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# Dissemination to Farmer Group Members for Optimizing Coffee Harvest Yields in Ngadirejo Village, Malang Regency

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**Abstract.** The optimization of farmer group members in utilizing coffee harvests is an important strategy for improving agricultural productivity, product quality, and community welfare. However, coffee farmer groups in Ngadirejo Village, Jabung District, Malang Regency continue to face several challenges, including limited technological adoption, inadequate post-harvest management, weak marketing networks, and insufficient managerial capacity. This community service program aimed to strengthen the capacity of farmer group members through dissemination activities, mentoring, and knowledge transfer related to coffee cultivation, post-harvest processing, organizational management, and marketing strategies. The program was implemented using a participatory dissemination approach involving direct interaction, training sessions, discussions, and continuous assistance. Activities included environmental observation, problem identification, capacity-building programs, dissemination of management and production knowledge, and evaluation of program progress. The implementation focused on enhancing farmers' knowledge, technical skills, collaboration, access to information, and awareness of sustainable agricultural practices. The results indicate that the dissemination activities contributed positively to the development of farmer group members. Participants demonstrated improvements in knowledge, creativity, managerial capability, and understanding of post-harvest coffee processing techniques. Communication and collaboration among members became more effective, while access to marketing opportunities and production-related information improved. The program also encouraged a gradual shift from traditional farming practices toward a more organized and market-oriented agribusiness approach. Furthermore, productivity and the quality of management practices showed continuous improvement throughout the implementation period. This community service initiative demonstrates that dissemination combined with mentoring and participatory engagement can effectively strengthen the capacity of coffee farmer groups. The program contributes to improving productivity, supporting sustainable coffee agribusiness development, and enhancing community welfare. Continued support through technological innovation, institutional strengthening, and structured evaluation systems is recommended to ensure long-term sustainability and broader impact.

**Keywords:** optimization, human resources, farmer groups, productivity, coffee
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## INTRODUCTION

The development of agricultural activities necessitates the application of sound management practices in their operations. In addition, the role of teamwork is crucial in supporting the growth and development of agricultural activities. Therefore, farmer groups are essential in structured agricultural systems to ensure progress and alignment with established objectives. This is particularly relevant in the coffee sector, which has shown promising prospects in recent years. Consequently, the existence of farmer groups and proper management processes is of critical importance. This is supported by the findings of Perwitasari et al. (2023), which indicate that farmer group communities play a vital role in the agricultural sector. Their presence contributes significantly across various aspects, including production groups. These production groups are responsible for processing the harvests of members as well as surrounding communities. This function helps mitigate price instability in coffee commodities. The program for establishing farmer groups, supported by formal legalization from the village head, also facilitates the processing of coffee harvests into ground coffee products using roasting machines and electric grinders [1].

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The optimization of farmer group members in utilizing coffee harvests in Ngadirejo Village, Malang, involves several complex stages. These include identifying challenges and opportunities, as well as recognizing the strengths and weaknesses associated with agricultural issues. This community service initiative also emphasizes optimizing the human resources of farmer group members, particularly in the application and management of organic fertilizers derived from livestock owned by the members. As stated by Hikmah et al. (2025), farmer groups are considered to make a significant contribution to creating a conducive environment for farmer empowerment. Such empowerment plays a role in enhancing farmers' capacity through technical training that covers cultivation, post-harvest handling, and packaging. In addition, farmer groups function to protect farmers from potential losses and exploitation by providing education on pest control and promoting the use of environmentally friendly organic fertilizers. Supporting factors for this initiative include the involvement of village authorities and the community, active participation of farmers, and the availability of facilities and infrastructure provided by the government. However, several constraints remain, including the low level of awareness among some farmers regarding the importance of joining and actively participating in farmer groups, external disturbances such as extreme weather and plant pests, and limited access to advanced education for new farmers who lack technical understanding.

The implementation of sustainable community service is expected to contribute meaningfully and provide tangible benefits to the community. The optimization activities of farmer group members in utilizing coffee harvests in Ngadirejo Village, Malang, are also expected to generate high-quality outputs, including superior coffee products and deeper scientific understanding. This is supported by community service initiatives that demonstrate concrete contributions in improving production capacity and coffee quality through the application of appropriate technology and intensive training. Technological assistance in the form of roasting and grinding machines has been proven to significantly enhance efficiency and production capacity, resulting in roasted coffee products with higher market value. These training programs have improved knowledge and skills, particularly in enhancing understanding of cultivation practices and higher-quality post-harvest processing. This program not only increases productivity but also strengthens the competitiveness of business groups and creates opportunities for local economic development based on village potential. Continued support is required in aspects of marketing, institutional strengthening of cooperatives, and the development of business partnership networks. Sustained assistance efforts are expected to reinforce the position of Sridadi Village as a competitive and economically independent leading coffee production center [3].

The optimization of farmer group members in utilizing coffee harvests in Ngadirejo Village, Malang, requires well-structured management supported by strategy, communication, consistency, and regular brainstorming conducted during extension activities. Marketing practices are also varied, ranging from individual to collective approaches. Efforts in coffee production and marketing are necessary as strategic alternatives for the development of the national coffee sector, particularly in East Java, through plantation revitalization, financial support, value-added enhancement, increased productivity and quality, and the improvement of human resource capacity. An essential effort lies in the need for transformational change in coffee farming, shifting from traditional and stagnant practices focused solely on harvesting coffee cherries toward a modern, industry-based agricultural system [4].

The optimization of farmer group members remains insufficiently supported by in-depth evaluation activities, such as SWOT analysis and quantitative assessment. In post-harvest handling, members of the farmer groups are still in the process of improving and learning to further develop their potential and opportunities to achieve better and more advanced outcomes. Key aspects include coordination within the farmer group's organizational structure, management of operational funding, and business sustainability. This is supported by previous community service findings, which highlight that post-harvest coffee handling requires intensive assistance, particularly during the initial stages. Consideration must also be given to structured work programs to ensure business sustainability, especially in terms of institutional development and financing. Furthermore, strengthening the institutional capacity of coffee farmer groups, along with the involvement of higher education institutions in research implementation and continued assistance or training, is essential [5].

In the community service area, the coffee sorting process has received limited attention, thereby becoming a potential barrier to the development and advancement of agricultural outputs and farmer groups. The lack of established technology results in sorting processes that are neither efficient nor accurate. Therefore, it

requires support through extension services, continuous assistance, and the adoption of appropriate technology. Evaluation programs are also not yet well structured, indicating the need for further support in this area. This condition differs slightly from the findings of Maherawati & Hartanti (2024), where regions with strong potential for coffee cultivation continue to rely on traditional practices without adequate attention to post-harvest technology, resulting in inconsistent coffee quality. Knowledge sharing among farmers has been shown to improve post-harvest processes. Partner farmers initially did not perform coffee bean sorting, leading to non-uniform products. Evaluation results indicated an increase in knowledge from 73% to 93%. Coffee fruit sorting was identified as a critical process, with knowledge levels improving from 46.7% to 86.7%. The Juragan Muda Farmer Group conducts continuous training for partner farmers on post-harvest coffee technology and gradually implements quality standards to enhance the quality of coffee produced. In addition, the utilization of coffee waste into value-added products is also necessary.

In addition, this community service initiative is expected to provide farmer group members with enhanced knowledge and insights, enabling them to effectively develop their business activities. Similarly, in the community assistance conducted by Iswara (2025), coffee farmers received training on post-harvest processing practices, such as coffee fermentation and coffee biomass waste management, where the improvement of processing facilities is considered essential for optimal implementation. From an evaluation perspective, subsequent periods involve measuring participants' understanding before and after the dissemination activities, allowing for a more qualitative and comprehensive analysis of their knowledge and level of understanding [7].

## METHODS

This community service was conducted among coffee farmer groups in Ngadirejo Village, Jabung District, Malang Regency. The coffee farmer groups consist of two clusters, namely the upper hamlet group and the lower hamlet group. The program was focused on the lower hamlet group, as this group experiences fundamental challenges. These challenges include limitations in networking, marketing linkages, extension services, and technological supply chains for coffee processing. These constraints formed the basis for implementing the community service activities with the partner group, as this approach was considered effective in delivering messages and generating impact. The farmer group in the lower hamlet, which has relatively better facilities and networks, serves as a supporting group for the upper hamlet group. Since the activities conducted in the upper hamlet were limited to a brief seminar, this paper does not include partners from that group. This approach is important within a cluster-based partner selection method to ensure that the community service activities remain focused and impactful [8].

The implementation of this dissemination activity was carried out using a direct method. Direct participation refers to the active involvement of community service implementers who interact directly with the activity subjects, enabling them not only to conduct observations but also to contribute to the execution of community service activities [9]. The dissemination activities included training sessions, information provision, and two-way discussions. Through these activities, mutual objectives were achieved, where the community service team from STIE Indocakti gained knowledge and insights on coffee plant maintenance up to the harvesting stage, while the farmer groups acquired knowledge on post-harvest management, including product processing, packaging, and effective and efficient marketing.

This community service also employed a narrative reflection method, a descriptive-analytical technique based on direct experience and systematically contextualized to capture the dynamics of the processes involved. According to Raulina (2025), narrative reflection functions as a means of interpreting personal experience within a broader social context, thereby enabling the articulation of meaning derived from the researcher's involvement within a particular framework. The narrative presented in this community service report was developed based on daily activity logs, documentation of activities, and the results of discussions and supervision with mentors from the STIE Indocakti Malang community service team, in collaboration with farmer group extension officers. This approach supports the exploration of contextual and subjective data while remaining systematic and grounded in research ethics.

The appropriateness of the narrative reflective method in observation is reinforced by Inderawati et al. (2024), who emphasize that in experience-based activities, the direct involvement of community service practitioners constitutes a primary strength in comprehensively revealing social and organizational realities.

Accordingly, the use of participatory observation and narrative reflection represents the most suitable methodological framework for exploring the role of farmer groups in the upper hamlet of Ngadirejo Village. Beyond merely describing institutional work processes, this approach enables readers to understand implicit values and interaction dynamics that cannot be captured through quantitative or experimental methods. Data validity was ensured through informal interviews, documentation, daily field notes, and continuous consultation with several experts [12].

By applying narrative reflection combined with participatory observation, this study is able to reveal the subjective meanings of participants' experiences while simultaneously validating actual practices in the field. In the context of the coffee farmer group extension program in Ngadirejo Village, this combination is particularly important: reflective narratives from extension agents illustrate the process of knowledge internalization, while participatory observation captures how facilitation strategies are implemented in classroom interactions as well as in laboratory practices. These findings are consistent with phenomenological studies indicating that the integration of personal experience and observational evidence can strengthen data validity [13], as well as with participatory observation research emphasizing the importance of incorporating extension agents' reflections to identify more effective interaction patterns [14].

The structure of the program activities is presented in the table 1:

Table 1. Community Service Activity Schedule

| No | Day / Date | Activity |
|---|---|---|
| 1. | July 25, 2025 | Environmental observation and identification of issues related to farmer groups |
| 2. | August 2025 | Development of the community service concept |
| 3. | September–October 2025 | Data collection and problem identification |
| 4. | November–December 2025 | Providing recommendations to the community on effective and efficient optimization strategies |
| 5. | January–April 2026 | Process of progress identification and evaluation of farmer group optimization |

Based on table 1, evaluation activities were conducted through observation of farmer group members, focusing on improvements in members' knowledge, creativity, sustainability capacity, as well as the community's ability to continue and sustain the management of outputs until completion.

## RESULT AND DISCUSSION

In this environmental observation activity, the community service team from STIE Indocakti examined the weaknesses, challenges, and opportunities related to the farmer groups and their members. The identified weaknesses and challenges include relatively low average education levels and limited familiarity with, as well as mastery of, technology. Following the observation, the community service concept was systematically designed to support its objectives, including extension and mentoring in managing member organization and production capacity, strengthening both internal collaboration among members and external collaboration with other farmer groups, improving capital management and marketing, as well as increasing productivity and the welfare of farmer group members.

Data on the optimization of members are manually recorded in the farmer group's bookkeeping system, including member records, membership contribution data, data on the number of coffee trees and production outputs, coffee processing data, as well as marketing data covering collectors, distributors, cooperatives, and others. Based on the data and observations conducted, the activity was followed by a question-and-answer session at the end of the extension process, which addressed existing difficulties and constraints while seeking the most appropriate solutions. Progress identification and evaluation were conducted using SWOT analysis and by comparing production and marketing outcomes on a weekly or monthly basis.

The impacts of the community service activities on the optimization of farmer group members in utilizing coffee harvests in Ngadirejo Village, Malang, can be described as follows: (1) The capacity, knowledge

management, and skills of farmer group members improved progressively from week to week, as reflected in their understanding, creativity, and the outcomes of harvest and management practices; (2) Communication and collaboration became significantly easier and more effective, with more frequent mentoring activities and improved access to capital; (3) Productivity and community welfare increased, albeit gradually, but in a more consistent manner; (4) Management processes were carried out more effectively through to completion, resulting in greater outputs with higher quality.

1. Initial Stage of Community Service: Introduction and Proposal Submission

2. Survey of the Coffee Plantation Area of the Ngadirejo Village Farmer Group

3. Regular Meetings and Extension Activities on Farmer Group Optimization

4. Attendance Recording and Monthly Contribution Payment Process

5. Coffee Plantation Owned by Coffee Farmers in Ngadirejo Village

6. Brief Discussion on Optimization Extension Activities

Figure 1. Documentation of Community Service Activities

Based on figure 1, the optimization of farmer groups is expected to contribute to an increase in the value of coffee products produced. This is reflected in the volume of coffee production as well as improvements in coffee processing outcomes. Value addition to processed coffee products is carried out through several stages, including coffee harvesting and its impact on coffee quality. Specialty coffee requires proper harvest planning, as it provides economic benefits. Harvesting periods vary across locations. There are two harvesting strategies, namely strip picking and selective picking, which are typically conducted either manually or using machines. The system aimed at increasing value-added outcomes in coffee production includes the establishment of units within farmer cooperatives, farmer empowerment through farmer groups, and the formation of supporting financial institutions. Group discussion systems have a significant impact on participants' enthusiasm in understanding the stages and methods of harvesting in accordance with proper procedures.

The outputs of the community service activities include the strengthening of marketing strategies and the improvement of proper coffee cultivation and post-harvest management practices. The challenges in developing coffee agribusiness include limited capital, traditional mindsets, the educational level of human resources, fluctuations in agricultural commodity prices, seasonal factors, and the lack of optimization in downstream agricultural product development. The low productivity of Indonesian coffee is largely attributed to the fact that approximately 95% of farmers do not use superior coffee seedlings, cultivation techniques remain relatively simple, replanting practices are limited, and the lack of supporting facilities and infrastructure contributes to the low quality of Indonesian coffee. In addition, constraints in facilities and infrastructure, such as processing and packaging machinery, limited technological adoption, and insufficient innovation in product diversification, further hinder development.

Based on these issues, the presence of supporting institutions is essential in the development of coffee agribusiness, including the government, financial institutions, marketing institutions, cooperatives, formal and informal educational institutions, agricultural extension services, and risk guarantee institutions. The role of the government is particularly significant in creating a conducive agribusiness environment. Therefore, the development of agribusiness requires strong government support for local communities. Human resources as a whole play a crucial role in supporting the competitive advantage of coffee agribusiness, along with investment capital resources managed through legally established entities such as cooperatives.

The extension activities and the application of post-harvest coffee technology have produced tangible positive impacts, significantly improving farmers' knowledge and skills related to post-harvest processes, including fruit sorting, controlled fermentation, optimal drying, as well as proper storage and packaging in accordance with standards. The direct impacts experienced by farmers include improved quality of Robusta coffee, making it more competitive in the market, as well as increased income due to the ability to sell products at higher prices. This program not only strengthens farmers' technical capacity but also creates opportunities for developing value-added local coffee and positions the area as a potential center for high-quality Robusta coffee production.

The extension activities conducted by academics from STIE Indocakti provide substantial benefits in enhancing the managerial capacity of coffee farmer groups in Ngadirejo Village. Through structured guidance, farmers gain a clearer understanding of organizational management, including member coordination, task distribution, and decision-making processes. This contributes to more systematic and accountable group governance, which is essential for sustaining collective agricultural activities.

In addition, these activities significantly improve farmers' technical knowledge and skills, particularly in coffee cultivation and post-harvest management. Farmers are introduced to better practices such as selective harvesting, proper sorting, controlled fermentation, and standardized drying techniques. As a result, the quality of coffee products increases, enabling farmers to meet higher market standards and improve their competitiveness.

The extension program also strengthens farmers' access to market information and marketing strategies. By introducing both individual and collective marketing approaches, farmers become more adaptive in responding to market dynamics. This includes understanding pricing mechanisms, building relationships with buyers, and exploring alternative distribution channels, which ultimately contribute to more stable and potentially higher income.

Another important benefit lies in the development of farmers' awareness and mindset. The interaction with academics encourages a shift from traditional practices toward a more modern and business-oriented perspective. Farmers begin to recognize the importance of innovation, continuous learning, and collaboration, which are critical factors in advancing agribusiness development and ensuring long-term sustainability.

Furthermore, the program fosters stronger collaboration between stakeholders, including farmer groups, local communities, and supporting institutions. This collaborative environment enhances access to resources such as training, funding opportunities, and technological support. In the long run, these synergies contribute to increased productivity, improved welfare, and the establishment of Ngadirejo Village as a more competitive and sustainable coffee-producing area.

## CONCLUSION

The importance of managing agricultural activities plays a crucial role in supporting growth and development, enabling farmer groups to progress and achieve their objectives in the coffee sector. The dissemination of optimization efforts for farmer group members in Ngadirejo Village involves complex stages, with persistent challenges and constraints. Continuous dissemination is therefore expected to provide better contributions and enhance the depth of scientific understanding. The optimization of farmer group members requires structured management supported by strategy, communication, consistency, frequent brainstorming, and systematic performance evaluation. Potential constraints in agricultural outputs include the underdeveloped technology in coffee sorting processes and the absence of structured evaluation, resulting in inefficiencies and inaccuracies. These conditions indicate the need for supporting technology, improved levels of human resource education, and more robust evaluation processes. The objective of this dissemination is to enhance capacity and improve the management of members' knowledge and skills, as well as to optimize farmer group collaboration, mentoring, access to capital, and marketing, thereby increasing productivity and community welfare.

The benefits of the dissemination include enhanced capacity and improved management of knowledge and skills, more effective collaboration, mentoring, access to capital, and marketing, as well as increased productivity and community welfare. The impacts of the activities indicate that the capacity, knowledge, and skills of members improve progressively from week to week, as reflected in their understanding, creativity, and the outcomes of harvest and management practices. Communication and collaboration become easier and more effective, while access to capital becomes more attainable. Productivity and community welfare increase, and management processes are carried out more effectively through to completion, resulting in greater outputs with higher quality.

It is recommended that future initiatives prioritize the integration of structured evaluation systems, including regular performance assessments and data-driven decision-making, to ensure continuous improvement in farmer group management. Strengthening the adoption of appropriate post-harvest technologies, particularly in coffee sorting and processing, is essential to enhance efficiency and product quality. In parallel, targeted capacity-building programs should be sustained to improve the technical and managerial competencies of farmers, with a focus on increasing technological literacy and fostering an adaptive, innovation-oriented mindset. Institutional support must also be reinforced through stronger collaboration with government agencies, financial institutions, and market actors to expand access to capital and marketing networks. Such coordinated efforts are critical to achieving long-term productivity growth, improving product value, and ensuring the sustainability and competitiveness of coffee agribusiness at the local level.

This community service program is subject to several limitations. The scope of implementation was relatively localized, focusing on a specific farmer group, which may limit the generalizability of the findings to broader contexts. The duration of the program was also constrained, reducing the ability to observe long-term impacts, particularly in relation to sustained productivity improvements and institutional strengthening. In addition, the evaluation approach relied primarily on qualitative observation and reflective methods, with limited integration of quantitative performance indicators that could provide more robust measurement of outcomes. Variations in participants' educational backgrounds and technological readiness further influenced the consistency of program adoption and results.

Future community service initiatives should address these limitations by expanding the scale of implementation across multiple farmer groups and regions to enhance external validity. Longer-term engagement is necessary to monitor sustainability and to capture longitudinal impacts on productivity, income, and organizational capacity. The incorporation of mixed-method evaluation designs, combining qualitative insights with quantitative metrics, is strongly recommended to improve analytical rigor. Furthermore, future programs should emphasize the integration of digital tools for farm management, strengthen institutional partnerships, and develop structured training modules tailored to different competency levels. Such approaches will contribute to more adaptive, scalable, and sustainable community service outcomes in the development of coffee agribusiness.

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