

Implementation of Coffee Production Strategy at the Jember Kahyangan Plantation Regional Public Company

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Abstract

Purpose: This research explores coffee production strategies at Jember Kahyangan Plantation Regional Public Company, focusing on optimizing productivity, efficiency, and sustainability.

Method: A qualitative approach was used through observation, interviews, and documentation. The findings show that Perumda Perkebunan Kahyangan Jember produces robusta coffee with meticulous processing to ensure quality.

Practical Application: Coffee is one of the agricultural commodities that is quite tempting to develop, seeing the market potential reaching overseas so that in its development, coffee is experiencing modernization. Coffee production in Indonesia always increases every year. Indonesia is the world's fourth exporter of coffee commodities with an average role of 4.76 percent of total world exports. The Jember Kahyangan Plantation Regional Public Company is one of the companies engaged in processing coffee production.

Conclusion: A production strategy is a detailed plan designed to organize and manage a company's production processes to achieve predetermined goals, including efficiency, product quality and customer satisfaction. The definition above shows that a company needs a strategy so that the company does not go bankrupt.



Introduction

According to Nurdin Usman in his book entitled *Context of Curriculum-Based Implementation*, he expressed his opinion regarding implementation or implementation as follows: Implementation is based on activities, actions, actions, or the existence of mechanisms in a system. Implementation is not just an activity, but an activity that is planned and to achieve activity goals (Usman, 2002).

Meanwhile, according to (Siagian, 2004), it is defined as a series of fundamental decisions and actions made by top management and implemented by all levels of an organization in order to achieve its organizational goals. Siagian is more likely to express his opinion about business.

As time goes by, the changes that occur in the current era are significant changes to society, one of which is changes in the delivery of communication and information to the public in order to make it easier for people to communicate and provide information. Technology will help humans make all their work easier and complete. Currently, technology is an important factor in determining the quality of government performance, besides that technology offers opportunities to empower the community and increase community involvement with the government (Siti Romlah, et al 2024).

Coffee is one of the agricultural commodities that is quite tempting to develop, seeing the market potential reaching overseas so that in its development, coffee is experiencing modernization. Market demand for quality coffee is getting higher. Therefore, farmers must know the conditions and location for growing coffee plants in order to make them more marketable on the market. Coffee is an important type of drink for most people around the world. Not only because of the enjoyment of coffee drinking consumers but also because of the economic value for countries that produce and export coffee beans (such as Indonesia). Coffee is said to be the most widely traded commodity after oil. Almost the entire surface of the earth has been visited by coffee, including in our country. In the last few years, our society seems to be increasingly addicted to coffee (Rizwan Muhammad, 2021).

One thing that is widely grown in Indonesia is coffee. Coffee is a tropical plant that can grow anywhere. Except for barren land where the temperature is so high that it cannot be a place for plants to live. Apart from being delicious, coffee is also useful for refreshing the body and mind. By consuming coffee, drowsiness will disappear, and the body will feel energetic again. On the market itself, coffee has several types. The types most often found and produced on a large scale include robusta, arabica or liberca coffee. Usually, this type of coffee is classified according to its species, but not robusta (Sekar, 2022).

Coffee production in Indonesia always increases every year. This increase occurs not only because of people's habits/traditions, but also because of changes in lifestyle/trends where coffee is in demand by all levels of society from various backgrounds. Indonesia is the world's fourth exporter of coffee commodities with an average role of 4.76 percent of total world exports (Muzayyin, et al., 2024).

One of the regions in East Java, Jember to be precise, is one of the largest coffee producing regions with productivity reaching 11,859 kg/hectare in 2020. Jember is determined to become the best robusta coffee city in Indonesia and was declared a coffee city in the 2021-2026 Jember Regency RPJMD event. This declaration is a mandate that must be carried out by one of the largest robusta coffee producers in Jember, namely the Jember Kahyangan Plantation Regional Public Company (Adhamatika, et al 2023).

The Jember Kahyangan Plantation Regional Public Company is one of the companies engaged in processing coffee production. The Jember Kahyangan Plantation Regional Public Company has a productivity area of 300 tons of coffee beans/year and has enough potential to support the Jember District Government's determination to become a robusta coffee city in Indonesia. The products produced by the Jember Kahyangan Plantation Regional Public Company are robusta roasted coffee and robusta ground coffee with marketing areas in the

Jember region and its surroundings (Melida, 2024).

Several factors that motivated this research include fluctuations in coffee prices on the global market, climate change which affects production, and increasingly fierce competition. In facing this challenge, the Jember Kahyangan Plantation Regional Public Company needs to implement the development of an innovative and sustainable production strategy to ensure operational continuity and its positive contribution to the regional economy. By detailing this complex context, this research aims to explore coffee production strategies. Through this research, it is hoped that practical guidance will emerge that can help coffee plantations face dynamic changes at the local and global levels.

Thus, the background of this journal guides the formulation of strategies in the context of coffee production at the Jember Kahyangan Plantation Regional Public Company, as a proactive step in responding to the call of the times and ensuring the sustainability of the coffee industry at the local and national levels. So, we took a journal for this report with the title "Implementation of Coffee Production Strategy at the Jember Kahyangan Plantation Regional Public Company".

Method

In this research, qualitative methods were used. Qualitative methods focus on behavioral, cognitive and motivational phenomena through the experiences of research subjects in certain contexts. This approach produces descriptive data in the form of writing and speech as well as human behavior that can be observed directly. Data is described using various natural techniques (Moleong J. Lexy, 2012). Researchers use a qualitative approach because this allows them to gather information about the research subject thoroughly and use it for the purposes of further research. Descriptive research involves collecting data in the form of words or images that have been collected previously. To make the data easier for others to understand, detailed explanations are provided (Sugiyono, 2022).

Qualitative data collection techniques are generally flexible, because they depend on the context of the problem and the type of data you want to obtain (Nurisa, 2020). The data collection techniques used were observation, interviews and documentation.

1. Observation is a data collection method where the five senses are used to observe and understand the situation. Among them are sight (eyes), hearing (ears), touch (skin), and smell (nose). Observation allows researchers to see and observe each other and record behavior and events that correspond to real-life situations. Observation involves collecting data directly from the field, allowing researchers to gain direct experience with the topic being studied. Broadly speaking, observation is directed at activities of paying attention to phenomena accurately, recording phenomena that arise and considering the relationship between aspects of the phenomenon (Ni'matuzahroh, 2018).
2. Interviews are an important part of research. Without interviews, researchers lose the credibility of the information and data they need to achieve their research goals. Interviews are obtained by conducting free surveys or guided questions and answers. The most important thing is that researchers have the data they need. In this study, researchers used a semi-structured interview type where the interview was more open.
3. Documentation is the process of compiling and recording information systematically for documentation purposes. This includes creating instructions, manuals, or other documents that explain how something works or how to perform a task (Sugiyono, 2016). The documentation taken in this research is in the form of documents and articles related to the implementation of coffee production strategies.

Result

The Jember Regional Plantation Company was established on February 12, 1969, in accordance with Regional Regulation Number 1 of 1969. Over time, this company underwent

several changes based on Regional Regulations in 1989 and 1997 because it received capital participation from the Regency Government. The third change occurred through Regional Regulation Number 2 of 2012 on 20 September 2012, which changed the company name to PDP Kahyangan Jember. Then, the company underwent a fourth change with the enactment of Regional Regulation Number 02 of 2022 on April 19, 2022, which changed its status to Jember Kahyangan Plantation Regional Public Company. Perumda Kahyangan has a Cultivation Rights area of 3,800.3539 hectares which is divided into three main plantations and two sub-plantations, cultivating rubber and coffee as the main commodities. Apart from that, the company also cultivates cloves as a supporting commodity and is currently developing agro-tourism and ground coffee (<https://pdpkahyangan.>, n.d.). The Jember Kahyangan Plantation Regional Public Company has 3 (three) main plantations and 2 (two) sub-plantations, which are located at:

1. Sumberwadung Main Garden is in Karang Harjo Village, Silo District, Jember Regency
2. The Kalimrawan Garden is in Pace Village, Silo District, Jember Regency
3. Gunung Pasang Main Garden is in Kemiri and Suci Villages, Panti District, Jember Regency
4. The Sumbertenggulun Garden is in Manggisian Village, Tanggul District, Jember Regency
5. Sumberpandan Main Garden is in Kaliglagah Village, Sumberbaru District, Jember Regency

Since its inception, the Kahyangan Plantation Regional Public Company has had the aim of contributing to regional economic development. Apart from that, this company aims to provide public benefits such as creating jobs, providing goods and services to meet people's living needs in accordance with regional conditions, characteristics and potential. This is done with the principles of good corporate governance, as well as generating profits and providing guidance to local community economic businesses. Thus, Perumda Kahyangan Jember not only functions as a business entity, but also plays a role in providing public services by providing benefits to society as a whole.

Vision and Mission and Organizational Cultural Values of the Jember Kahyangan Plantation Regional General Company has a vision to become a Regional Plantation Public Company that has good corporate governance that is oriented towards developing regional potential and contributing to local original income (PAD) and the welfare of society in general ([https://pdpkahyangan.jemberkab.go.id/page/visi-misi#:~:text=](https://pdpkahyangan.jemberkab.go.id/page/visi-misi#:~:text=,), 2024).

Wether the mission is: Organizing governance that is transparent, accountable, responsible, independent and fair. Optimize the use of regional resources or assets (land and human resources); Improving the quality of production results to achieve national and international competitiveness; Building partnerships with various parties to create shared prosperity; Optimize research and development activities and use of technology.

Organizational Values and Culture Values of the Jember Kahyangan Plantation Regional General Company has a motto of V A C A S, which means of: V is visionary: Has views, insights and ideas about the company's future; A is Accountability: Having a high sense of responsibility, transparency and integrity; C is Contributive: An effort to have a positive impact on the company's progress; A is Adaptive: Easily adapts to changes; and S is Solutive: Ability to solve problems in synergy.

Discussion

The Jember Kahyangan Plantation Regional Public Company, from upstream to downstream, involves various activities including on farm, off farm and marketing. At the on-farm stage, the Jember Kahyangan Plantation Regional Public Company provides raw materials by growing commodities independently. The process starts with seed production and continues with cultivation from planting to harvest. Next, at the off-farm stage, the produce

from the land is brought to the factory to be processed through a series of stages, including washing, sorting, drying, cooking, cooling and packaging, so that it becomes a product ready for sale. During this process, a food safety system is maintained to ensure product quality and safety.

A production strategy is a detailed plan designed to organize and manage a company's production processes to achieve predetermined goals, including efficiency, product quality and customer satisfaction. From the definition above, it shows that a company needs a strategy so that the company does not go bankrupt.

The Kahyangan Jember Regional Public Company develops robusta coffee by producing robusta coffee through a very thorough processing process to produce quality coffee. The Jember Kahyangan Coffee Regional Public Company has 5 coffee plantations, including the Sumber Wadung main plantation located in Karang Harjo village, Silo sub-district, Jember district, the Kalimrawan section of the plantation located in Pace village, Silo sub-district, Jember district, the Gunung Pasang main plantation located in Kemiri and Suci villages, Pandan sub-district, Jember district, the Sumber Pandan main plantation located in Kaliglagah village, Sumber Waru sub-district, Jember district, the Sumber Tenggulun section of the plantation located in Manggis village, Jember district. Jember district embankment.

The production and marketing processes for coffee at Perumda Perkebunan Kahyangan Jember include the following:

a. *Collection of Raw Materials*

Raw materials are taken from the warehouse according to production needs. Raw material expenditure uses a FIFO (First In First Out) system where every item that comes in will be used or issued first. This aims to maintain product quality and minimize costs due to damage to raw materials.

b. *Coffee Roasting Process*

The process of roasting coffee or in traditional language called roasting is a unity of actions to develop specific organoleptic properties (taste, aroma and color) that underline the quality of coffee and guarantee a good cup of coffee (Bambang Hermanto and Marsel Agustin, 2023). The level of maturity used for Perumda Perkebunan Kahyangan Jember roasted coffee is medium/city. In the initial process the coffee beans are prepared, and the roasting machine is turned on with an initial temperature of 25°C then wait until the temperature reaches 40°C for 30 minutes. Put the coffee beans into the Roasting machine with a capacity of 60 kg per bag. Roasting coffee from 40°C-110°C for 15 minutes. After the coffee reaches standard maturity, the coffee beans are removed from the roasting machine to the blower machine to cool for 5-10 minutes. Next, the coffee was weighed, each weighing 22.1 kg.

c. *Coffee Grinding*

Roasted coffee that has been weighed is ground using a coffee grinder until ground coffee granules with a certain fineness are obtained. The results of grinding in the form of ground coffee are then cooled by means of a fan or aired and a hole is made in the middle of the coffee in the tub so that the coffee does not burn due to the hot temperature of the coffee.

d. *Coffee Packaging Process*

The coffee packaging process aims to prevent the coffee from being contaminated by external objects. Coffee is packaged using a machine. The machine used is the Qorin vertical packing machine. Then the packaged coffee is weighed. The coffee packaged semi-automatically is 500g roasted coffee, 150g ground coffee and 7g ground coffee. Roasted coffee is packaged in per ball while ground coffee is packaged in per box. Coffee that has been packaged will be moved to the storage warehouse or sent directly if there is a request. Apart from that, there is also bulk coffee which is packaged manually. This coffee is weighed according to customer requests. The coffee is put in plastic, weighed, then sealed and then handed directly to the

customer.

e. *Product Storage Process*

Product storage in warehouses has the aim of being a place for finished production goods before they are sent directly to shops or customers and anticipating when there is a surge in demand from consumers.

f. *Product Delivery*

Delivery of coffee products to shops using pickup trucks. Several shops in the Jember area that collaborate with the Kahyangan Plantation Regional Public Company start from Ajung, Ambulu, and Mumbulsari.

g. *Product Marketing*

Marketing of Kahyangan coffee products is carried out directly (offline) or indirectly (online). Offline marketing is carried out by opening outlets and entrusting them to several shops in the Jember area starting from the Ajung, Ambulu, Balung and Mumbulsari areas. Apart from that, they also open stands during events such as New Year, competitions, festivals and so on. Meanwhile, online marketing is on the Shopee marketplace.

Conclusion

The Field Experience Practice Activity is an activity organized by the Faculty of Islamic Economics and Business, Kiai Haji Achmad Siddiq Jember State Islamic University. This activity can help companies find qualified prospective workers. In completing this practical field experience activity, students must begin to develop themselves so that they can broaden their unknown knowledge. And not only that, with skills, specialist knowledge, far-sightedness, discipline in work and responsibility to make them qualified and superior workers in all fields of work.

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A production strategy is a detailed plan designed to organize and manage a company's production processes to achieve predetermined goals, including efficiency, product quality and customer satisfaction. The definition above shows that a company needs a strategy so that the company does not go bankrupt.

The Jember Kahyangan Plantation Regional Public Company produces coffee through a very careful processing process to produce quality coffee. There are several production processes and marketing processes for Kahyangan coffee, including taking raw materials, coffee roasting process, coffee milling, coffee packaging process, coffee product storage process, coffee product delivery, and marketing Kahyangan Jember coffee products.

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