Empowerment of Kelompok Tani “Amanah” Desa Bendosari Kecamatan Plantungan Kabupaten Kendal through Local Wisdom-Based Agriculture Training

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Abstract

Empowerment of Kelompok Tani "Amanah" which is a farmer group in Bendosari Village Plantungan Sub-district, Kendal is motivated by the number of coffee farmers in this sub-district who do not yet understand how to develop their coffee business. In fact, coffee can be the main commodity of Plantungan sub-district exported to various regions. Farmers also tend to use traditional farming systems that are only able to handle coffee in small quantities. Therefore, training is needed for the farmers so that the crop can grow better. The methods used in this training were lectures, discussion and demonstration. The output generated from this training activity is that the farmers’ understanding on coffee business development improves, and they can increase the quantity and quality of the coffee produced by them.

Keywords: empowerment, coffee farmers, agriculture training, local wisdom

INTRODUCTION

To support the sustainability of tourism village, one of components which should be developed and empowered is its community. They need to develop and empowered because community of the tourism village has an important role in developing the tourism village itself. There are many tourism villages which can develop well because all elements of community fully support by implementing various strategies. In this case, local government is not the only one which has duty to develop the tourism village, but all components in community have role to jointly develop it.

Community empowerment in tourism villages is not only beneficial to the village itself, but it can also be beneficial for the community. Rohman (2016) states, “Community empowerment through tourism development programs is expected to be an alternative solution to improve people’s living standards.” In this case, because of the development of tourism villages, many sectors are developing, and people around the villages can participate in every developed sector. Therefore, the impact of it is that the economy of the community also improves. That is why community empowerment has positive influences for both tourism village and community. The research related to community empowerment was also conducted by Trisnawati, Wahyono, Wardoyo (2018). It shows that Local Potential-Based model is effective to be implemented in Galingdowo Village. Mustangin (2017) also conducted Community Service Program in the area of community empowerment through Local Potential-Based Tourism Village Program in Buamiaji. The result indicates that there is an improvement of both community’s point of view on tourism village and community’s economic standard.

Bendosari Village community who mostly work as farmers have potentials which can be developed. They have not only the skills
in agriculture, but also the big motivation to develop. However, the potentials have not developed maximally. They still use classical strategies to develop the crops, especially coffee as a local wisdom-based commodity. The effect of it is that they cannot improve both quality and quantity of coffee production. As a result, their economy is also not increasing. In fact, most of farmers in Bendosari Village have coffee plants, and it can grow well in the area of Bendosari village. Coffee farming can become one of the sectors to support Bendosari Village develop as tourism village.

Based on the situation analysis, the problems of Bendosari Village community which can be identified is that the community and the village have many potentials, but they cannot develop both the quality and the quantity of coffee production, and they lack of understanding of coffee production and business. Therefore, the solution of the problems is by empowering them through Local Wisdom-Based Agriculture Training and Mentoring. Through the training and mentoring, it is hoped that they can grow and develop bigger harvest with better quality and quantity of coffee production.

The outcome of the community service program through Local Wisdom-Based Agriculture Training and Mentoring is that Bendosari Village community can improve their understanding on how they can grow and develop the quality and the quantity of coffee production. They can also improve their understanding on coffee business development. Finally, they can produce coffee which has good quality as well, so their living standard improves.

**METHOD**

The community service program was conducted in Bendosari Village, Plantungan sub-district, Kendal. It was held on August 2018, and the participants of the training was 32 people. The empowerment of community was done by training and mentoring the participants. Training was done first in a day, while mentoring was done after the training. Community Service Program team invited two speakers who were experts in the field of coffee. The methods used in this training were lectures, question and answer and demonstrations. After the training, they were mentored.

**RESULTS AND DISCUSSION**

Empowerment of “Amanah” Farmer Group is motivated by many coffee farmers in Plantungan Kendal sub-district, especially Bendosari Village. However, they did not understand how to develop their coffee business. Their understanding of how to produce coffee plants that have good quality is also still low. In fact, coffee can be used as the main commodity from Plantungan sub-district to be exported to various regions. Farmers also tend to use traditional farming systems that are only capable of harvesting less coffee. Therefore, training and mentoring are needed for farmers so that yields can develop better.

The training focused on Local Wisdom-Based Agricultural Training, namely the development of coffee businesses which are local products of Bendosari Village. In this training, the PPDM Team invited two speakers who were experts in the field of coffee. The methods used in this training were lectures, question and answer and demonstrations. The material given in the training included Ways to Grow Coffee Plants and Business Management and Good Promotion in coffee business. All materials were delivered in the first phase of training. After the materials were given, the speakers demonstrated the procedure to make delicious arabica coffee. Participants can give questions in each phase. During the training, the participants were enthusiastic to try the coffee had been mixed by the speakers. After the training, then the speakers who are the coffee business owners were mentoring them so
that they can independently produce or make coffee with good quality.

The output generated from this training activity is 1) the understanding of farmers about the development of coffee business improves, 2) the farmers’ understanding on how to produce and make good coffee improves as well, 3) the improvement of community’s economy standard by selling the coffee which has good quality in the area of tourism place which is located in Bendosari Village.

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**Conclusion**
The implementation of Local Wisdom-Based Agriculture Training and Mentoring can run well. Moreover, the coffee farmers can take the advantages of training and mentoring. One of them is that they learn how to grow and develop the quality and quantity of coffee from right speakers who were the owners of coffee business.

**Suggestion**
From the result of training, the speakers should monitor and do mentoring to coffee farmers continuously so that the farmers’ motivation to
grow and develop the quality and quantity of coffee is maintained and sustainable.

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