



Menabung Kopi: Unique Ways of Gucialit Coffee Farmers, Lumajang, East Java, Indonesia to Get Premium Prices

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Abstract

This study highlights the efforts of a small group of individuals in Gucialit, Lumajang Regency, East Java, Indonesia, who are conscious of the need to get superior coffee goods. This study employs historical approaches to provide a more complete view of how to create coffee items at premium prices. The research results provide information that the selling price of premium coffee products is obtained by "Menabung Kopi". A young man from Gucialit Village named Rifqi Zulkarnain Masruri had an idea to help coffee farmers so that the selling value of their coffee products was high by "Menabung Kopi". "Menabung Kopi" is saving coffee as savings while maintaining its quality so that it is not affected by market prices or damage during storage. He is responsible for managing "Menabung Kopi" by selling and processing it through his coffee business called "Bale Kopi Gucialit". The coffee savers can withdraw their coffee savings in the form of money they need at any time.

Keywords: *Bale Kopi Gucialit; Gucialit Lumajang Indonesia; Menabung Kopi*

Introduction

Indonesia has several coffee producing hubs and will be the second largest coffee producer in the Asia Pacific region by 2023 (Media Perkebunan, 2023). Gucialit Lumajang, East Java, Indonesia, is home to one of the coffee producing facilities. Lumajang Regency produces three types of coffee: Arabica coffee, Robusta coffee, and Excelsa coffee. Coffee plantations may be found in numerous sub-districts of Lumajang Regency, including Tempusari, Pronojiwo, Pasirian, Candipuro, Randuagung, Pasrujambe, Senduro, Gucialit, Kedungjajang, Padang, Ranuyoso, and Klakah (Lumajang Regency in Figures, 2023). In 2022, Lumajang Regency's coffee production will be 2,517 tons.

There are two sub-districts that produce Arabica coffee (Sebuliba, 2022; Izzah, L., Rochwulaningsih, Yety., et al., 2022), namely Pasrujambe District and Gucialit District. In Pasrujambe District, 138 Ha of Arabica Coffee is planted with a coffee yield of 29.25 tons in 2019. In 2020, the coffee area planted reduced to 136 Ha, with coffee yields higher than in 2019, namely 30.36 tons. Pasrujambe District Arabica Coffee output is expected to rise by 52 tons by 2022. Gucialit District has more Arabica coffee grown than Pasrujambe District, with 267 hectares planted and an output of 34.8 tons in 2019. In 2020, the coffee planting area expanded to 271 acres, with a yield of 34.44 tons. Arabica coffee output will grow by 63 tons in 2022 (Central Statistics Agency for Lumajang Regency, 2019-2022).

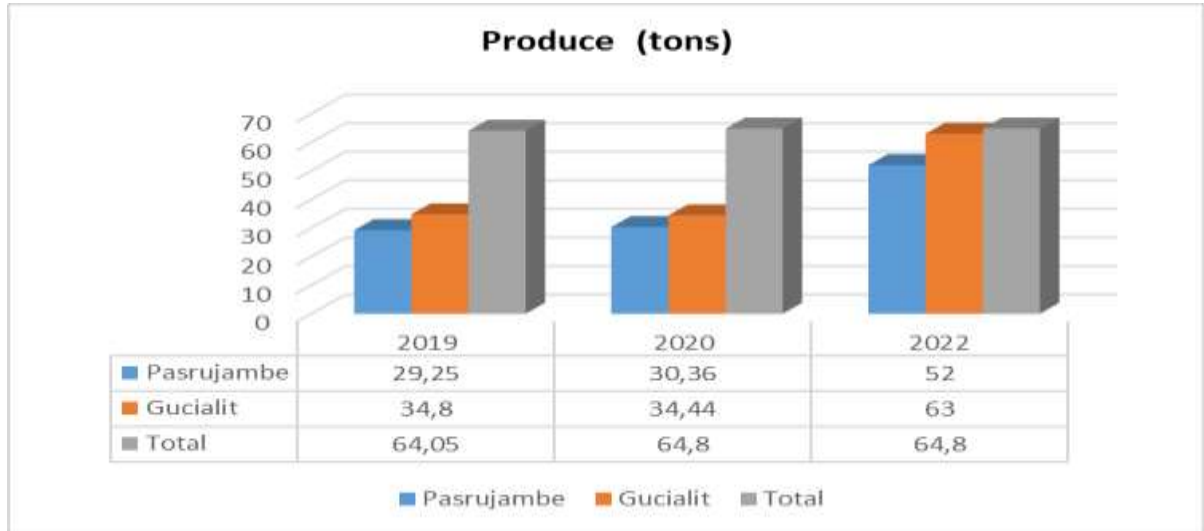


Figure 1. Lumajang Regency Arabica Coffee Production in 2019-2022
Source: Lumajang Regency Central Statistics Agency 2019-2022

Tempursari, Pronojiwo, Candipuro, Pasirian, Randuagung, Padang, Pasrujambe, Senduro, Gucialit, Kedungjajang, Klakah, and Ranuyoso are among the 12 sub-districts where Robusta coffee is farmed. The Tempursari District will produce 419.82 tons of Robusta Coffee in 2022, making it the district with the greatest Robusta Coffee output. Pasirian District contributes the least to Robusta Coffee output in 2022, producing only 4.05 tons of Arabica Coffee.

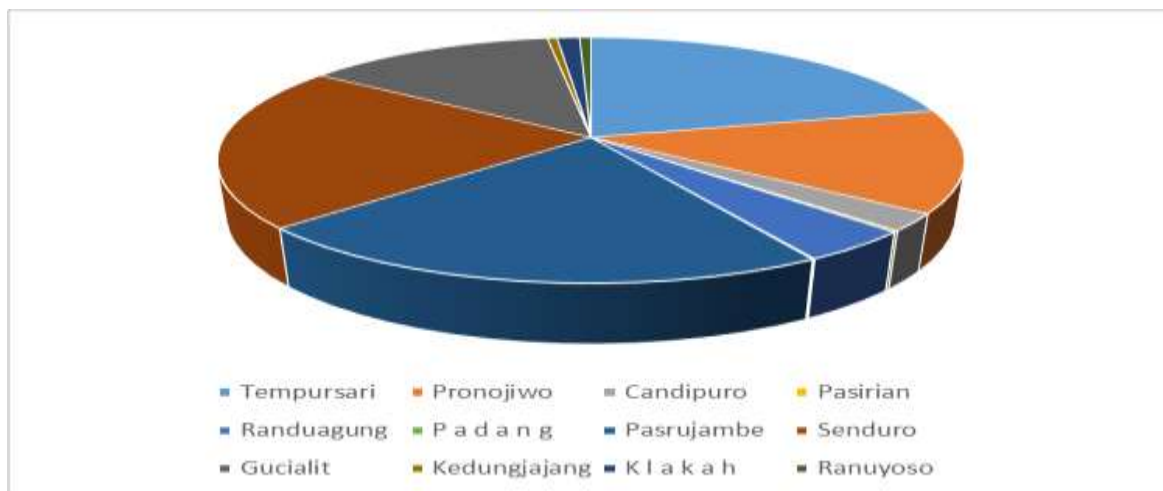


Figure 2. Robusta Coffee Producing Districts in 2019-2022 Source:
Lumajang Regency Central Statistics Agency for 2019-2022

Excelsa Coffee or Liberica Coffee (Crisafulli, 2022) (Pallas, 2023), originally discovered near Monrovia, Liberia, is a commercially exploited coffee species known for its larger coffee beans compared to Arabica coffee. Excelsa coffee accounts for less than one percent of all coffee sold. Excelsa Coffee is farmed in ten sub-districts in Lumajang Regency, including Tempursari, Pronojiwo, Candipuro, Randuagung, Pasrujambe, Senduro, Gucialit, Kedungjajang, Klakah, and Ranuyoso Excelsa Coffee resistant to leaf rust disease, *Hemileia vastratrix* (HV) (Reddy, 1981). It smells like jackfruit and has the added benefit of being caffeine-free. The caffeine concentration of Excelsa Coffee is lower than that of Arabica and Robusta Coffee (Davis et al., 2022; Hariri, 2023). Excelsa coffee is not frequently sold in a world where Arabica and Robusta coffee varietals account for more than 90% of global coffee commerce.

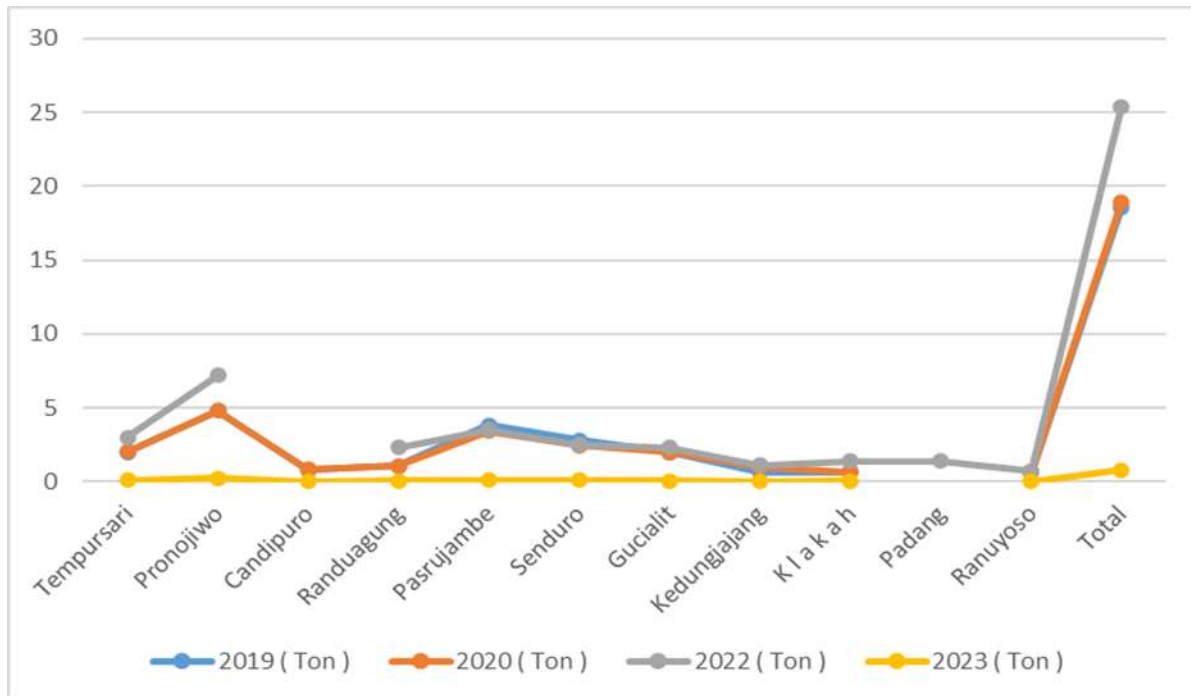


Figure 3. Excelsa Coffee Producing District in 2019-2023
Source: Lumajang Regency Central Statistics Agency 2019-2022

The majority of coffee producing villages in Gucialit District sell their coffee in log form, which means they are still skinned and moist because they were recently picked. The selling price is not exorbitant since they have fundamental living necessities that must be satisfied. In reality, if the sale of Arabica and Robusta coffee harvests is properly handled, it will result in high-priced coffee harvest items. The subject to be investigated in this study is how coffee growers manufacture premium-priced coffee goods without diminishing their income to fulfil their basic requirements.

Materials and Methods

Because this is a historical study, the research design that will be employed is a historical method research design (Izzah, 2021; Izzah, 2022). Determine the topic (research object), heuristics (source search/research data collection), source criticism (data verification), selection and categorization, data analysis, and historical writing (historiography) are the research stages that will be carried out in the historical research method (Kuntowijoyo, 2003). This research takes the spatial scope of Gucialit Village which is located in Gucialit District, Lumajang Regency, East Java, Indonesia (Gucialit District Monograph 2022).

Results

Almost all coffee growers in the Java region sell their coffee in logs, therefore the selling price is inexpensive and does not reflect the processing procedure. This is due to the fact that farmers must meet the basics of existence. Because just a few farmers have significant expanses of well-processed land, the selling price is high. Farmers in Gucialit Lumajang District, including Gucialit Village, sell their coffee crop in the shape of logs (coffee beans that are still intact, not yet separated from the pulp) (KBBI). They demand quick results without considering the earnings and costs associated with the planting, caring, and harvesting processes. However, not all coffee producers sell their products in log form.



Figure 4. Map of Gucialit Village, Gucialit District, Lumajang Regency, East Java (Research Document)

Rifqi Zulkarnain Masruri: The Initiator of “Menabung Kopi”

A young man from Gucialit Village, Rifqi Zulkarnain Masruri, is concerned about the low selling price of coffee from Gucialit coffee producers. Despite the fact that the selling price of Arabica coffee is greater than that of Robusta and Excelsa coffee. Concerns expressed by young graduates of Muhammadiyah University Jember in East Java led to the suggestion that the farmers of Gucialit Village prepare their coffee crop in accordance with SOP (Standard Operating Procedure) norms (Izzah, 2018:41). The well processed petik merah will produce a premium price. In 2019, the proposal of raising the price of Gucialit coffee to a premium price was launched. "Menabung Kopi" is the approach supplied to farmers. Gucialit Village coffee producers may preserve price stability with the "Menabung Kopi" program. Coffee growers should be able to choose their own prices for their product. preserving coffee, according to Rifqi Zulkarnain Masruri, is "saving coffee as savings while maintaining its quality so that it is not affected by market prices or damage during storage." Farmers can use coffee that has been preserved in the form of money when it is needed. With the condition, fresh withdrawals are permitted after one month of "Menabung Kopi".



Figure 5. Rifqi Zulkarnain Masruri (Initiator of "Menabung Kopi") (Research Document)

Rifqi Zulkarnain Masruri encouraged several coffee producers to collaborate in the "Menabung Kopi" scheme. Coffee producers are taught how to process good coffee by red harvesting, processing planting, and caring for it till harvest with the proper SOP, resulting in premium-priced coffee. Coffee producers are asked to collaborate in "Menabung Kopi," which they will control and be accountable for, through this innovation. Farmers profit from cooperative price determination without having to carry the risk of harm, so they no longer have to be concerned. Rifqi Zulkarnain Masruri compared not just Gucialit Village's local potential in coffee, tea, and other processed goods, but also the Gucialit area's tourism potential. According to him, "the market must support the sustainability of farmers' lives".



Figure 6. Picking Red Arabica Coffee
(Document by Rifqi Zulkarnain Masruri)



Figure 7. Drying Arabica Coffee on Para-Para
(Document by Rifqi Zulkarnain Masruri)

Branding Coffee with the Name of the Coffee Farmer

Rifqi Zulkarnain Masruri labels the coffee goods of the farmers with whom he works by their names. For example, if the coffee farmer's name is "Tian," the coffee product is labeled "Kopi Robusta Mas Tian." Farmers do not need to advertise their products since Rifqi Zulkarnain Masruri is in charge of the full sales procedure for their coffee products. Rifqi Zulkarnain Masruri also purchases random coffee items that are poorly handled by growers. He processes it under the "Kopi Orang Desa" brand.



Figure 8. Promotion of Farmer's Coffee Products in "Menabung Kopi"
(Research Document)



Figure 9. Promotion of Farmer's Coffee Products in "Menabung Kopi"
(Research Document)

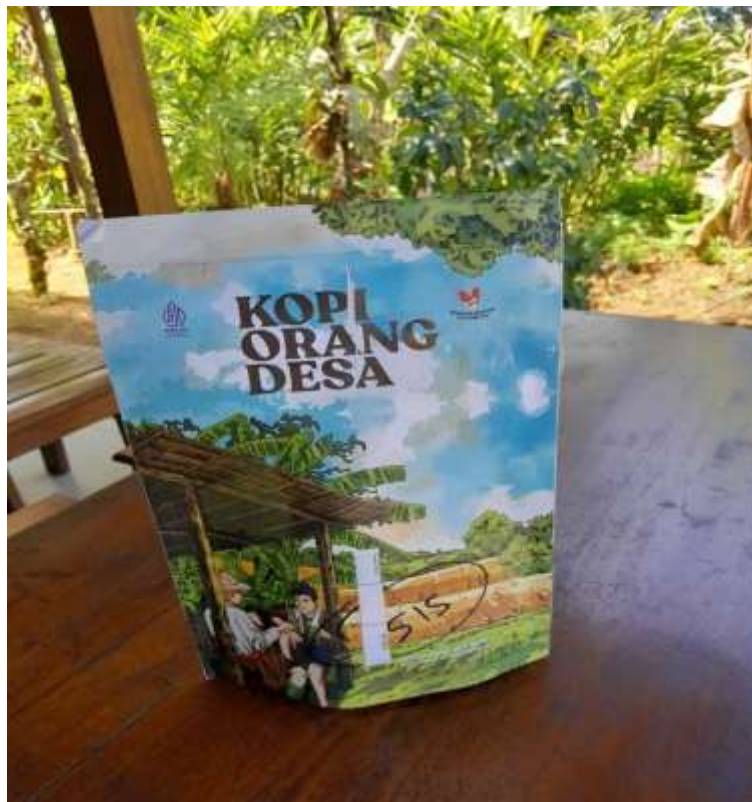


Figure 10. Promotion of Farmer's Coffee Products in "Menabung Kopi"
(Research Document)

The coffee farmers who collaborate with Rifqi Zulkarnain Masruri are required to comply with the agreed terms. The existence of a stamped MoU strengthens the agreement between the two parties, which includes the following requirements: 1) farmers are willing to be directed to harvest petik merah; 2) farmers deposit their harvest according to the agreement to Rifqi Zulkarnain Masruri; and 3) new farmers may request that the coffee they have saved from Rifqi Zulkarnain Masruri be deposited after one month. 4) Rifqi Zulkarnain Masruri's price is the same as the market price at the moment, and the price will not fall if the market price falls; 5) Farmers frequently seek "Menabung Kopi" for money if they have a major need, such as giving birth, registering school children, or building a house.

The effort "Menabung Kopi" launched by Rifqi Zulkarnain Masruri is not easily accepted by farmers, because the majority of coffee farmers want fast results. When the crop is over, the farmer must also make money. This scenario compels farmers to sell bound commodities or logs without properly processing them. Gucialit Coffee is currently attracting national market attention, and clients from a variety of nations, including Japan, China, and Russia, have become regular customers. This local coffee product fulfils consumer demand from a variety of nations through internet sales connection. Meanwhile, Gucialit coffee marketing is available in Surabaya, Sidoarjo, Malang, Gresik, Jember, Banyuwangi, Pasuruan, and Probolinggo in Indonesia. This coffee is also sold in the provinces of Central Java, West Java, Lampung, Bali, DKI Jakarta, and Riau Islands, in addition to East Java. This cannot be isolated from the community's hard work, which includes Rifqi Zulkarnain Masruri, who promoted Gucialit Coffee to the larger community through social media.

Conclusion

Rifqi Zulkarnain Masruri's "Menabung Kopi" initiative is one approach that can assist farmers in receiving a premium price for their coffee harvest. However, not all farmers are enthusiastic about the proposal because there is a need that new farmers receive their coffee harvest after one month of saving. Only farmers who want "Save on Coffee" and have other sources of income or big tracts of coffee land are eligible to participate in the "Menabung Kopi" program.

The benefit of "Menabung Kopi" for coffee growers is a pre-agreed-upon set price, and producers have savings that can be claimed at any time. From the standpoint of the program's initiator, he will get free capital from coffee deposits from farmers who are interested in the scheme, without having to invest any money to purchase the coffee harvest. This is due to the fact that farmers who "Menabung Kopi" can only request the results of their savings after one month of saving and cannot take the entire amount. Farmers who take part in the "Menabung Kopi" program can only withdraw their savings in the form of money if there is a need that requires large funds, for example school fees, childbirth, building a house, etc.

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