Improvement of "Premium Coffee" Production in SRIDONORETNO Association of Dampit District, Malang

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Abstract: Malang is regency that has a high potential of coffee production which is 7,703 tons every year. Of the several types of coffee producers, one of the well-known is Dampit District which since the Dutch era was known as a coffee producer and until now the Dampit District is still known as the first coffee producer. The coffee quality improvement activity has consistently been started by the SRIDONORETNO Association. Currently the SRIDONORETNO Association's coffee production results are directly absorbed by the community of coffee shops and lovers in Malang (± 80 shops in Malang) and several shops outside the city of Malang. Activities undertaken to support consistent quality and increase the production of premium coffee are simply educating the group to raise the number of members participating in the red picking program. Train group members to become quality controllers. Create a processing group by making mobile devices that can serve many groups.

Keywords: community service, production improvement, premium coffee

1. Introduction

Malang is a district that has a high coffee production potential of 7,703 tons annually (BPS East Java, 2014). Of the several types of coffee producers, one of the famous is Dampit District which since the Dutch era was known as a coffee producer and until now Dampit District is still known as the first coffee producer. This coffee producer can be proven from the data of the Office of Food Crops, Horticulture, and Plantation of Malang Regency from the 3 biggest coffee producing districts in Malang Regency, Dampit District occupies the first position (Table 1).

Table 1. Data of the 3 highest sub-district coffee production in Malang

<table>
<thead>
<tr>
<th>No</th>
<th>Sub-district</th>
<th>Total Product (Tons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dampit</td>
<td>2387</td>
</tr>
<tr>
<td>2</td>
<td>Tirtoyudo</td>
<td>2031</td>
</tr>
<tr>
<td>3</td>
<td>Sumberamajing</td>
<td>18</td>
</tr>
</tbody>
</table>


Although coffee productivity in Dampit District occupies the first position in Malang Regency, it has not been able to provide welfare to coffee farmers in the Dampit District area. This is because the prices at the farm level are far from feasible. Data from farmers mentioned that there was a very drastic price drop in 2011, which initially coffee price of IDR 20,000/kg fell to IDR 13,000-14,000/kg or dropped to IDR 7,000/kg so it was not comparable with operational costs so farmers switched to commodities. The other, stiffness to other commodities can be seen
from the Malang Regency coffee production data in 2010 and 2011 in which the Malang Regency coffee production in 2011 remained half as of 2010. (SRIDONORETNO Association and Indonesian Farmers Alliance, 2015).

Table 2. Malang regency coffee production data

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Production</td>
<td>9,255</td>
<td>9,245</td>
<td>9,346</td>
<td>9,416</td>
<td>10,028</td>
<td>5,669</td>
<td>7,752</td>
<td>7,703</td>
</tr>
</tbody>
</table>

Source: Central Bureau of Statistics East Java (2014)

The price of coffee at the farmers’ level in the 2018 harvest season is IDR 20,000-25,000/kg. The price of coffee is felt to be unable to improve the welfare of farmers. A good price can be sought by improving the quality of coffee produced by farmers and targeting new markets so that local traders have competitors and traders will raise prices according to the expectations of the army. Improving the quality of coffee is to target new markets; the new market is the coffee shop and coffee market. Coffee shops and lovers of course need coffee with consistent quality coffee and ”premium coffee”. In addition to requiring coffee products ”premium coffee” coffee lovers and coffee shops usually also require that coffee must be available throughout the year. Availability throughout the year and with consistent quality and tend to continue to increase requires work in groups and also cooperatively, can’t be done individually.

The coffee quality improvement activity has consistently been started by the SRIDONORETNO Association. Association of SRIDONORETNO (Association of SRIDONORETNO is a combination of several farmer groups consisting of 3 Gapoktan Villages namely Sukodono, Srimulyo, and Baturetno villages, 3 of which have 18 farmer groups). Currently the SRIDONORETNO Association’s coffee production results are directly absorbed by the community of stalls in Malang (±80 stalls in Malang) and several stalls outside the city of Malang. The brand that is promoted for the product from the farmer group is SRIDONORETNO. The coffee quality improvement work of the SRIDONORETNO Association is now supported by the marketing cooperative they founded, namely the SRIDONORETNO MAKMUR JOINT.

Quality improvement carried out by the SRIDONORETNO Association and the SRIDONORETNO MAKMUR BERSAMA cooperative is to change the original picking pattern to a red pick pattern. Coffee quality improvement in addition to red picking must be supported by changing the coffee processing method. Most of the coffee processing that has been partnered is still being processed with coffee breakers which only break coffee without separating from the skin so that it has a very large volume so that it is dried on the floor without foundation so as to produce less clean coffee. This coffee is not clean because when it is buried there are those that are pouring with soil stones and even animal feces. So we need a new processing solution that is better and cleaner, one of which is to be processed by the method of stripping and separating the skin of the coffee before drying the tool used is a pulpier, by using a pulpier where the skin is separated from automatic coffee with less volume than the previous processing method make it easier to do drying. Drying is using a pedestal in the form of para-para, so that coffee will be produced with better quality. At present the pulpier owned by each group is very limited so that it has not been able to serve all members of the SRIDONORETNO association. In addition to the problem, the limited number of pulpier is also hampered by the size of the pulpier which currently has a large size so that it cannot serve members who have a place to live in remote areas. So in addition to the addition of the SRIDONORETNO Association the pulpier also requires a modification of a small pulpier so that it is able to reach members who have remote areas.

After the correct post-harvest process is carried out, the next activity is sorting the coffee beans before packing. Sorting aims to produce a variety of coffee classifications, along with the classification of lanang coffee, small coffee and medium coffee, and large coffee which they call elephant coffee. Sorting influences the frying process and there is also coffee that is more
expensive, which is more expensive is lanang coffee. Sorting so far has only been done manually so it is very time consuming, labor and is also considered to be very inefficient. So we need a simple tool for coffee sorting.

The work of cooperatives and associations is not only limited to collecting coffee but also conducting educations which must be carried out continuously on farmers. All this time educational activities have been carried out continuously by the parties involved in educational activities starting from the Government through extension agents, NGOs, and also universities, but these activities are felt to be lacking due to the large number of members so that educational activities are needed through meetings. Aimed at groups have not yet embarked on the process of picking red and also post-penned processing correctly.

2. Materials and Methods

Association area and the SRIDONORETNO MAKMUR BESAMA Cooperative in 3 Villages; Baturetno Village, Sukodono Village, and Kampyo Village, Dampit District, Malang Regency. The selection was due to the SRIDONORETNO Association and the SRIDONORETNO MAKMUR BESAMA Cooperative which are changing their coffee management patterns by improving post-harvest coffee to produce the best coffee quality. Namely with the Counseling method Extension activities are aimed at providing knowledge and understanding of the importance of improving coffee quality, training in controlling mute in groups and forming processing groups. The targets for this counseling are groups in the SRIDONORETNO Association and the SRIDONORETNO MAKMUR BESAMA Cooperative that have not yet done the red picking.

3. Results and Discussion

Currently the group has carried out the red picking process. There are already 8 processing plants and each has a tool for processing coffee properly. The activities carried out are increasing the production of premium coffee and also increasing the number of members involved through various trainings and also changing the number of tools that can serve more members. Following are some activities to support the program to increase premium coffee production.

3.1. Processing Training

Post harvest training basically has two main points, the first is the process of harvesting red picks and the second is the correct processing starting from the pulpier, drying, the process of becoming green bean, and warehousing. Understanding of red quotes is taught at the level of the group leader why only to the group leader, with the consideration that teaching to members is very ineffective, and when addressed to the group leader will be more effective because the group leader will be a quality controller who will control each member who will pick red.

At the group leader level, understanding and learning related to the coffee processing process are also carried out correctly with various processes as follows,

1. The first natural process,
2. Honey process, and

Understanding the process is maximized so that group leaders of all groups, especially groups that have a Results Processing Unit (UPH), will understand and become leaders in the process that will be carried out at UPH. Why is it not done by members, because the strategy used understands the members when members deposit red coffee at UPH. There, members will learn firsthand the processes desired by the market. In addition to accelerating pemahan also carried out the spread of videos that show the correct coffee processing. These videos were distributed through the existing group chairmen.
3.2. Quality Assurance Training

To be a quality guarantor in this activity due to very urgent market demand, we decided to provide an understanding from the SRIDONORETNO Association management. Knowledge of the quality of red quotes has been owned by the kit management. In this program, we only recollected the understanding that they already had through a discussion and also the practice in the garden of what the red quotes were like. For example, (1) Coffee must be bright red, (2) There must be no black or even dry, (3) Yellow color is a maximum of 5%, (4) There should be no green, (5) Coffee must be fresh and may not be stored more than 24 hours, (6) the storage should not be in the sack but let it hit with the air.

3.3. Make a Processing Unit in a Group

Making processing units in each group is with the aim to collect results. Establishment of processing groups also aims to uniform processing methods to produce uniform quality. In the activities of this community partnership program aims to provide movable tools that can serve many groups.
4. Conclusions

Activities carried out to support consistent quality and increase premium coffee production are by educating directly the groups to increase the number of members participating in the red picking program. Train group members to become quality controllers. Create a processing group by making mobile devices that can serve many groups.

5. Acknowledgement

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References


Fig. 3. Semi-wet processing.
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