imbalance relationships between the wholesalers and the farmer's low bargaining power.

In addition, one aspect that can be developed is that the coffee farmers in the Sidomulyo village are a society where the Javanese and the Madurese people live well together and have a close relationship. The conflicts potency is low and the brotherhood among them is high. It results the socialization between Tim Comdev I-MHERE Project UNEJ with the coffee farmers community can be held well and naturally. These conditions create a feeling to believe each other and respects among them.

Coffee Farmer Community Development as an effort to reach Millennium Development Goals (MDGs)

Millennium Development Goals (MDGs) is a package measured goal for the development and to take the poverty out. This government's commitment is then written in the signing session of the declaration of 8 important indicators, 1) Wiping out the poverty and hunger, 2) Reaching the basic education universally, 3) Supporting the gender equality, where the target is that in the 2005 and 2006 the government is able to decrease the differences and gender discrimination in the basic and high school in 2005 and for all level of education in 2015, 4) Decreasing the children death rate by having the target to decrease 2/3 death rate children under 5 years, 5) Increasing the mother's health, the target is that in 2015 there is a 2/3 decrease in death rate during the process of giving birth to their children, 6) Fighting against HIV/AIDS, malaria and any other disease, 7) Assuring the environmental support power, 8) Developing the global partnership for the development.

Those indicators are then become one important reference in the development and inspire the stakeholder to work harder to achieve the goal. This condition then inspire the Comdev I-MHERE Project UNEJ Team to develop the economic institution of the coffee farmer by applying the approach of Participatory Action Research in the country coffee plantation in Sidomulyo village, sub district Silo, Jember regency.

Since August 2007, community development program funded by Indonesia Managing Higher Education for Relevancy and Efficiency (I-MHERE) IBRD Loan No. 4789-INDIDA Credit No:4077-IND. The Comdev I-MHERE Project UNEJ Team educates the coffee farmer community in Sidomulyo village.

In the 1st year: the Comdev I-MHERE Project UNEJ Team identifies the potency and the root problems in relation with social economic life of the coffee farmer and facilitates the existence of economic institution of the country coffee farmer.

In the 2nd year: Developing the access between the economic institution of the country coffee farmer and the stakeholders and developing the treatment after the harvest time through the semi-wet technique.

In the 3rd year: Creating a strong synergy among the social institution, productive economic institution and country economic institution (cooperation). Hopefully, the ability of the actor of agriculture industry in developing the corporation management increases.

By the existence of the management development to the coffee farmer community, the Comdev I-MHERE Project UNEJ Team in the third year sees the concrete benefits of it, such asⁱⁱⁱ:

1. In the beginning, the society feels so trauma by the existence of a cooperative economic enterprise so that they prefer to develop a farmer group as an institution to fulfill the society's need. However, the farmer group disables to get the financial and market access because it is illegal. Since the socialization done by the Comdev I-MHERE Project UNEJ Team, the farmer now realize that it is important to have a cooperative economic enterprise which able to solve the coffee farmer's problem. The member of the

cooperative economic enterprise in the first year only 30 people and in the third year, there are 150 members.

2. The ability of the coffee farmers in managing the cooperation increase especially Koperasi Buah Ketakasi, in 1.5 year, is able to develop the field of the cooperation including saving and loan, service and trading.
3. The cooperative economic enterprise is able to serve the society's financial need through saving and loan so that the society especially for the coffee farmer do not depend on the usurer and any other illegal corporation whose interest is so high.
4. The post-harvest time processing by applying the semi wet technique leads to the improvement of the coffee price which causes the increase of the coffee farmer's income.
5. The market access is widely open to so that most of the coffee bean/ coffee powder is able to enter the export market
6. The number of people which receive rice for the poor people from the government decrease as a result of the improvement of the people's wealth.

The Important Sociology Aspects as the Local Strategy to Facilitate the Coffee Farmers

1. Building A Close Relationship as the Strategy to Broaden the Links

The first six months, the Comdev I-MHERE Project UNEJ Team focuses on the coffee farmer community in Sidomulyo village. Three up to four times a week, the Comdev I-MHERE Project UNEJ Team builds a close relationship among the people in Sidomulyo village. The Comdev I-MHERE Project UNEJ Team comes to this village continuously. As a result, the people in this village gradually realize and participate in each meeting with the team. In the beginning, the meeting only attended by 10 people, the member the farmer group I (There 4 farmer groups in this village but the farmer group I is the most active among them)^{iv}. The leader of that farmer group is Mr. Suwarno. He is an elementary school graduate who then grows up as a passionate coffee farmer. At first, the Comdev I-MHERE Project

UNEJ Team comes to Mr. Suwarno's house and later on Mr. Suwarno's house becomes a meeting place for the farmer group^v.

This continuous meeting, finally, is attended by 50 coffee farmers in a FGD activity. In each meeting, the Comdev I-MHERE Project UNEJ Team always identifies the farmer's problem faced by the coffee farmer. At first, the coffee farmers think that the Comdev I-MHERE Project UNEJ Team comes to their village to give some money. Based on the previous experience, there some government programs ended up by allotting some money to the poor people.

In the process of building close relationship, the Comdev I-MHERE Project UNEJ Team tries to give a clear description that the aim of this program is not the same with the previous one. The Comdev I-MHERE Project UNEJ Team often comes to the people's house to tighten the relationship among them and they come there at the moment they are having a leisure time. For example, at once, the Comdev I-MHERE Project UNEJ Team comes to the village in the evening just to sit around and doing nothing together with the coffee farmers in the village. The team goes there in the evening and goes back in the early morning. Going across the damaged road even the team's car is broken. All of this challenge could not stop the effort of the Comdev I-MHERE Project UNEJ Team to approach the people in the village and dig the coffee farmers' problems up. Finally, the coffee farmers' society welcomes the arrival of the Comdev I-MHERE Project UNEJ Team sincerely.

Actually, the people in the village do not expect us to give them some money. They are happy if we want to build a close relationship with them. Sometimes, the Comdev I-MHERE Project UNEJ Team comes to the village just for having a small talk with them. When there is a good relationship, we will believe and respect each other.

By applying this strategy, the problem identification can be done in a comprehensive way. Besides, the people in the village naturally have a good social interaction with the people from outside the society. This condition makes them possible to get a motivation and a broad knowledge to develop

their selves not only individually but also in a greater scope that is the farmer group.

In reality, this strategy is quite effective because mostly the people (Javanese and Madurese) love to build a close relationship among the member of the society. Love to have a small talk and greet others is one of the characteristics of the society. This is important in the process of problem solving in the society. Since the implementation of this program in 2007 up to 2012, there is no conflict happened in the society. It shows that building a good relationship could be a media to clarify problems, misunderstanding and rumors which threaten the relationship between the members of the coffee farmers' community. The very sensitive issue blown by the third party could destroy the belief between the two parties, but, it can be prevented by having a good relationship and communication among them.

2. Develop the Coffee Farmer's Confidence through the Cooperative Economic Enterprise

By implementing the approach to the society, some data can be concluded that the society disbelieve the cooperative economic enterprise. At first, there is a former the cooperative economic enterprise managed by a certain family which in fact do not reflect the value of the cooperative economic enterprise. This causes the society disbelieve the existence of the cooperative economic enterprise. However, by explaining and socializing done by the Comdev I-MHERE Project UNEJ Team, finally, only in two months, the coffee farmer build a cooperative economic enterprise namely KSU Buah Ketakasi which stand for *Koperasi Serba Usaha Buah – Kelompok Tani Kopi Sidomulyo*. Since then, KSU Buah Ketakasi have a legal institution which is able to solve the coffee farmers' problem.

However, the problems cannot be solved easily. One of the root problems of the coffee farmer is lack of confidence, they are not proud of being a coffee farmer even they are pessimist in managing their coffee plantation. In order to build the coffee farmers' confidence, the Comdev I-MHERE Project UNEJ Team tries to solve the financial capital problems by

building a cooperative economic enterprise. However, the final decision in building the cooperative economic enterprise is taken by the coffee farmers' themselves. In building the coffee farmers' confidence, the Comdev I-MHERE Project UNEJ Team only as a facilitator and all of the decision is taken by the coffee farmers' community. This is as part of building the level of confidence of the coffee farmer.

In developing the cooperative economic enterprise, it needs to broaden the links. The Comdev I-MHERE Project UNEJ Team tries to broaden the links to the stakeholders vertically and horizontally. The principle of the Comdev I-MHERE Project UNEJ Team is that if we cannot bring the coffee farmer out, then, we should bring the stakeholders in. On the other hand, if we cannot bring the stakeholders in, then, we should bring the coffee farmers out. By the time goes, at the first year, the Comdev I-MHERE Project UNEJ Team tries to link the coffee farmers to BRI, Bank Bukopin, BNI. However, the banks could approve the Koperasi Buah Ketakasi's proposal because they have not carried out RAT before. At a dead lock, the Comdev I-MHERE Project UNEJ Team finally meets a rich businessman, who will give a loan with a low interest but in the end the Comdev I-MHERE Project UNEJ Team just realize that the loan has a high interest.

In order to build the coffee farmers' confidence, then the Comdev I-MHERE Project UNEJ Team makes a breakthrough facilitated by the Jember University carry out a business meeting called *Temu Bisnis* attended by all of the stakeholders such as: Bappekab Jember, Dinas Perkebunan dan Kehutanan, Dinas Koperasi dan UKM, Jember University, Puslit Kopi dan Kakao, exporters, and bankers. Based on the agreement made in the meeting, finally, Jatim Bank will give loan 1.5 billion to the coffee farmers.

In fact, the Jatim Bank does not give the 1.5 billion as promised before. At one moment, the regent of Jember, Mr. MZA Djalal, is in duty observing the farmer's life and intentionally hold a meeting with the coffee farmers in Sidomulyo village. In that opportunity, the coffee farmers say that they have difficulties in getting loan from the bank. Spontaneously, Mr. MZA

Djalal points the chairman of Jatim bank, who comes together with him, to cash down the loan to the coffee farmers.

In that good opportunity, the Comdev I-MHERE Project UNEJ Team does not make that opportunity useless. Finally, the KSU Buah Ketakasi get the 1.5 billion loan managed by the cooperative economic enterprise. That loan can be used by the coffee farmers to solve their problems in relation with the financial capital.

During the implementation, the cooperative economic enterprise surely is a legal economic institution which needs a formal management and a certain technology. Gradually, along with the number of times the socialization done by the stakeholders, the society finally know the existence of the newest technology such as hand phone, computer, email, Facebook, etc. Besides, to improve the management competence of the coffee farmers, the Comdev I-MHERE Project UNEJ Team sends several coffee farmers with a good capability in management to attend several trainings in relation with management competence.

By the time goes, the level of the coffee farmers' confidence improve. Their income from the coffee plantation increases and they have a broad knowledge about the importance of formal education. The process of building their confidence happens naturally along with the experience and difficulties faced during the process in building the cooperative economic enterprise. These processes build the coffee farmers' confidence so that they are able to develop their human resources, links and increase in the income as an effort to rid of poverty.

Conclusion

The country coffee farmers is a group of farmer which in fact has a high possibility to develop their selves. By facilitating them, it will strengthen the economic institution in the village which is autonomous, strong, professional, based on the local human resources in order to support the development of the coffee plantation. Hopefully, the country coffee commodity has a high competitiveness and it is able to

reject all kind of injustice trade to the country coffee farmer. In the end, facilitating the country coffee farmers will strengthen the economic institution which lead to the broad links to the coffee markets and in one go it increases the price of the coffee bean and or the coffee powder. Indirectly, this condition improves the coffee farmers' income and their wealth. In the effort in realizing the MDGs, facilitating the country coffee farmers could be a good local strategy. It is not only to be rid of poverty but also to decrease the disparity between the capital and the region in terms of the national development.

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ⁱ Thanks to Mr. Dr. Indarto, DEA Coordinator of Comdev Team of Universitas Jember , Jumat, 16 Agustus 2013.

ⁱⁱ Thanks to Mr. Joko Sudjono, SP, MP member of Comdev Team. Senin, 19 Agustus 2013.

iii Comdev Report: Upaya menumbuhkan kelembagaan ekonomi petani melalui pendekatan Partisipatory action research pada perkebunan kopi rakyat di desa Sidomulyo kecamatan Silo Kabupaten Jember. Edisi Desember 2012

iv Salah satu tim Comdev menceritakan bahwa semula mereka pesimis dengan komunitas petani kopi sidomulyo yang semula identik dengan sulit dimasuki oleh orang luar. Namun pada saat itu tim Comdev (Mr. Joko Soedjono) menyakini bahwa jika beliau datang untuk pertama kali yang datang hanya 5 petani kemudian pada pertemuan kedua 10 petani dan pada pertemuan ketiga 20 petani maka itu artinya silaturahmiya berhasil. Dan hal ini akan menjadi modal yang cukup penting untuk membangun kelembagaan petani kopi sidomulyo.