

ANALYSIS OF COFFE JAM PRODUCTS DEVELOPMENT AS AN INNOVATION OF MSME'S PROCESSED COFFEE POWDER IN SIDOHARJO

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Abstract - *The development of coffee products into jam is part of community empowerment in the form of productive activities that aim to train the people of Sidoharjo Village to produce coffee-based innovation products, namely coffee jam from menoreh coffee which is expected to have an impact on improving people's welfare. The formulation of the problem in this research is an effort to process coffee powder into an innovative product in the form of coffee jam. The purpose of this study was to determine the efforts made to process coffee grounds into innovative preparations in the form of coffee jam. The implementation method used is program socialization, herbal coffee product processing training, and product strategy marketing training. This activity was attended by the target group, namely the people of Sidoharjo Village. This training was very useful for the trainees for members with disabilities such as ease of operation of production equipment, product rebranding, and improvement of product marketing network. The concept of this training is done by distributing recipe papers and then they practice it as a group. The recipe is intended so that participants can make their own when at home and so that this training is still useful and also remembered when they want to use it to develop their business.*

Keywords: *coffe jam, innovative produtcs, powder coffe.*

1. INTRODUCTION

Drinks from coffee beans are one of the most popular products consumed by various groups of people. Commercially, the most consumed types of coffee are arabica coffee (*Coffea arabica*) and robusta coffee (*Coffea canephora*). According to Herrera and Lambot (2017), as many as 67% of coffee bean species in the world can adapt and live at altitudes below 1000 meters under the sea level. The diversity of coffee types makes it become a unique product with richness of taste. The character of coffee beans quality comes from inherited genetic traits, especially the character of the size of the beans and the standard of the drink which is represented by taste, acidity, and body (Herrera and Lambot, 2017). The quality of coffee taste can be influenced by the type of bean, growing area, and the cultivation process (Lambot et al., 2017).

Of the many plantation products produced, coffee is one of the plantation products that has the potential to be developed. Coffee is a plantation product that relies on aspects of high taste quality determined from the cultivation stage. Coffee taste is strongly influenced by variety, agroecology, harvest time, picking method, processing method and storage method. Based on this, village coffee is coffee that meets existing standards. Village coffee usually has a characteristic that is processed and formulated according to the character of each village. Coffee with local characteristics, if managed properly, will become a coffee business that can provide added value for the village community. Coffee is indeed not the biggest commodity in Sidoharjo Village, but with favorable natural conditions, coffee can thrive in the plantation area of Sidoharjo Village. With the coffee plantation area, it would be better if the results from the plantation were used as a village business opportunity, considering that the consumption of domestic coffee tends to continue to increase.

This is indeed not easy, especially in the transfer of technology to rural communities, the majority of whom have low educational backgrounds. The second problem is in terms of marketing, because industrial products must be marketed properly so that the sustainability of production is not hampered. Seeing the enormous opportunities and potentials that exist, training in good quality management practices for coffee cultivation and post-harvest as well as the existence of institutions or organizations that manage and ensure the quality management that carried out, will not only provide added value to the value of the product, but also maintain social, economic, environmental and natural resources sustainability. This coffee quality improvement must be optimized, namely by utilizing existing human resources and applying the right agricultural model so that not only the quality of coffee increases but the amount of coffee production can also increase. With the development of market interest in new products, and the development of tourism in the Kulon Progo area, it is necessary to make a new breakthrough by utilizing existing local materials. In this case the coffee in the Sidoharjo Village area can be improved in quality and quantity so that it can become one of the village's superior products to support the economy of the Sidoharjo Village community.

Research on the innovation of processed coffee-based products has been carried out by many previous researchers. The following are some studies that are relevant to the research currently being carried out by researchers. Namely by Chandra Andy whose title is Coffee Bag Product Innovation with Stevia Sweetener Using the Stage-Gate Model (Parahyangan Catholic University, Bandung; 2018) in a research conducted by Chandra who stated that New Product Development is needed to create a product life cycle (PLC) is sustainable. Innovation must be supported by an in-depth creative analysis process so that the product can be accepted when it is launched to the market. The solutions offered are innovation management in the company in the form of co-creation and breakthroughs in PLC products that are more in line with consumer desires and needs. The innovative method used is the Stage-Gate® model, where project evaluation is carried out measurably at each gate and gradually at each stage to minimize the risk of new product launches from uncertainty and make the use of resources more efficient and targeted. The results obtained in this study are sweet coffee bags and also a new simplified model of the Stage-Gate® model that can be used in every new product development or diversification of existing products, combined with other equipment such as the value proposition canvas and business model. canvas. From the implementation of this model, it can be seen that the business strategy is measurable and can be evaluated in stages from the beginning of its planning. The development of this sweet coffee bag is also carried out with minimal use of resources, which is adjusted to the wishes and needs of consumers, and has had a potential market since the product was offered.

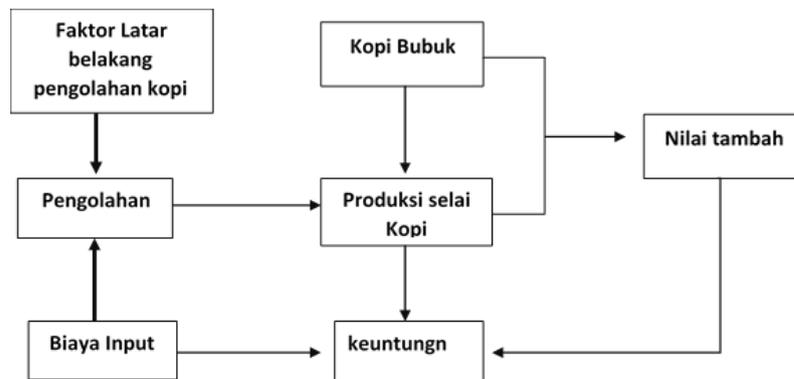
The second research was from Aldicky Faizal Amri, Ervika Rahayu Novita Herawati, Rifa Nurhayati, and Agus Susanto with the title Identification of Coffee Quality Profiles as References for Specialty Product Development in the Menoreh Area, Kulon Progo, Yogyakarta (Research Center for Natural Materials Technology; 2020). From this research, it is known that an understanding of the characteristics of raw materials is important for the process of developing specialty products. The characteristics and processing of a coffee bean will affect the quality and taste of the brewed coffee beans. Coffee grown in the Kulon Progo area has not yet been identified with a clear quality profile. Therefore, this study was conducted to identify the quality profile of coffee grown in the Menoreh area, Kulon Progo so that it can be used as a reference for further product development. Identification is done by testing the physical, chemical, and microbiological parameters as well as the taste of coffee grown in the Menoreh area, Kulon Progo. The results of the research conducted by Amri et al are that there are two variants of coffee that grow in the Menoreh area, Kulon Progo, Yogyakarta Special Region, namely Arabica and Robusta. Both variants have been processed into ready-to-brewed ground coffee.

Based on the results of the tests that have been carried out, the processed Menoreh coffee products have met the quality requirements of level I (first) for SNI 1-35422004 regarding coffee powder. The main taste detected in the Arabica and Robusta Menoreh variants is the vanilla flavor. Menoreh arabica and robusta

variants also have the potential to be developed into specialty coffee from the Special Region of Yogyakarta. The development must consider aspects of quality control so that uniformity of quality with SNI standards can still be obtained as well as aspects of strengthening the brand image with promotions based on the distinctive taste of coffee from the Menoreh area, Kulon Progo, Yogyakarta Special Region.

The third relevant research is from HB Alan Suryajaya with the title Coffee Drink Innovation Process at Monopole Cafe (Petra Christian University; 2015). The research conducted by Alan is a study that describes the development of new products in the monopole and determines the factors or attributes that distinguish coffee drinks in the monopole and elsewhere. The method used is qualitative to provide comprehensive information to the researcher, the analytical technique used in this research is descriptive and the data collection method uses purposive sampling. Then use the triangulation test to find out whether the data is valid or not. The results showed that the product process innovation carried out by the Monopole cafe was different from competitors who made instant coffee drinks, but in this Monopole, the coffee drink was made by going through many steps. While the product attributes that make it different from other competitors are the taste and color of the coffee, where the color of the coffee is not black like most coffees but has a brownish red color, and the taste of coffee in monopole is not only bitter, but sour and sour.

Based on the above background and several previous studies that are relevant to the current research, it can be described the line of thought or the framework of thinking in research conducted at this time.



Gambar 1.1 Kerangka Berpikir

Keterangan

- : Proses Pengolahan
- : Mempengaruhi

Based on the problems that have been described above, relevant research, and the framework of thinking, the formulation of the problem in this study is an effort to process coffee grounds into innovative preparations in the form of coffee jam. The purpose of this study was to determine the efforts made to process coffee

grounds into innovative preparations in the form of coffee jam. This research is useful for the community, namely providing education and new experience to the community about coffee-based preparations

2. METHOD

This study uses a qualitative approach, where in conducting qualitative research the researcher collects data and finds research data in the form of words and pictures. The data obtained in the form of observation notes, interview notes, photographs, and other supporting data. Gunawan (2013:58) says that qualitative research is research that aims to gain a deep understanding of human and social problems. Moelong (2014:6) states that qualitative research is research to understand the phenomenon of what is experienced by research subjects holistically and descriptively in the form of words and language.

This study uses a descriptive method approach. The descriptive method is a method used to examine the status of a group of people, an object, a condition, a system of thought or a class of events in the present (Handini, 2020). The purpose of descriptive research is to make a systematic, factual and accurate description, picture or painting of the facts, characteristics and relationships between the phenomena studied (Handini, 2020). The data collection techniques used observation, approaches, interviews, documentation, and socialization

In this implementation method, there are several stages that are passed based on mapping the problem and analyzing the situation in the community in Madigondi Village, Samigaluh District, Kulon Progo Regency. The implementation of this activity will be carried out in August 2021 with the target group, namely the Madigondo Village community. In the initial design of the activity, surveys and observations were carried out on the coffee production business activities of the Madigondo Village community, then problem identification and needs analysis were carried out. The stages of implementing the development of processed coffee jam activities are as follows:

A. Program Socialization Stage

At this stage, there will be socialization about several activities that are part of the Group 17 Independent Community Service Program in Madigondo Village. The target community is gathered and given an understanding of increasing income with the production of coffee jam and demonstrations will be held in the manufacture of the product.

B. Coffee Jam Product Processing Training

Conducted training and assistance on how to process ground coffee into coffee jam as an innovative product. The people of Madigondo village were given directions from the manufacture of the product to the packaging of the product.

C. Product Marketing Strategy Training

Provide appropriate socialization and education, especially through online media in order to maintain market segmentation to reach a wider area in marketing coffee jam products directly or through social media.

3. RESULTS AND DISCUSSION

A. Condition of Sidoharjo Village

Sidoharjo village is located in the highlands with an altitude of 600m above sea level and has an area of 140.3 ha consisting of citizen land, sultan land and village treasury land. This village is located on the east side of the northeast point of the village point with a distance of approximately 4 km, 7 km from the sub-district point, and on the north side of the Kulon Progo Regency capital with a distance of 27 km. This village where in general, the people work as farm laborers and entrepreneurs. Based on observations made, the people who have agricultural land as much as 30%, while those who have plantation land as much as 70%. From this percentage, the plant commodities cultivated and cultivated on community-owned plantations consist of coffee, cocoa, cardamom, and cloves. The agricultural land consists of rice and tubers.

The results from these plantations and agriculture are processed into various kinds of preparations such as coffee grounds, geblek and chips, which are then marketed to various places, both locally, between cities, and not even a few are exported abroad. However, the lack of public awareness in developing their business has prevented the business from developing, especially in product processing, and also the lack of public knowledge about the internet and digital technology in the industrial era 4.0 where digital technology is the main key. So that people still need assistance in several ways, such as digitalization in marketing their products.

B. Product innovation.

According to Drucker (2012), innovation is a specific tool for entrepreneurs, where innovation can exploit or take advantage of changes that occur as an opportunity to run a different business. It can be presented as a discipline, learned, and practiced. According to Trott (2011), innovation is the management of all activities including the process of idea formation, technology development, manufacturing and marketing processes for new and developed products. So that it can be said that innovation is a change made by the company, both in terms of development and the creation of something new, where these changes can be accepted by the market and have a positive impact on the development of the company. According to Susanto and Putra (2012), the types and types of innovation are as follows:

- 1) Product innovation which includes new products or services.
- 2) The innovation process includes production or delivery methods.
- 3) Innovation from the supply chain where innovation transforms the source of product input from the market and delivery of product output to consumers.

- 4) Marketing innovation where the results are seen in the evolution of new methods of marketing, with tools, enhancements in product design, packaging, promotion and pricing, and so on.

C. Coffee Jam Product Innovation Making Training

Coffee is one of the plantation commodities that has great potential in helping to improve the economy because coffee is widely found in the archipelago with high quality. With this coffee can also help increase the country's foreign exchange and can be a source of income for the community. Because there are many people whose source of income comes from coffee plantations. No less than one and a half souls of coffee farmers in Indonesia. Sidoharjo is one of the villages located in the Menoreh hills area or more precisely located in Samigaluh District, Kulon Progo Regency. Many potential natural resources of its plantations are so abundant such as coffee, cloves, cardamom, vanilla and so on. Of the many commodities that exist there, coffee is the prima donna of the local population as a source of livelihood. So that the majority of their livelihoods are coffee farmers.

In addition to making a living as coffee farmers, in the Sidoharjo Village, there are also people who have started to become business actors from coffee processing. But the majority of the processing itself is only in the form of coffee grounds. Though there are many kinds of processing that can be obtained from processing coffee beans. Such as coffee masks, coffee jam, coffee soap and so on. Therefore, the participants of KKN 105 group 17 UIN Sunan Kalijaga Yogyakarta initiated an activity to the community in the form of Counseling and Training on Creative Product Processing from coffee.

Based on the potential that exists in the Sidoharjo Village itself, at this planning stage we have a work program that we have designed to develop the potential that already exists in the local village. Because the potential for coffee is so large, the processing is mostly in the form of coffee grounds. Therefore, we designed an extension activity and training on creative product processing with coffee jam as the product output of this activity.

There are not many Jam products from Coffee on the market, especially when they reach the Sidoharjo area, so that it becomes an opportunity for the community to create products made from coffee, one of which is coffee. This product is easy to learn and practice by the community with simple materials and tools. The training involved a group of mothers, fathers, and small and medium enterprises in the hamlet who wished to have these abilities. This training is to provide business opportunities for the community to increase family income and become one of the new additional incomes for residents and become an innovation product for MSMEs Coffee in Kalurahan Madigondo, Sidoharjo Village.

In socializing this activity, we do it gradually. First, we disseminate information to Field Supervisors to get guidance regarding technical implementation in the field later and expect guidance from DPL. Then we socialized it to Mrs. Marwiyah as our companion from the Sidoharjo Village during the KKN.

From the results of this socialization, we get input regarding the target participants who will later take part in counseling and training on creative product processing. After that, we socialized it to the community who will later become participants in the counseling and training by visiting the homes of each prospective participant while giving an invitation letter to take part in counseling activities and training on creative product processing.

This counseling and training will be held on Saturday, August 21, 2021 at Mbak Mar's Coffee Shop Offline. Even though it is carried out offline, this counseling and training will of course still apply strict health protocols. This activity was only attended by a few participants due to the pandemic, namely 13 participants from 16 participants. The mechanism of this counseling and training is carried out in two stages in one meeting. The first stage is to provide counseling in the form of delivering material to participants regarding the benefits, content, and processing potential of coffee. In the second stage, we provided training in the form of making jam to the participants which we divided into two groups to practice processing coffee into jam. The concept of this training is done by distributing recipe papers and then they practice it as a group. The recipe is intended so that the participants can make their own when at home and so that this training is still useful and also remembered when they want to use it to develop their business.

Participants were very enthusiastic in participating in the counseling and training on creative product processing, even when this activity was carried out the participants also noted what the speakers had said and during the training they were very enthusiastic about making coffee jam. However, due to the very high enthusiasm of the participants in the training, the participants gathered together which should still apply health protocols while maintaining a distance due to the Covid-19 pandemic. Apart from the high enthusiasm in this activity, of course, there are obstacles, namely the equipment provided is inadequate, such as, only providing one stove, of which there should be two stoves because there are two groups doing the practice.

4. CONCLUSION

Based on the results of research and discussions that have been described by researchers regarding the Development of Coffee Jam Products as an Innovation of Processed Coffee Powder for SMEs in Madigondo Village, the researchers conclude that the Implementation of Independent Community Service Program which has been carried out in Sidoharjo Village, Smigaluh District, has received a positive response from the community, coffee farmers, and also government of Kulon Progo Regency. The existing coffee has been processed in the traditional way and the result is only ground coffee. Through the implementation of the Mandiri KKN, the output of the program is to increase the capacity of MSME coffee farmers and the quality of the coffee produced, into an innovative product in the form of coffee jam that can be sold and marketed internationally. widely to the local community and outside the region later.

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