

EMPOWERING GOMBENGSAI COFFEE FARMERS TOWARDS SUSTAINABLE AGROTOURISM**Nurul Dwi Novikarumsari* and Sri Subekti**

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ABSTRACT

This study aims to analyze the empowerment of coffee farmers in Gombengsari Village, Kalipuro District, Banyuwangi Regency in supporting sustainable agro-tourism. This study used a qualitative approach with data collection methods from in-depth interviews, and literature review. The results showed that the empowerment of Gombengsari coffee farmers involved various stakeholder roles, the goals are farmers will have a full level of empowerment.

Keywords: *coffee farmers, empowerment, mentoring, sustainable*

BACKGROUND

Gombengsari Village was known as Gombengsari agro-tourism that has prioritizes coffee as the leading commodity. Gombengsari Agrotourism also offers other products such as Etawa goat's milk, honey bee farming and others. Gombengsari Village is adjacent to coffee plantations, but coffee farmers have not been able to maximize their harvests and marketing so that the existence of coffee plantations has not yet prospered the community so they still need to provide counseling assistance and marketing training for their products (Taufiq & Natasah, 2019). Efforts to improve the economy of farming communities by creating coffee branding as souvenirs for visitors who come to tourist attractions, not only that it can also open up new opportunities in creating coffee stands in Gombengsari Village (Soetopo et al., 2019).

Coffee farming communities need further empowerment efforts to support agro-tourism to develop continuously. This agro-tourism is a tourist attraction that can not only be cultivated on a large scale, but also on a small scale so that it is possible to be developed in almost every area according to the specifications and uniqueness of existing agricultural products. Agrotourism is not only a service business to meet the needs of tourists, but also media promotions, educational events, diversification of agribusiness products, and at the same time as a market for various local products so that it can grow job opportunities and business opportunities for local communities. Agrotourism is also adapted to the capabilities, typology, and ecological functions of the land so that it is a medium for conserving natural resources, conserving local technology, and being able to increase the income of the surrounding community, therefore it is necessary to know how the process of empowering coffee farmers is to support agro-tourism development.

RESEARCH METHODS

This study used a qualitative research approach. In this research, the researcher makes a complex picture, examines words, reports in detail from the views of the informants and conducts studies in natural situations. The concept of “qualitative method theory” refers to the interplay between theory and method. In this context, theory and method are seen as two things that cannot be separated (insparable) (Somantri, 2005). The information obtained in this study came from informants. In determining the informants in this study, using method from Suharsaputra (2012), the researcher used purposive sampling. In the early stages, the researchers determined key informants who were deemed to know the problem to be studied, then the sample could develop according to the needs of the data to be extracted so that the size of the sample was snowball. getting bigger as the research goes on and the need to deepen the information needed to complete the required data until a situation is reached where there is no additional information (data has reached saturation point).

RESULT AND DISCUSSION

Tunas Harapan Farmers Group Profile

The Tunas Harapan farmer group was formed in 2010 and was initiated for the first time with farmer meetings. This farmer group becomes a place for farmers to learn where farmers can tell about the problems that exist in plantations, livestock, food crops, resolved within the farmer group. In this case, the group becomes a forum for increasing their capacity through the development of group management as a vehicle for learning, collaboration and production units (Ministry of Agriculture, 2016; Riyadi, 2019). Group management is also the key to success in increasing efficiency and farmers' welfare. Increasing the capacity of human resources, institutions, supply of inputs, technology or markets is an important factor in the management of coffee farming as well as other agricultural developments. In developing agriculture, Mosher (1991) suggests that development education, production credit, group action by farmers, improvement and expansion of agricultural land, and national development planning are factors that facilitate agricultural development.

The majority of farmers in Gombengsari Village are coffee farmers from generation to generation with traditional to modern cultivation techniques with standard operational procedures such as soil spacing, fertilization patterns, fertilization, OPT, and so on. Group meetings are held about once a month depending on the need. Farmers' groups become a forum for solving all farmer problems, all problems in the meeting were presented and also a forum for distributing programs from the Agriculture Service. After 2015-2016 the farmer group has started to make a coffee brand. In the group, the potential that is owned begins to be developed into a business that has economic value, besides making internal strengthening programs, it is a short-term program and a long-term program.

Since 2016 farmer groups are required to have a legal entity, and agricultural extension officers from the Department of Agriculture support each farmer group activity in the form of mentoring support and physical support such as tools, facilities and infrastructure to facilitate on-farm activities. Support for farmer groups can come from various parties, such as the Department of Agriculture, the Department of Industry and Trade and others. The implementation of sharing and discussion in farmer groups received assistance from extension workers. Extension officers from the Dinas accompany and have a schedule so that in farmer groups as well as learning to organize, they are equipped with an organizational structure, chairperson, treasurer, and sections. In its

implementation, it is hoped that the farmer groups will not involve only one or two people, if in the past the farmer groups were the chairman, secretary, and treasurer, but that was then, now we are changing the paradigm of how to empower humans. There are 30 to 50 active members of the Tunas Harapan farmer group who come to group meetings. The land used for coffee cultivation is pure farmer's land, not forestry land, not pure Perhutani land, pure smallholder farmers' land. There is a product marketing model, namely farmers to middlemen. Coffee marketing is still local to regions in Indonesia, for example Lumajang, Bandung, Surabaya, Malang.

Empowering Coffee Farmers

The old paradigm (development) which is more oriented towards the state and capital has turned into a new paradigm (empowerment) which is more focused on local communities and institutions that are built in a participatory manner. Capital in the old development paradigm must be continuously nurtured even though it must be supported by authoritarian and centralized political management, on the other hand empowerment is development that is made in a democratic, decentralized and participatory manner. Communities occupy the main position to initiate, manage and enjoy development. The state is a facilitator and opens a conducive space for the growth of local initiatives, participation and institutions. An empowerment process requires an agent of change who acts as a social animator so that the empowerment process continues. Change agents have a role as community workers or enablers (Eko, 2002). Law No. 6 of 2014 concerning Villages Article 1 Paragraph (12) that Village Community Empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, and utilizing resources through the establishment of policies, programs, activities, and assistance in accordance with the essence of the problem and the priority needs of the Village community.

Research by Widjajanti (2011) suggests that the process of increasing the empowerment of community members through an empowerment process that is realized from social capital, human capital, physical capital and the ability of actors and to be able to increase their empowerment, the community is not only to develop physical capital, but also to improve the quality of its human resources as a prerequisite for success in empowering. In this reform era, people must be able and dare to make decisions to make new businesses for the future. The following is the participatory role of stakeholders in empowering coffee farmers.

Table 1. The Participatory Role of Stakeholders in Empowering Coffee Farmers in Gombengsari Village

No.	Name of Institution	Efforts to Empower Coffee Farmers
1.	Forest Village Community Institution (LMDH) Kalipuro Coffee Farmers (indirectly)	Guidance for tapping farmers, Pesanggem farmers (directly) and off farm and on farm coffee farmers,
2.	Department of Agriculture, Department of Tourism Assistance Department of Industry and Commerce	training and assistance for assisting in marketing by posting to social media
3.	University of Jember	Empowerment by developing herbal products
4.	Banking (BNI) Farmer's card	which has a value that can be borrowed from BNI for East Java is BNI without collateral, if the area is 1

5. Pertamina

hectare, you can get 12 million for a period of 1 year with 0.6 interest.

Providing support through CSR (Corporate Social Responsibility) programs

Source: Primary Data

Based on Table 1. The role of stakeholders that still requires the synergy of various parties in empowering coffee farmers to support sustainable agro-tourism includes assistance from the Agriculture Service, Industry and Trade Office, Tourism Office, Unej with assistance in processing herbal products, LMDH indirectly also helps coffee farmers, also banking and Pertamina through CSR, so it's not just one party, but the synergy of various parties so that later on, agro-tourism can be sustainable without relying on government assistance and assistance. If you look at the problems that coffee farmers are still facing, namely marketing. This is in line with previous research, namely that coffee development requires continuous efforts by involving the active participation of forest village communities who want to make changes in responding to their main needs to increase their income and synergistic support from various parties (Puspaningrum & Agustina, 2017).

LMDH is indeed separate from farmer groups, but coffee farmers also benefit from LMDH. LMDH members consist of Pesanggem farmers who work in the Perhutani area. This Pesanggem is a farmer who is in the LMDH group, a community institution near the forest. Farmers represented by LMDH entered into an agreement with Perhutani with the distribution of 90:10, 10% for Perhutani 10% and LMDH and farmers 90% (cut PNBB by 6%). In addition to joining the LMDH, farmers also receive assistance and assistance from the Department of Agriculture, such as providing assistance for corn seeds.

Efforts to empower coffee farmers still require assistance from various parties as stated by informant 2 as follows: "So that is still our task, we (the extension workers) and our LMDH friends, because the cultivation system is still weak, the farming system is still using traditional methods. Previous research related to farmer participation in strengthening rural socio-economic institutions shows that the level of community participation still requires improvement in strengthening rural socio-economic institutions so that most farmers still have less role in managing community organizations in the village (Rayuddin, Zau, & Ramli, 2015). Likewise, what was stated by Suradisastira (2016), that the strategy of empowering farmer institutions has a strong relationship with the socio-technical conditions of the farming community.

The biggest potential in Gombengsari is coffee because there are hundreds of hectares of coffee land as stated by informant 4, that "In Gombengsari there are 750 hectares of smallholder coffee plantations in Gombengsari but within the scope of the Peanuts Environment, maybe in the Tunas Harapan farmer group it is around 40-50 hectares are coffee plantations belonging to members of farmer groups". Based on research by Argabright et al. (2012); Yanfika et al. (2019); Listiana et al. (2019), and Dwi & Amanah (2019) that counseling is a creative and innovative process by recognizing the cultural characteristics of the local community so that it can be applied in daily practices that encourage and support creative and innovative behavior. Counseling will also foster an environment that supports open stakeholders in developing new ideas and has a willingness to protect risks when focusing on the goals to be achieved, the role of various parties such as village heads, farmer group leaders is an important indicator of agricultural sustainability in the village, in terms of This is the role of LMDH, the Department of Agriculture, the Department of Industry and Trade, the Department of Tourism, banking, Pertamina, the private sector and other parties.

The relationship between empowerment and engagement with vulnerable stakeholders, in the stakeholder theory debate. A systematic framework that managers in the coffee industry or similar supply chains can use to identify more effective and better empowerment actions for their organizations to achieve more effective engagement. Return on investment in empowerment and engagement. The empowerment project on coffee farmers has a long-term impact and was set up to reshape the nature of the relationship between companies and low-power stakeholders towards a cooperative approach. In the research of Civera et al. (2019), of all farmer informants interviewed agreed that it takes 5-10 years to see real results from each action implemented because empowerment issues are about changing cultural mindsets rather than just providing training on new production techniques or share information on business values through communication. Thus, income cannot be the only goal of empowerment. Supporting smallholders to become active partners of companies by redefining responsibilities and increasing their participation in public debates, their knowledge of climate change risks, and their awareness of human rights and business continuity, for example, all of them. key areas of empowerment and processing businesses as well as partnerships with other actors, such as NGOs, aim to improve product quality, supply chain sustainability and, last but not least, quality of trade and quality of stakeholder relationships (Civera, de Colle, & Casalegno, 2019).

Empowerment and strengthening of farmer institutions is also a process of changing mindsets by preparing farmer resources to become professional, both in cultivation techniques (production), in harvest handling, post-harvest, marketing and organizational management (APSARI et al., 2017). The achievement of an empowerment program is the result of the interaction of elements of empowerment as an entry gap with the applied empowerment strategy. Empowerment efforts and strategies are a pendulum between the evolutionary paradigm and the revolutionary paradigm, but it does not mean that every paradigm will emerge totally (or absolutely). The two paradigms are a gradation with proportions according to the institutional needs of farmers. The development of an empowerment model will always be between the two paradigms with proportions that are in line with the demands of the needs of the farming community (Suradisastra, 2016).

CONCLUSION AND SUGGESTION

Empowerment of coffee farmers aims as a process of preparing farmers' resources to become professional, both in technical cultivation (production), in harvest handling, post-harvest, marketing and sustainable agro-tourism management. Empowerment of coffee farmers involves a variety of stakeholder roles, which in the end, these farmers will have a full level of empowerment.

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