

Economic Resilience Policy Through Empowerment Small and Medium Enterprises in Ground Coffee Home Industry in Jaluk Village, Ketol District, Central Aceh District

Teuku Alfiady^{1,*} Rizki Yunanda² Subhani³ Arinanda⁴ Ti Aisyah⁵ Krismonita
Darliani Hutabarat⁶ Nur Azizah⁷

^{1,2,3,4,5,6,7}Lecturer of Faculty of Social and Political Sciences, Malikussaleh University, Aceh, Indonesia

*Corresponding author. Email: alfiady@unimal.ac.id

ABSTRACT

Indonesia is an agricultural country which mostly consists of the agricultural sector, one of which is coffee. Central Aceh district is one of the largest coffee-producing districts in Indonesia. As a coffee-producing area, many innovations in processed coffee products are produced from this area. However, the lack of economic income of the Indonesian people is one of the main problems caused by the low level of education and lack of knowledge as farmers. This reality is interesting to study, along with the presence of the government in its efforts to overcome it. One of them is the empowerment of Small and Medium Enterprises (SMEs) for the Coffee Ground Home Industry. The author conducted research on Family Economic Resilience Policy Through Empowerment of Coffee Ground Home Industries in the Home Industry Group of Jaluk Village, Ketol District, Central Aceh Regency. This study uses descriptive qualitative research methods, which provide a complete picture of the data obtained from observations, interviews, and documentation. The research objects interviewed were policy makers, stakeholders and relevant agencies involved in empowerment activities in Central Aceh District. Based on the research that the author conducted, the following findings were obtained: First, Kampung Jaluk, Ketol District, Central Aceh Regency was the first area as a village to cultivate Ateng Jaluk variety coffee. Second, the form of Home Industry empowerment was initially carried out in the form of assistance by the government, then at the capacity building stage, namely the stage of providing knowledge and insight as well as training to improve individual skills in processing ground coffee. And finally the empowerment stage, at this stage the Home Industry group in Jaluk Village gives freedom to its members, the community is given the freedom to apply the knowledge that has been obtained independently or to continue to build their business, in other words make their own ground coffee production.

Keywords: Resilience Policy Economy SME Empowerment Home Industry Coffee

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1. INTRODUCTION

The term empowerment is a translation of the foreign term "empowerment". According to Nanih

Machendrawaty and Agus Ahmadi, lexical empowerment means strengthening. The term empowerment is an effort to broaden the horizon of choice for the community, this means that the community is empowered to see and choose something that is beneficial for themselves [1].

According to Subarna (2001) talking about the problem of moving the people's economy is actually inseparable from talking about efforts to empower SMEs. In 2017 the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) reported that as many as

3.79 million small and medium enterprises (SMEs) had used online platforms to market their products. This number is around 8% of the total SMEs in Indonesia, namely 59.2 million. From the results of the author's initial observations that there is a problem that is often experienced by Small and Medium Enterprises (SMEs) today, namely, (1) funding; (2) facilities and infrastructure; (3) business information; (4) partnership.

Effort Small Intermediate (UMKM) in Central Aceh District in a number of year lately Keep going increase with the more many Public which pursue effort home the as eye livelihood main want to even side. Head Head of Service, Cooperatives and Small and Medium Enterprises

(Disperindagkop-UKM) of Central Aceh District, Drs. Joharsyah, MM said, the development of SMEs in Central Aceh District it continues to show significant growth. On in 2021 there were around 2719 UKM players in Central Aceh District and that number continues increase until year 2022 the amount around reach 3000 thousand UKM. The high growth of SMEs is of course very encouraging because also at a time can press unemployment rate [2].

Central Aceh District is one of the largest coffee producing districts in Indonesia the Aceh region. As a coffee-producing area, there are many product innovations processed coffee produced from this area. In Central Aceh District which the majority of the population work as coffee plantation farmers farmer groups and home industry [3]. Destination formation groups this is for facilitating the provision of information about new technologies as well as as receptacle community Public for activity development and empowerment of the farmer community groups, by utilizing the potentials potential or resources that exist and are available in the surrounding environment. Like ground coffee processed products, not only used as an individual business but also many product processed coffee powder quality which processed by groups farmer this, or made processed innovation new which made from resource base which there is.

One of them is the Ground Coffee Home Industry in Jaluk Village, Ketol District, Central Aceh District, which is a forum for its members to increase their capacity by learning, empowering, developing, and working so that they can produce products and increase family economic income as an effort to fulfill their needs. needs and well-being of life. So that women can be independent and do not need to depend only on the head of the family to fulfill their economic needs.

The Ground Coffee *Home Industry Group* in Jaluk Village, Ketol District, Central Aceh District, is one of the groups that has strategic activities in order to participate in development in the agricultural sector and contribute to creating conditions for empowered communities in efforts to empower the community's creative economy.

Development UKM moment this and future face various barriers and challenges in facing increasingly competitive business world strict. However thereby with various limitations which there is, UKM still is expected to become the mainstay of the Indonesian economy. characteristics that owned by the business micro indicates the presence of weaknesses which potential to cause various internal problems, especially those related to funding. Although government has Secrete various convenience with packages policy for push life sector effort small the. For example, small business credit (KUK), but what has been done related to the provision

of credit, the benefits have not been felt by sector micro business

The reality mentioned above is that researchers are interested in conducting research with title " Policy of Economic Resilience Through Empowering Small and Medium Enterprises in Ground Coffee Home Industry in Jaluk Village, Ketol District, Central Aceh District " .

2. RESEARCH METHODS

In this study the authors used qualitative research methods, where the data that the authors obtained at the beginning were only temporary [4][5], so the authors needed to go deeper into the research problem by directly participating in understanding the condition of the people who would be examined at the research location, then the data that had been previously obtained would be re-selected after the latest data has been done. This research was conducted in Central Aceh District. The main research object is addressed to several agencies that have relevance to this study, including Jaluk Village, Ketol District, Central Aceh District and the Office of Cooperatives and UMKM and institutions related to this crime. It is also possible that this study will be carried out in several institutions according to the needs in the field.

3.PERSPECTIVE COMMUNITY EMPOWERMENT

Community empowerment is often difficult to distinguish from *community development* because it refers to overlapping meanings in its use in society. In this study *community empowerment* and *community development* are intended as community empowerment which is deliberately carried out by the government to facilitate local communities in planning, deciding and managing their own resources so that in the end they have the ability and independence economically, ecologically and socially [6]. socially sustainable. Therefore, community empowerment is in essence closely related to sustainable development which requires prerequisites for the sustainability of community independence economically, ecologically and socially which are always dynamic .

Empowerment comes from the word "*power*" which gets the prefix to become the word "empowered" which means to have or have power. Daya means strength, empowered means strength. The word "*powerful* " when given the prefix *pe-* with an insert *- m -* and the ending *- an* becomes "empowerment" means to make something empowered or have power .

The word "*empowerment* " is a translation of the English "*empowerment* ", *empowerment* comes from the basic word "*power* " which means the power to do, achieve, do

or enable. The prefix “ *em* ” empowerment can mean strength in human beings, a source of creativity [7][8]

According to some experts in Edi Suharto's book, using the definition of empowerment is seen from the goals, processes and ways of empowerment. According to Jim Life in building a Community Empowering the People, empowerment aims to increase the power of people who are weak or disadvantaged. Still in the book, Person says that empowerment is a process by which people become strong enough to participate in controlling and influencing events and institutions that affect their lives. Empowerment emphasizes that people acquire sufficient skills, knowledge, and power to influence their lives and the lives of others they care about [9].

4. RESULTS AND DISCUSSION

Meanwhile, the form of economic empowerment policy among the Kampung Jaluk community bureaucracy, with a coffee powder home industry with the brand " *Ateng Jaluk* " is very concerned about the development of each family's income. Although the following description does not represent an understanding of the government bureaucracy as a whole, it can at least help the community to understand the concept of community economic empowerment. As for the form of family economic empowerment policies in helping the economy with coffee powder home industry businesses need policies from the parties involved such as.

Capital Assistance

One aspect of the problems faced by the Jaluk community is capital. The slow pace of capital accumulation among micro, small and medium entrepreneurs is one of the reasons for the slow pace of business development and the low business surplus in the micro, small and medium business sector. The capital factor is also one of the reasons for the absence of new businesses outside the extractive sector.

There are things that we need to look at together as a society related to economic empowerment policies. Namely, that the weak economy of the jaluk community does not only occur in people who have micro, small and medium enterprises, but also people who do not have factors of production, or people whose income is only from wages/salaries. Because it is impossible for all members of the jaluk community to be able and have the talent to become entrepreneurs, capital assistance will not be able to answer the problems faced by working people. In the practice of empowering the community's economy, it seems that this empowerment for the working community needs to be considered together. Therefore it is not wrong, in empowering people in the economic field,

solving this aspect of capital is important and must be done. **2. Infrastructure Development Assistance**

It has an important meaning for the community, if the products cannot be marketed, or even if they can be sold, but at very low prices. Therefore, an important component in community empowerment efforts in the economic field is the development of production and marketing infrastructure. The availability of marketing or transportation infrastructure from production locations to markets will reduce the marketing chain and will ultimately increase the income of farmers and micro entrepreneurs, small entrepreneurs and medium entrepreneurs. This means that from an economic empowerment standpoint, infrastructure development projects supporting underdeveloped villages are indeed strategic.

Assistance Assistance

Jaluk community assistance is indeed necessary and important. The main task of this assistant is to facilitate the process of learning or reflection and to become a mediator for strengthening good partnerships between micro, small and medium businesses and large businesses. What needs to be considered together is about who is the most effective partner for the community.

Strengthening Business Partnerships

Strengthening the people's economy or empowering people in the economy does not mean alienating big businessmen or economically strong groups. Because empowerment is not negating others, but giving power to everybody. Empowering the community in the economic field is a joint strengthening, where the big ones will only develop if there are small and medium ones, and the small ones will develop if there are big and medium ones.

MSME activities

According to [10]. The empowerment of small and medium enterprises (SMEs) is a strategic step in improving and strengthening the basis of the economic life of the majority of the Indonesian people, particularly through providing employment and reducing inequality and poverty levels. Thus efforts to empower SMEs must be planned, systematic and comprehensive both at the macro, meso and micro levels which include: (1) creating a business climate in order to open up business opportunities as wide as possible, and guarantee business certainty accompanied by economic efficiency; (2) development of a business support system for SMEs to increase access to productive resources so that they can take advantage of open opportunities and potential resources, especially available local resources; (3) development of entrepreneurship and competitive advantage, small and medium enterprises [11].

MSME is a term that is familiar to the public. The extension of UMKM or the abbreviation of UMKM is micro, small and medium enterprises. The government itself has defined the meaning of MSMEs and their criteria, along with examples of MSMEs. The meaning of MSMEs is contained in Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises.

MSMEs mean businesses run by individuals, households or small business entities. The classification of MSMEs is usually done by limiting annual turnover, total wealth or assets, and number of employees. Such as the business that is currently underway in Jaluk Village, Ketol District, Central Aceh District. Where the business manages its own regional agricultural products, namely coffee beans which are directly harvested and managed to become quality coffee powder with the brand "Ateng Jaluk".

The type of UMKM activity that is ongoing in Jaluk Village, Ketol District, Central Aceh Regency is in the form of Coffee Powder Home Industry. This business is run by every existing family with very minimal capital. So this business is called a home business. However, this effort has greatly helped the local community. Where local people can enrich their own natural products.

Training

According to Rivai (2005) training is a process of systematically changing employee behavior to achieve organizational goals. Training is related to the expertise and ability of employees to carry out current work. Training has a current orientation and helps employees to acquire certain skills and abilities to be successful in carrying out their jobs.

According to [12][13] the definition of training is the process of teaching and learning using certain techniques and methods. Conceptually, it can be said that training is intended to improve the skills and work abilities of a person or group of people. Usually those who are already working in an organization whose work efficiency, effectiveness and productivity feel the need to be improved in a directed and pragmatic manner.

From some of the definitions above, it can be said that training is one of the efforts of an effort to improve the performance of its employees and the people involved so that they can work well and can provide a good quality product to every customer. The training also aims to make the trainees develop quickly, because it is difficult for someone to develop themselves based solely on experience without special education. This proves that self-development will be faster through training.

The principles of a training according to [14][15] put forward five principles of training as follows:

a. Participation, meaning in the implementation of the training of the participants must be active because

with the participation of participants it will be faster master and know the various materials provided.

- b. Repetition, meaning that it is always done repeatedly because with these repetitions participants will more quickly fulfill and remember what has been given.
- c. Relevance, meaning that they must be related to each other as examples of para Participants in the training were first given a general explanation about a job before they learn the specifics of the job.
- d. Transference, meaning that the training program must be adapted to the needs that will be faced in the actual work.
- e. Feedback, meaning that every training program implemented is always needed feedback that is to measure the extent to which the success of the training program.

Partnership program

The partnership program in Kampung Jaluk is the production of ground coffee with the Home Industry program. Home industry is a type of micro home business that has actually been around for a long time. Usually this type of business is engaged in by people with a middle-class economy or people with sufficient capital but streamline their business strategy for homebased businesses only.

As a profit-oriented home-based business, every *home industry* and its partnerships must determine the right capital and operate effectively. A home-based business like this does not only have to produce goods or produce waste management. More than that, home industries can offer other services and products in a broader sense.

Jaluk Village, Ketol District, Central Aceh Regency is one of the best coffee producers, so the local community took the initiative to create a home business or what is more often heard of, home industry. The business is managing coffee beans into quality coffee powder under the brand name "Ateng Jaluk". This business began to develop in 1995 by empowering all members of the local community.

Development of Home Industry in Jaluk Village, Ketol District, Central Aceh District.

coffee powder *home industry* "Ateng Jaluk" is one of the businesses that processes coffee beans into ground coffee under the brand "Ateng Jaluk" in Jaluk Village, Ketol District, Central Aceh District. This business was founded in 1995 which is managed by the people of Jaluk Village. The coffee processing process "Ateng Jaluk" uses cooperation between communities participating in the home business of the "Ateng Jaluk" coffee powder industry. This business is run to meet the quota of coffee drinkers in Kampung Jaluk and even

outside the region and is now widely known in several countries.



Figure 1. Interview with Reje Kampung Jaluk

Initially M. Din, as the reje kampung, thought of doing coffee business because he saw the large number of coffee connoisseurs, plus the source of income for coffee in Kampung Jaluk was very good, so he was interested in utilizing existing natural resources by empowering all people who wanted to participate in the process. opened a coffee powder home industry business under the brand "Ateng Jaluk" by processing and introducing ground coffee products. For process Processing powder Coffee in Village Jaluk between other:

1. Drying and disposal of coffee cherries that have been harvested must be dried in the sun beforehand to maintain the quality of the coffee beans when grinding or removing the epidermis. Peeling the epidermis when the coffee beans are still relatively wet can be done using a huller specially designed for this process. In order for the skin to be peeled, the skin condition must be dry enough even though the condition of the seeds inside is still wet. The first stage of the drying process is drying to reach a moisture content of 25% while the second stage of drying reaches a moisture content of 12% and then a sorting process is carried out. Sorting aims to separate the good beans from the coffee beans that are destroyed due to friction in the grinding process.
2. Screening Stage The sangria process still uses traditional tools, namely a clay pan and a stove because it greatly influences the taste, aroma, color, quality of the coffee and the superiority of the coffee powder later. Coffee beans naturally contain quite a lot of organic compounds that are candidates for forming the distinctive aroma and aroma of coffee. The time is determined on the basis of the color of the sangria coffee beans or often called the degree of roast. The longer the sangria time, the color of the sangria coffee beans is closer to blackish brown. Roasting time varies from 10-30 minutes depending on the type of equipment and the quality of the coffee .

3. Cooling , The cooling process of the coffee beans is stirred manually so that the cooling process is faster and more even. Coffee beans should be refrigerated immediately to prevent over-roasting which might compromise the quality of the product. During cooling, the coffee beans are stirred manually so that the sangria process becomes even and does not continue (*overroasted*).
4. Grinding or Grinding of Coffee Beans Sangria coffee beans are ground with a *grinder* until ground coffee grains with a certain fineness are obtained. The level of fineness of the coffee powder is determined by a sieve that is mounted on the inside of the grinding machine. The finer the size of the sieve in the grinding cylinder, the finer the particle size of the ground coffee. Thus, flavor-forming compounds and refreshing compounds easily dissolve into the brewing water.
5. Packaging, Ground coffee produced from the refining or grinding process is packaged using prepared plastic, namely brand packaging "Ateng Jaluk". The packaging of ground coffee is carried out with the aim of attracting target consumers and maintaining quality. In addition, by doing packaging it will be easier to market because it is more efficient.

5. CONCLUSION

Based on the results of research, data processing and data analysis has conducted by researcher, so researcher take conclusion from study this as following: Empowerment which conducted on study this that is something community empowerment in the form of ground coffee *home industry activities* by utilizing natural resources in Jaluk Village, Ketol District, Central Aceh District, namely Coffee. The process of empowering the family economy through activities *home industry* coffee powder in Jaluk Village this through 3 stage, that is Step awareness, Step capacity building, and empowerment stage. At the initial stage, namely stage awareness where para member given outlook and knowledge regarding the benefits of participating in this ground coffee *home industry activity program*.

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