

ANALYSIS OF KOPI KAPULAGA SINJAW AS AN INNOVATION OF LOCAL COMMODITY IN SINDANGJAWA VILLAGE

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Abstract - *Sindangjawa Village, located in Kadugede District, Kuningan Regency, West Java, has the potential for abundant natural wealth, one of them is fertile soil. However, this potential has not been managed optimally. Based on interviews with local residents, it is known that there are several commodities that are abundant in Sindangjawa Village, including coffee, cloves and cardamom. This article aims to explore and further analyze what innovations can be made using superior commodity materials in Sindangjawa Village to improve the community's economy. This article uses a descriptive qualitative approach, in which qualitative research data are divided into words and actions, written data sources, and statistics. Then the data are presented descriptively containing information about the analysis of local commodity innovation in Sindangjawa Village. The final results conclude that an innovative product that can be produced by utilizing the local superior commodity of Sindangjawa Village is spiced coffee.*

Keywords: *Coffee, Cardamom, Cloves, Sindangjawa*

1. INTRODUCTION

Sindangjawa Village is a village located in the Kadugede District, Kuningan Regency. Sindangjawa Village actually has abundant natural resources, one of which is fertile land. According to the local residents, any seeds planted in this village are sure to grow vigorously and not perish. However, these natural resources in Sindangjawa Village have not been fully utilized, thus not significantly contributing to the welfare of its residents. This can be observed through interviews and surveys that have been conducted, revealing that the primary livelihood of the villagers in Sindangjawa Village is in construction work, rather than harnessing the available land and village potentials. The results of interviews with the residents of the Manis hamlet, conducted previously, indicate that abundant commodities in Sindangjawa Village include coffee, cloves, and cardamom. Therefore, the processed product to be created is spiced coffee.

Coffee is not only a delightful beverage but also one of the commodities with a significant economic impact in Kuningan Regency. For many people, coffee is a loyal companion that helps them stay alert and productive throughout the day. Coffee offers various benefits to our bodies. It can serve as an antioxidant, containing more antioxidants than tea and chocolate. Moreover, coffee can stimulate brain function and has been linked to reducing the risk of cancer (Hastuti, 2018).

Cardamom plants are one of the Non-Timber Forest Products (NTFPs), which are developed and cultivated by farmers in West Java alongside various types of plants, both wood and non-wood, such as sengon, teak, coconut, banana, durian, mango, and others (Diniyati *et al.*, 2014). Additionally, cardamom plants offer a range of benefits, including improving digestive health, having anti-inflammatory effects, enhancing heart health, having antimicrobial properties, and reducing stress and anxiety (Panda & Nandini, 2018).

The innovation of combining coffee, cardamom, and cloves is expected to enhance the well-being of Sindangjawa village residents, especially in the economic sector. This is due to the abundant local commodities, such as cardamom, which has seen a continuous increase in productivity in Kuningan Regency, particularly cardamom plantation yields, over the past few years. In 2019, the harvest yielded 1,266,089 kg, followed by an increase to 1,562,712 kg in 2020, and in 2021, it reached 2,010,174 kg, according to data from the Central Bureau of Statistics of West Java Province. Therefore, to keep up with the development of these commodities, innovation is necessary to produce distinctive products from these local resources.

In the process of procuring the new product, which is spiced coffee, it is essential that all parties involved have insights into the processing of spiced coffee, marketing, packaging, business analysis, and business licensing administration.

Based on the situational analysis mentioned, there is a need for business insights for prospective entrepreneurs that have been tailored to the existing issues. Some of these issues include :

- a. Lack of awareness among the target community about the benefits of each respective commodity

- b. Insufficient knowledge among the target community regarding proper business management practices
- c. Coffee, as a commodity, has a specific harvesting season
- d. Limited infrastructure and facilities for producing products on a larger scale
- e. Insufficient awareness among the community about the importance of hygienic and attractive product packaging to attract buyers
- f. Currently, the community is not fully aware the significance of business licensing administration and the importance of product halal certification.

2. METHOD

This research is using a descriptive qualitative approach, in which qualitative research data are divided into words and actions, written data sources, photos. The qualitative descriptive research design was chosen because this study aims to provide a detailed and in-depth description of how the process of making cardamom coffee occurs. According to Moleong (2013:11) in (Alfaginda, 2021), "a descriptive method is used because the data to be collected are words, images, and not numbers". Data collection techniques were aimed at obtaining data in a manner that was in accordance with research so that researcher would obtain the complete data both orally and in writing (Alfaginda, 2021).

A qualitative descriptive design is used when an uncomplicated description is desired that focuses on the details of what, where, when, and why of an event or experience. Qualitative and descriptive research in many disciplines, including education, psychology, and social sciences. In this context, the qualitative approach helps us explore the quality elements in the process of making cardamom coffee that are challenging to measure using qualitative methods. With this approach, we can delve deeper into subjective aspects such as taste and aroma preferences, individual experiences in selecting raw materials, and non-numeric factors influencing the production process.

This research is focused on identifying key aspects in the process of making cardamom coffee. These aspects include selecting high-quality coffee beans, employing the appropriate roasting techniques, ensuring adequate grinding processes, and optimizing brewing methods. By detailing and elaborating on each of these stages, we will gain a better understanding of how high-quality cardamom coffee can be produced. This research Contains an explanation of the type of research, data collection methods, tools and materials, and research work procedures . For convenience, each section can be written in sub - chapters . The numbering of sub-chapters follows the chapter above. The examples are as follows:

a. Tools and materials

Selecting high-quality coffee beans from various geographic origins that have different characteristics. Choose fresh cardamom by paying attention to variety and quality.

b. Work procedures

Extraction of ingredients refers to formula (1) as follows (*13 Step Cara Membuat Kopi Arabika Yang Benar, 2022*)

Mixing Ingredients:

1. Determine the proportions of coffee beans and cardamom to be used in the experiment.
2. Assess the effect of ingredient ratios on the final taste and aroma.

Frying Process:

1. Determine the ideal temperature for frying cardamom coffee beans with variations in frying time.
2. Observe changes in the color of the coffee beans, the aroma they emit, and the development of flavors during the frying process.

Milling:

1. Grind cardamom coffee beans to varying degrees of fineness.
2. Measuring the effect of grinding level on texture and extra.

3. RESULTS AND DISCUSSION

A. Potential of Sindangjawa Village

Sindangjawa is one of the villages located in West Java, precisely at the foot of Mount Mayana. This geographical location has resulted in fertile soil, suitable for growing various types of crops. The agricultural products predominantly cultivated by the local community include cardamom, cloves, rice, and cassava. Cardamom, along with cloves, is a local commodity that is widely cultivated here.

The residents of Sindangjawa, particularly in Manis, sell cardamom and cloves directly to middlemen, which often leads to suboptimal profits from cardamom sales. Therefore, KKN 218 Group strives to contribute ideas to enhance the value of this potential local commodity, cardamom.

KKN 218 Group decided to use cardamom as a raw material for innovation. They conducted observations and interviews with cardamom farmers and traders to assess cardamom's productivity in the Sindangjawa village. They also held group discussions to identify the potential products that could be developed using cardamom. Eventually, they proposed creating spiced coffee with cardamom as a key ingredient.

B. Kopi Kapulaga Sinjaw as an Innovation Product

Community service programs aim to empower communities and build their capabilities. Empowerment involves providing resources, opportunities, knowledge, and skills to enable communities to determine their future and influence community life (Jim, 1995). As an economic approach to community empowerment and collaboration with other parties, particularly the village government, the program introduced an innovative product using local commodities.

Kopi Kapulaga Sinjaw is an innovative spiced coffee product made from local commodities found in the Sindangjawa Village. The product's name is

derived from its two main ingredients, coffee and cardamom, while "Sinjaw" is an abbreviation for the village name. This innovation can be produced easily with precise measurements, even without the need for expensive equipment or capital. The introduction of this product is expected to motivate the community to process their commodities to increase their market value.

This spiced coffee has unique qualities that set it apart from regular coffee. Kopi Kapulaga Sinjaw is not only delicious but also offers health benefits. It aids in digestion, lowers blood pressure, increases appetite, assists the kidneys in eliminating toxins, treats oral infections, reduces depression, prevents the flu, alleviates coughs, and helps prevent cancer.

The production process is relatively straightforward. Cardamom and cloves are manually dried in the sun for ten days. Two types of coffee, robusta and arabica, are used in the process. These three ingredients are roasted together until they turn dark brown. The resulting roast is then finely ground using a blender and packaged in 110 gram pouches. Below is an image of Kopi Kapulaga Sinjaw after the packaging process.



Figure 1. Arabica Type of Kopi Kapulaga Sinjaw



Figure 2. Robusta Type of Kopi Kapulaga Sinjaw

The purpose of packaging is to improve the quality of coffee, cardamom, and cloves as raw materials in product manufacturing. The hope is that by doing so, the market value of cardamom will increase, making it more appealing to consumers.

C. Socialization of Cardamom as a Valuable Product

According to KBBI (Indonesian Dictionary), socialization is an effort to make something known and accepted by society (Dian, 2018). Socialization serves the purpose of introducing and educating the community about the potential benefits and processing of a particular product (Putra *et al.*, 2023). After discovering the innovative product with the potential to empower the community of Sindangjawa Village, KKN 218 Group conducted a socialization event under the theme "Socialization of Cardamom as a Valuable Product."

The socialization was conducted to motivate the community to innovate with the commodities they possess. The event took place on Saturday, August 19, 2023, at the Posyandu Hall in Manis Orchard, Sindangjawa Village, Kadugede District, Kuningan Regency. Participants in the socialization included housewives, as well as local village officials.

While the attendees were generally familiar with cardamom, most were unaware of its potential benefits. The majority of people knew cardamom as a spice used for cooking. Therefore, this socialization event focused on introducing the innovative product, Kopi Kapulaga Sinjaw, its benefits, the potential for product sustainability, the production process, and the budget plan (RAB).

After the presentation, participants were invited to taste brewed Kopi Kapulaga Sinjaw. They were then given questionnaires containing questions related to the product itself, the community's interest in production, and the establishment of new small and medium-sized enterprises (UMKM) for production.

The success of this socialization activity can be measured by several indicators, including the community's understanding that cardamom can have a higher market value, their interest in production, and their willingness to proceed with the establishment of MSMEs for production. The questionnaire results were subsequently handed over to the village government for follow-up actions.

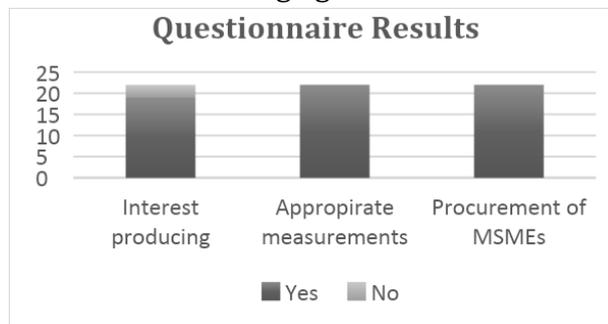


Figure 3. Success of the Socialization of Cardamom as a Valuable Product Graph

One of the challenges faced during the implementation of this activity was that some of the participants arrived late, beyond the specified time. This was because the promotion and dissemination of information about the socialization event were not widespread, and the announcement of the event was made only

after the celebration of Indonesia's 78th Independence Day (HUT RI ke-78). Consequently, this had a somewhat dampening effect on the enthusiasm of the residents, as they were not well-informed in advance. Additionally, some community members admitted to forgetting the timing of the socialization event.

However, overall, the activity managed to raise awareness among the community that cardamom could have a higher market value if it is transformed into innovative products

4. CONCLUSION

Sindangjawa Village, located in Kadugede District, Kuningan Regency, West Java, is a village that has abundant natural resource potential, one of them is fertile land that can be planted with all kinds of plants. However, this potential has not been fully managed optimally, so that natural wealth has not been able to significantly improve the welfare of local village communities. There are several commodities that are abundant in Sindangjawa Village, including coffee, cloves, and cardamom. However, local residents sell cardamom and cloves directly to middlemen. This is what causes the results or profits obtained from selling cardamom and cloves to be less than optimal. Therefore, the KKN 218 group tried to contribute ideas to make cardamom and cloves into potential local commodities that are more valuable for sale through the innovation of spiced coffee with cardamom and cloves as the spices of choice in the mixture.

Through the socialization carried out by the KKN 218 group with the theme "Socialization of Cardamom as a Valuable Product " and raising material regarding innovations in processing cardamom and clove spiced coffee called Kopi Kapulaga Sinjaw, we have high expectations that this innovation will be able to improve the welfare of the residents of Sindangjawa Village, especially in the economic sector and will be able to motivate the community to sell the commodities they own by processing them first to make them more valuable. Kopi Kapulaga Sinjaw itself is an innovative product of spice coffee using raw materials for local commodities from Sindangjawa Village, namely coffee, cardamom and cloves. Meanwhile, Sinjaw is taken from the abbreviation of the name of the Sindangjawa village.

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