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Community Empowerment Strategies for Enhancing Local Coffee Processing and Educational Media in Malang

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Abstract

Purpose: This study aims to empower the community of Desa Taji, Malang, by enhancing local coffee processing capacity and knowledge. The research addresses limited post-harvest facilities, inadequate farmer education, and weak marketing institutions, which hinder the added value of local coffee.

Method: The program was conducted from May to September through field observations, farmer discussions, and needs identification. Interventions included the provision of a new pulper (500 kg/hour) and roaster (Astara 105), alongside the development of visual media for coffee education.

Practical Applications: The upgraded facilities accelerate processing, improve product quality, and expand production capacity. The educational media supports knowledge transfer among farmers and visitors, while digital marketing initiatives strengthen product competitiveness.

Conclusion: The interventions improved processing efficiency and knowledge dissemination, contributing to the sustainable development of local coffee. However, drying facilities remain a challenge, suggesting future efforts should focus on controlled greenhouse solutions.

Introduction

Data from the Central Statistics Agency records that the area of smallholder coffee plantations in Malang district is around 21.2 thousand hectares in 2025 (Malang, 2025). This makes Malang Regency one of the largest coffee-producing areas in East Java Province. The potential of this commodity is also located in Taji Village, Jabung District, Malang Regency which has agroecological conditions that support coffee cultivation. Coffee is part of the local community's economic activities and has the potential to be developed through strengthening the processing process and marketing of products (Sidi et al., 2026).

Based on field observations and initial discussions by the service team with a number of farmers, they still face a number of obstacles. One of them is the limitation of processing facilities, especially the condition of the available coffee peeling machines (pulpers) that are not suitable for use as seen in Photo 1. The capacity is limited for the processing process of coffee in increasingly large quantities, which is around 100 kg per hour.

Photo 1. Pulper Machine



Source: Private Documentation, 2026.

Taji Village already has a roasting machine to produce ready-to-sell coffee. However, the machines used are not yet able to meet the capacity of customer demand. The long age of the machine also causes the quality of roasted coffee to decline (Hary Suswanto et al., 2025). This condition shows the need for adequate processing facility support to help meet demand while maintaining the quality of local coffee products (Kriswanto et al., 2025).

The post-harvest processing process is also still influenced by weather and seasonal conditions, especially at the drying stage. This dependence can potentially make the drying process take longer and the processing time becomes more difficult. Post-harvest coffee processing is greatly influenced by the timeliness of handling. Harvested coffee fruits need to be processed immediately because they are easily damaged and can change the taste of brewing (Budiarto et al., 2023).

Efforts to maintain coffee quality also require proper handling of picking (Riastri et al., 2026). In Taji Village, there have been parties who have played a role in encouraging education to farmers about coffee cultivation and processing. However, these efforts still face limitations in educational facilities that can be used to convey information in a more structured and easy-to-understand manner. Therefore, supporting media are needed to help document and convey knowledge about coffee picking and post-harvest handling (Alfianto et al., 2025; Syahroni et al., 2021).

On the other hand, access to Taji Village, which is quite difficult to reach, is also a challenge in an effort to introduce the potential of coffee directly to prospective visitors. In natural tourism studies, accessibility is reported to have a positive and significant effect on the decision to visit with the image of the destination, and difficult access can make potential visitors more hesitant to come (Yosandri & Eviana, 2022).

In addition to cultivation and harvesting techniques, the right post-harvest handling techniques are also needed to produce quality coffee (Baihaqi et al., 2022). Post-harvest handling is a series of processes that play an important role in determining the quality and selling value of coffee. Coffee fruits that have been harvested need to be processed

immediately because they are easily damaged and can change the taste of brewing (Budiarto et al., 2023). This stage can include the selection of ripe fruits, sorting to separate unripe or damaged fruits, peeling the fruit skin, processing according to the chosen method, drying, peeling the horn skin, and sorting the seeds before being marketed or further processed (Ratnaningsih et al., 2025).

The main problem in Taji Village lies in the limited number of processing equipment, the lack of post-harvest knowledge, and the lack of strong marketing institutions (Sidi et al., 2026). Therefore, the support of processing facilities that are in accordance with the needs of the community is needed, both for the process of peeling coffee husks (Susilawati et al., 2021) and drying (Muhandri et al., 2026a). In addition to tool support, increased community knowledge is also needed to support the equipment to be used appropriately and the coffee processing process can be carried out better (Purbasari et al., 2021).

Based on this, this community service activity was carried out to support the development of the potential and added value of local coffee in Taji Village, Jabung District, Malang Regency. This activity includes providing support for processing facilities in the form of pulper machines and roaster machines, education and guidelines for the use of equipment, and the development of coffee interpretation media as an educational tool. This activity is expected to support the increase in processing capacity, public knowledge about coffee, as well as marketing and distributing efforts to produce local coffee products.

Method

Community service activities were carried out from May to September in Taji Village, Jabung District, Malang Regency, with a focus on supporting the development of local coffee potential through the provision of processing facilities and educational media. This activity was directed to support the needs of the community in the coffee processing process as well as the delivery of knowledge about post-harvest picking and handling. The form of intervention was determined based on field conditions and needs found during the initial identification process.

The initial stage of the activity was carried out through field observation to identify the conditions of coffee processing and the needs of the local community. Observation was carried out through observation of the condition of the available processing facilities and discussions with farmers and local coffee café managers (Sidi et al., 2026). This stage aims to obtain an overview of the limitations of equipment, obstacles in the post-harvest process, and the supporting needs of local coffee development. Initial observation is used as a reference basis in determining activities to suit the conditions and needs of partners (Syahroni et al., 2021).

Based on the results of the identification of needs, the activity continued with the procurement of coffee processing equipment in the form of pulper machines and roaster machines. The procurement of this equipment is a form of facility support to help the community in develop the coffee processing process (Puspitasari et al., 2026).

Service activities also include the creation of coffee interpretation media as a means of education. Interpretation media is a means of communication designed to help convey certain meanings, processes, and information through presentation that is more communicative and easy to understand than the delivery of information solely textually (Setiawan et al., 2025). The development of this media aims to present information about coffee in a more structured and easy-to-understand manner. The material is compiled by referring to knowledge records previously used by farmers, then developed into a visual media that contains information related to picking techniques and the stages of coffee processing. This media is expected to support the delivery and documentation of knowledge about coffee as learning material for the community (Alfianto et al., 2025).

Overall, the implementation of activities includes identifying needs through observation and discussion, procurement of coffee processing facilities, making interpretive media as an educational tool, and developing marketing aspects. The form of intervention is designed to

support processing and knowledge aspects in developing the potential of local coffee in Taji Village. Descriptions of the form of equipment, the content of educational media, and the implementation of each intervention are presented in the results and discussion section.

Result

The stage of identifying the conditions and needs of the community was carried out through field observation and discussions with coffee farmers and café managers in Taji Village, Jabung District, Malang Regency (Sidi et al., 2026). This activity aims to obtain an overview of the conditions of coffee processing, available facilities, and obstacles faced in the development of local coffee potential (Syahroni et al., 2021).

Based on the results of observations and discussions, several needs were found in the development of local coffee potential. In terms of processing, the available facilities are still limited. In addition, the coffee skin peeling process uses an old pulper that has a capacity of about 100 kg per hour with a relatively slow rotation. This condition is the basis for the need for support for processing facilities that are in accordance with the needs of the community (Sidi et al., 2026).

Knowledge about coffee, such as picking, post-harvest processing, and plant maintenance, was previously only documented through simple records belonging to farmers. This information has not been compiled in a more structured educational media, so efforts are needed to document and present it in a more communicative manner (Setiawan et al., 2025). In addition, the development of local coffee also requires support in the marketing aspect, especially through the development of packaging design and the use of digital media to expand market reach (Rahayu & Dahlia, 2024).

The findings then became the basis for determining the form of intervention for service activities, which included the provision of coffee processing facilities, packaging design development, digital marketing education, and the creation of coffee interpretation media. This series of activities is designed to support aspects of processing, marketing, and education in the development of local coffee potential in Taji Village.

The assistance provided is in the form of two units of machines that are at different stages in the coffee processing series, namely a pulper machine for peeling coffee fruit peels and an Astara 105 roaster machine for roasting coffee beans. The provision of these two equipment is based on the condition of the processing facilities previously used by the community and the need to support the development of local coffee (Jagat et al., 2025; Susilawati et al., 2021).

Table 1. Capability of Pulper and Roaster

Product	Previous Capability	New Capability
Pulper	±100 kg/hour, slow rotation	500 kg/hour.motoriezed, mobile
Roaster	Simple roasting, ±5–10 kg/month	Roaster Astara 105, ±10–15 kg/week

Source: Author's Work, 2026.

Pulper machine. In Taji Village, the pulper machine used by the community previously only had a capacity of about 100 kg per hour with a relatively slow rotation. Through this service activity, the machine was replaced with a new pulper machine with a capacity of 500 kg per hour, or five times the previous capacity. It called wit Aji Mobile Pulper machine as seen in Photo 2. Nominally, the number of fruits that previously required about five hours of peeling can be processed in about an hour. This procurement is aimed at speeding up the coffee skin peeling process and increasing processing capacity (Kriswanto et al., 2025).

Photo 2. Aji Mobile Pulper



Source: Private Documentation, 2026.

Roaster machine Astara 105. In the previous condition, roasting in Taji Village was carried out with a simple roasting machine that only produced about 5–10 kg per month. The Astara 105 roaster given has a roasting capacity of around 10–15 kg per week as seen in Photo 3. With this increased capacity, roasting can be carried out more regularly in larger quantities, thus opening up opportunities for product development that was previously limited by equipment (Deoranto et al., 2026; Puspitasari et al., 2026).

Photo 3. Astara 105



Source: Private Documentation, 2026.

Based on the results of field observations in the Assisted Village Program in Taji Village, the team found one of the farmers who had a simple visual record about the cultivation process, harvesting, post-harvest, and coffee processing. The notes were compiled independently based on the material of several seminars he had attended. However, the presentation of information in the notes is still simple with unclear writing, so it is not effective to be used as a medium for delivering information (Nahrowi et al., 2026). This condition is the basis for the team to develop a more structured and easy-to-understand coffee interpretation media.

The material prepared includes the types of coffee picking, post-harvest processing stages, anatomy of fruits and coffee beans, fruit sorting based on maturity level, and fertilization based on plant age and season. The preparation of the material aims to organize information that was previously recorded simply into a visual source of information that is easier to understand (Alfianto et al., 2025). The preparation of the media is designed using graphic design software by integrating materials, illustrations, icons, and visual elements that

are in accordance with the original notes. The initial design is then validated by validators consisting of supervisors and record owners to assess the suitability of the content, clarity of information, visual appearance, readability, and feasibility of the media (Setiawan et al., 2025). The input obtained from the validation process is used as a basis for revision so that interpretation media is produced that is more in line with the development goals. The approved design is then printed on A3-sized paper and bound using spiral binding to facilitate access to information (Alfianto et al., 2025).

Photo 4. Learning Media



Source: Private Documentation, 2026.

Discussion

Pulper machine is used in wet processing to peel the skin and flesh of coffee fruits so that the beans can be separated from the fruit (Yuliani et al., 2025). Peeling the fruit peel is one of the initial stages in post-harvest handling of coffee (Budiarto et al., 2023), so the capacity of the machine at this stage can affect how quickly the crop can be processed. The use of a pulper machine is reported to shorten the peeling time compared to traditional methods (Ratnaningsih et al., 2025). The pulper is in the early stages after harvest, while the roaster is in the final stage ahead of the finished product. Between the two there are other stages, such as drying and peeling the horn skin (Budiarto et al., 2023). With the presence of pulpers and roasters, the fruit peeling and roasting stages in Taji Village have more adequate facilities than before.

Roasting is one of the important processes in the formation of the aroma and taste of coffee, and the roasting level is differentiated into light, medium, and dark roast based on the temperature used (Batubara et al., 2019). During roasting, heat is transferred from the roasting cylinder to the coffee beans and the water in the beans evaporates (Batubara et al., 2019). The availability of roasting machines also allows green beans to be processed into roasted beans which can increase the value of coffee (Batubara et al., 2019).

The development of interpretive media is carried out to help present knowledge about coffee in a more systematic manner (Alfianto et al., 2025). The interpretation media is then used as an educational tool for farmers and the community who want to get to know coffee cultivation and processing (Syahroni et al., 2021). In addition to helping document local knowledge, this media can also support the delivery of information to visitors who want to learn about the coffee processing process in Taji Village (Fahmi et al., 2023). Thus, media development not only focuses on changing the form of records, but also on efforts to expand the use of knowledge that farmers already have (Widiyanto et al., 2024).

Analyzing the effects and consequences of the service rendered in depth is essential for the discussion section of an applied research paper on community service. To ascertain the degree to which the basic goals of the community service have been met and the advantages that the community has reaped, the obtained results must be carefully analyzed.

Conclusion

Community service activities in Taji Village, Jabung District, Malang Regency, focus on providing coffee processing facilities and developing interpretation media as an effort to support local coffee processing and education. The provision of a pulper machine with a capacity of 500 kg per hour replaces the previous machine with a capacity of around 100 kg per hour, thereby increasing the capacity of peeling coffee fruit peels available to the community. In addition, the provision of an Astra 105 roaster machine with a roasting capacity of around 10-15 kg per week supports the needs of coffee processing at the roasting stage. Both facilities are expected to help the harvest processing process and open up opportunities for the development of local coffee products.

In the educational aspect, the development of interpretation media is carried out to present information about picking, post-harvest handling, the anatomy of coffee fruits and beans, and plant maintenance in a more structured and easy-to-understand form (Setiawan et al., 2025). This media is a means of supporting socialization and documentation of knowledge about coffee, so that information that was previously recorded in a simple manner can be conveyed more systematically to farmers and the community (Alfianto et al., 2025). Thus, the provision of interpretive tools and media complements each other through support for processing facilities and the delivery of knowledge about local coffee.

However, this activity has not overcome the obstacles to coffee drying which still depends on weather conditions (Muhandri et al., 2026b). Therefore, further service activities need to be directed at the provision of greenhouses or coffee drying houses designed to protect the drying process from the influence of weather (Yusman et al., 2025). This effort is expected to complement the existing processing facilities and support post-harvest handling of coffee in a more controlled manner. Further evaluation is also needed to determine the use of interpretive tools and media and their impact on the processing process and farmers' understanding (Isma et al., 2023; Yusman et al., 2025).

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