

The Role of Coffee Processing Business Management in Enhancing the Value of Local Coffee Products in Tapin Regency

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Coffee is one of the strategic plantation commodities that plays an important role in supporting rural economic development, particularly through farmer group-based enterprises and local agro-processing units. Indonesia, as one of the world's major coffee-producing countries, has diverse coffee types, including Arabica, Robusta, and Liberica. Liberica coffee possesses unique characteristics, distinctive aroma, and strong adaptability to specific land conditions, making it a potential locally based flagship commodity. Coffee quality is not only influenced by cultivation practices but is also strongly determined by post-harvest processing methods that affect physical quality, aroma, and flavor. One widely applied post-harvest method among local coffee enterprises is the natural process (dry process), which involves drying whole coffee cherries without prior depulping and is known to enhance sweetness, fruity aroma, and body. This study was conducted at the Berkah Kopi Tapin farmer group, a local coffee processing unit located in Asam Randah Village, Hatungun District, Tapin Regency, South Kalimantan, which develops Liberica coffee as its main commodity alongside Robusta and Arabica. The research aims to analyze the role of coffee processing business management in supporting value addition of local coffee products, with particular emphasis on Liberica coffee development. A descriptive analytical approach was employed to examine production management, post-harvest processing, and marketing practices. The results are expected to provide empirical insights into management practices implemented by local farmer groups and their potential contribution to enhancing competitiveness and sustainability of local coffee agribusiness in Tapin Regency.

Keywords: Coffee processing management; Liberica coffee; value addition; farmer group; Tapin Regency

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1. Introduction

Development aimed at improving welfare is an organized and coordinated effort to create more opportunities for members of society in order to meet their unlimited needs. Economic development, which is reflected in economic growth and structural transformation within both the economy and society, has long been the primary goal of developing countries. Generally, the economies of developing nations tend to focus more on the production of primary goods (such as agriculture, fuel, forest products, and other raw materials) rather than secondary (industrial) or tertiary (service-based) products.

Coffee is one of the strategic plantation commodities that plays an important role in supporting rural economic development, particularly through farmer group-based enterprises and local agro-processing units. Indonesia, as one of the world's major coffee-producing countries, has diverse coffee types and characteristics, including Arabica, Robusta, and Liberica. Among these, Liberica coffee possesses unique attributes such as a distinctive aroma, large bean size, and strong adaptability to specific land conditions, making it a potential flagship commodity based on local wisdom. In addition to cultivation practices, coffee quality is strongly influenced by post-harvest processing methods, which directly affect physical quality, aroma, and flavor of the final product.

Coffee processing is a crucial stage in the coffee value chain, as it plays a significant role in increasing product value added. One post-harvest processing method widely applied by local coffee enterprises is the natural process (dry process), which involves drying whole coffee cherries without prior depulping. This method is known to produce coffee with sweeter flavor profiles, fruity aromas, and stronger body compared to other processing methods. The selection of the natural process is generally adjusted to environmental conditions, availability of production facilities, and managerial capacity to maintain consistent processing quality.

In Asam Randah Village, Hatungun District, Tapin Regency, South Kalimantan, the Berkah Kopi Tapin farmer group operates as a local coffee processing business unit that develops several coffee types, with Liberica coffee positioned as its main commodity, alongside Robusta and Arabica. Asam Randah Village has a long history of coffee cultivation since the introduction of coffee plants during the transmigration period in the 1970s. Although coffee cultivation experienced a decline due to the dominance of rubber commodities in the late twentieth century, local coffee development has regained attention in recent years in line with increasing demand for local and region-specific coffee products.

Berkah Kopi Tapin was established in 2019 as an effort to enhance the value added of local coffee production through more integrated business management. This enterprise implements a comprehensive management system from upstream to downstream activities, including seedling production and cultivation, harvesting and cherry sorting, post-harvest processing—particularly the application of the natural process—as well as roasting, packaging, and marketing. The primary focus of Liberica coffee development is directed toward producing coffee with distinctive regional characteristics while maintaining quality consistency through more standardized processing practices.

Beyond product quality improvement, Berkah Kopi Tapin also serves as a platform for farmer empowerment through technical assistance, capacity building in coffee processing, and strengthening of farmer institutions at the local level. However, coffee business management at the farmer group scale still faces various challenges, particularly related to production management, processing efficiency, and marketing strategies, which affect business sustainability and farmers' welfare. Therefore, this study aims to analyze the role of coffee processing business management in increasing the value added of local coffee agribusiness in Tapin Regency, with particular emphasis on the development of Liberica coffee as a leading local commodity.

2. Theoretical Study

Development Concept

Development is generally understood as a planned and continuous process aimed at improving economic, social, and institutional conditions within a community. In the context of rural development, agricultural-based development plays a crucial role in enhancing livelihoods, reducing poverty, and strengthening local economies. The development of agribusiness is not limited to increasing production, but also emphasizes value addition, efficiency, and sustainability across the entire value chain, from upstream activities to downstream processing and marketing.

The development concept in agribusiness highlights the importance of integrating production, processing, and marketing activities to create higher economic value. Value-added development refers to efforts to transform raw agricultural products into processed products with improved quality, functionality, and market appeal. Through proper processing and management, agricultural commodities can achieve higher selling prices, broader market access, and increased competitiveness. This concept is particularly relevant

for plantation commodities such as coffee, where post-harvest processing significantly influences product quality and consumer preference.

In coffee agribusiness, development is closely related to the ability of local actors to adopt appropriate technologies, improve managerial capacity, and strengthen institutional arrangements. The application of suitable post-harvest processing methods, such as the *natural process (dry process)*, represents a form of technological and managerial development that can enhance product differentiation and value added. Moreover, effective business management enables farmer groups and local enterprises to optimize resource utilization, maintain quality consistency, and respond to market demands.

From an institutional perspective, development also involves empowering farmer groups as key actors in rural agribusiness systems. Farmer-based enterprises serve not only as production units but also as learning organizations that facilitate knowledge transfer, skill improvement, and collective decision-making. Strengthening farmer group institutions contributes to improved bargaining power, better access to inputs and markets, and increased resilience of local agribusinesses.

Therefore, the development concept in this study emphasizes an integrated approach to coffee agribusiness development, which combines value-added processing, effective business management, and farmer empowerment. This approach is expected to support sustainable development of local coffee agribusiness, particularly in enhancing the competitiveness of Liberica coffee as a leading local commodity in Tapin Regency.

Industry and Its Role

Industry plays a vital role in economic development by transforming raw materials into products with higher value, generating employment opportunities, and stimulating regional growth. In the agricultural sector, agro-industry serves as a bridge between primary production and markets by processing agricultural outputs into market-ready products. The presence of agro-industrial activities is particularly important in rural areas, as it contributes to income diversification, strengthens local economies, and reduces dependency on primary commodity sales.

In the context of agribusiness, the role of industry extends beyond production efficiency to include value creation, market development, and innovation. Agro-industries add value by improving product quality, extending shelf life, enhancing product differentiation, and meeting consumer preferences. Through effective processing and packaging, agricultural products can achieve higher economic value and improved competitiveness in both local and regional markets. This role is highly relevant for plantation commodities such as coffee, where processing significantly influences quality attributes and consumer acceptance.

Small-scale and community-based industries, including farmer group-based processing units, play a strategic role in rural development. These industries enable farmers to participate more actively in downstream activities, thereby increasing their share of value added within the supply chain. By organizing production and processing collectively, farmer groups can improve bargaining power, reduce transaction costs, and access broader market networks. In addition, local agro-industries function as centers for skill development, knowledge dissemination, and technological adoption among farmers.

In the coffee sector, processing industries contribute to the development of local coffee agribusiness by integrating cultivation, post-harvest processing, and marketing activities. The application of appropriate processing methods, supported by sound business management, allows local industries to produce coffee with consistent quality and distinctive characteristics. Consequently, the industry plays a crucial role in promoting local coffee products, strengthening regional branding, and enhancing the sustainability of coffee agribusiness.

Thus, the role of industry in this study is viewed as a key driver of value-added development and agribusiness sustainability. By strengthening local coffee processing industries, particularly those based on farmer groups, rural regions can enhance economic resilience and promote the development of competitive local commodities such as Liberica coffee in Tapin Regency.

Rural Society

Rural society refers to a community whose livelihood is predominantly based on agriculture, plantation activities, and the utilization of natural resources. Rural communities are generally characterized by strong social ties, shared cultural values, and collective forms of cooperation that support daily economic and social activities. These characteristics shape the way rural societies organize production, manage resources, and respond to development initiatives.

In many developing regions, rural society plays a central role in supporting national food security and the supply of agricultural commodities. However, rural communities often face structural challenges such as limited access to capital, technology, education, and market information. These constraints can affect productivity and income levels, making rural development highly dependent on institutional support and effective resource management.

Rural society is also closely associated with local knowledge and traditional practices that have been passed down through generations. This local wisdom influences agricultural decision-making, including crop selection, cultivation methods, and post-harvest handling. When combined with appropriate technological and managerial innovations, local knowledge can become a valuable asset in developing sustainable and competitive agribusiness activities.

Community-based economic activities are a defining feature of rural society. Farmer groups, cooperatives, and local processing units function not only as economic institutions but also as social organizations that strengthen solidarity and collective action. Through these institutions, rural communities can improve coordination, enhance learning processes, and increase their participation in value chains. In the context of agro-industry, such collective efforts enable rural communities to engage in downstream activities, thereby increasing value added and improving income distribution.

In relation to coffee agribusiness, rural society plays a crucial role as both producer and manager of local resources. The success of local coffee processing enterprises largely depends on the active involvement of rural communities in cultivation, post-harvest processing, and quality control. Strengthening rural society through capacity building, organizational development, and access to markets is therefore essential to ensure the sustainability of local coffee industries.

Overall, rural society is not merely a passive recipient of development programs but an active agent in rural economic transformation. By empowering rural communities and integrating them into agro-industrial development, rural areas can enhance economic resilience, preserve local identity, and promote the development of leading local commodities such as Liberica coffee.

Social Structure and Social Change

Social structure refers to the patterned relationships, roles, institutions, and norms that organize social life within a community. In rural society, social structure is commonly shaped by kinship ties, traditional leadership, farmer groups, and informal networks that regulate cooperation and decision-making processes. These structures influence how resources are distributed, how authority is exercised, and how economic activities are coordinated at the community level.

Social change is defined as a transformation in social structures, values, norms, and patterns of interaction over time. In rural areas, social change often occurs as a response to economic development, technological innovation, market integration, and external interventions such as government programs or private sector involvement. Changes in agricultural practices, production systems, and market orientation can alter traditional social roles and relationships within rural communities.

The development of agro-industry and local processing enterprises is a significant driver of social change in rural society. When rural communities shift from subsistence-oriented farming to market-oriented agribusiness, there is a transformation in labor organization, income sources, and social stratification. Farmer groups and local enterprises emerge as new social institutions that facilitate collective action, enhance bargaining power, and promote knowledge sharing among community members.

Social structure and social change are closely interconnected. Existing social structures can either support or hinder development initiatives depending on their flexibility and inclusiveness. Strong social capital, trust, and cooperation within rural communities can accelerate the adoption of new technologies and management practices. Conversely, rigid social hierarchies and resistance to change may slow down innovation and limit economic progress.

In the context of local coffee agribusiness, social change is reflected in the increasing involvement of farmers in post-harvest processing, quality control, and marketing activities. The establishment of coffee processing units and farmer-based enterprises contributes to the reorganization of social roles, where farmers are no longer solely producers of raw materials but also actors in value-added activities. This transformation enhances farmers' skills, strengthens institutional capacity, and improves their socio-economic position within the rural community.

Therefore, understanding social structure and social change is essential in analyzing rural agribusiness development. It provides insight into how community dynamics influence the effectiveness of business management practices and how economic activities, such as coffee processing, can become catalysts for broader social and economic transformation in rural areas.

Social Change Theories

Social change theories explain the processes through which societies transform in terms of structure, behavior, values, and institutions over time. These theories provide a conceptual framework for understanding how economic activities, technological innovation, and organizational development contribute to changes within rural communities.

One of the classical perspectives on social change is evolutionary theory, which views social change as a gradual and continuous process from simpler to more complex forms of social organization. In rural development, this theory suggests that traditional agricultural systems evolve into more advanced and market-oriented agribusiness systems as knowledge, technology, and management practices improve. The transition from raw coffee production to value-added coffee processing reflects this evolutionary process.

Another important perspective is modernization theory, which emphasizes the role of industrialization, technological adoption, education, and rational management in driving social change. According to this theory, rural communities experience social transformation when they adopt modern production methods, efficient business management, and market-oriented behavior. The development of coffee processing enterprises and the application of standardized post-harvest methods, such as natural processing, can be seen as indicators of modernization in rural agribusiness.

Diffusion of innovation theory, introduced by Rogers, explains social change through the spread of new ideas, technologies, and practices within a social system. In the context of rural coffee farming, innovations

in post-harvest processing, quality control, and marketing are adopted gradually by farmers through communication channels, social networks, and farmer organizations. The success of innovation diffusion depends on social factors such as trust, leadership, and the role of local institutions.

Structural-functional theory views social change as an adjustment process that maintains social stability. Changes occur when social institutions adapt to new economic and environmental conditions while preserving social order. Farmer groups and local agribusiness enterprises function as institutions that organize collective action and distribute roles, thereby enabling rural communities to adapt to changing market demands without disrupting social cohesion.

Finally, conflict theory emphasizes that social change arises from inequality, competition, and power relations within society. In rural agribusiness, disparities in access to capital, technology, and markets can drive social change by encouraging collective organization and institutional strengthening among smallholder farmers. The formation of coffee farmer groups and processing units can be interpreted as a response to unequal market structures and an effort to improve farmers' bargaining position.

In summary, social change theories provide a comprehensive understanding of how rural communities transform in response to agribusiness development. These theoretical perspectives help explain the dynamic relationship between coffee processing business management and the social and economic changes occurring within local coffee-farming communities.

Characteristics of Social Change

Social change within rural communities is a dynamic and continuous process shaped by economic activities, institutional development, and community-based initiatives. In the context of Berkah Kopi Tapin, social change emerges through the transformation of traditional coffee farming practices into a more integrated and market-oriented coffee processing agribusiness.

One prominent characteristic of social change observed in Berkah Kopi Tapin is its gradual and cumulative nature. The shift from conventional coffee cultivation toward integrated processing and value-added production did not occur instantaneously. Instead, it developed progressively through improvements in cultivation practices, the adoption of post-harvest processing methods such as natural process (dry process), and the strengthening of managerial capabilities within the farmer group. Over time, these incremental changes have contributed to increased product quality, improved market access, and enhanced farmer income.

Social change in Berkah Kopi Tapin is also multidimensional, affecting not only economic conditions but also social and institutional structures within the community. The development of coffee processing activities has altered labor patterns, encouraged collective decision-making, and strengthened cooperation among farmers. The group-based management system has fostered social cohesion and collective responsibility, reinforcing the role of the farmer group as both an economic unit and a social institution.

Another characteristic evident in this case is the uneven pace of change among community members. Not all farmers initially possessed the same level of knowledge, skills, or access to resources related to coffee processing and business management. However, through technical assistance, shared learning, and group coordination facilitated by Berkah Kopi Tapin, these disparities have gradually been reduced, enabling broader participation in value-added coffee production.

Social change associated with Berkah Kopi Tapin also generates both intended and unintended consequences. While the primary objective of the enterprise is to increase the value added of local coffee particularly Liberica coffee its development has also influenced social relations and local economic behavior. Increased income opportunities have encouraged younger generations to engage in coffee farming and

processing, contributing to rural economic revitalization. At the same time, the commercialization of coffee has required farmers to adapt to new quality standards, market demands, and competitive pressures.

Furthermore, social change in Berkah Kopi Tapin is context specific, shaped by local environmental conditions, historical experiences, and cultural values of Desa Asam Randah. The selection of Liberica coffee as a leading commodity reflects its adaptability to local agroecological conditions and its alignment with community knowledge and resources. The success of this transformation is closely linked to the ability of the farmer group to integrate local wisdom with modern processing and management practices.

In summary, the case of Berkah Kopi Tapin illustrates how social change in rural communities is gradual, multidimensional, uneven, and context dependent. The development of coffee processing business management within this farmer group demonstrates the important role of agribusiness initiatives in driving sustainable social and economic transformation in rural areas.

Application of AGIL Theory in Social Systems

The AGIL framework proposed by Talcott Parsons explains how a social system can survive and function effectively through the fulfillment of four essential functions: Adaptation (A), Goal Attainment (G), Integration (I), and Latency or Pattern Maintenance (L). In the context of rural agribusiness development, this framework provides a useful analytical lens to understand the sustainability of farmer-based enterprises such as Berkah Kopi Tapin.

Adaptation (A) refers to the ability of a social system to adjust to its environment and mobilize resources effectively. In Berkah Kopi Tapin, adaptation is reflected in the farmers' response to changing economic and environmental conditions by shifting from solely raw coffee production toward integrated coffee processing activities. The selection of Liberica coffee as a leading commodity demonstrates adaptive capacity, as this variety is well suited to local agroecological conditions and requires relatively lower input compared to other coffee types. Additionally, the adoption of the natural process (dry process) method represents an adaptive strategy aligned with available resources and local climatic conditions.

Goal Attainment (G) concerns the capacity of a system to define objectives and mobilize efforts to achieve them. Berkah Kopi Tapin has established clear goals, including increasing the value added of local coffee, improving product quality, and enhancing farmer income. These goals are pursued through collective management, coordinated production processes, and market-oriented strategies such as standardized processing, branding, and product diversification. The existence of shared objectives among group members strengthens organizational effectiveness and directs collective action toward common economic outcomes.

Integration (I) emphasizes the regulation of relationships among system components to maintain cohesion and prevent conflict. Within Berkah Kopi Tapin, integration is achieved through group-based governance mechanisms, regular coordination among members, and shared norms regarding production standards and quality control. Cooperative interaction among farmers, processors, and marketers fosters trust and mutual accountability, which are essential for sustaining collective agribusiness activities. This integration helps minimize internal conflict and ensures the smooth functioning of the enterprise.

Latency or Pattern Maintenance (L) refers to the preservation and transmission of values, norms, and motivations that sustain the social system over time. In the case of Berkah Kopi Tapin, latency is reflected in efforts to maintain local knowledge, work ethics, and collective commitment to coffee farming as a viable livelihood. Training activities, intergenerational knowledge transfer, and the reinforcement of group identity contribute to sustaining motivation and long-term participation, particularly among younger farmers. The emphasis on developing Liberica coffee as a local identity product also strengthens cultural attachment and community pride.

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Overall, the application of AGIL theory demonstrates that Berkah Kopi Tapin functions as a social system that fulfills the four essential requirements for sustainability. Through adaptation to local conditions, clear goal orientation, strong social integration, and the maintenance of shared values, the farmer group illustrates how effective agribusiness management can drive both economic development and social stability in rural communities.

3. Methods

Research Design

This study employed a qualitative descriptive research design to analyze the role of coffee processing business management in increasing the value added of local coffee agribusiness. A case study approach was applied to obtain an in-depth understanding of management practices, social dynamics, and value-added processes within the Berkah Kopi Tapin farmer group located in Desa Asam Randah, Kecamatan Hatungun, Tapin Regency, South Kalimantan.

Research Location and Object

The research was conducted in Desa Asam Randah, Kecamatan Hatungun, Kabupaten Tapin, which is known as one of the emerging coffee-producing areas in South Kalimantan. The main object of this study was Berkah Kopi Tapin, a local coffee processing business unit managed by a farmer group that develops Liberica coffee as its leading commodity, alongside Robusta and Arabica coffee.

Data Sources

The study utilized both primary and secondary data. Primary data were obtained directly from key informants, including the founder, management members, and farmers involved in coffee cultivation and processing activities. Secondary data were collected from relevant documents such as group records, production reports, government publications, and previous research related to coffee agribusiness and rural development.

Data Collection Techniques

Data collection was carried out through:

1. In-depth interviews with key informants to explore management practices, decision-making processes, and challenges faced by the farmer group.
2. Participant observation to examine coffee processing activities, post-harvest handling, and group interactions during production and marketing processes.
3. Documentation study to support and validate findings obtained from interviews and observations.

Data Analysis

Data analysis was conducted using qualitative descriptive analysis, involving data reduction, data display, and conclusion drawing. The analysis focused on identifying patterns related to business management, value-added creation, and social system dynamics. The AGIL framework (Adaptation, Goal Attainment, Integration, and Latency) was applied as an analytical tool to interpret the role of management practices in supporting the sustainability of the coffee processing business.

Validity and Reliability of Data

To ensure data validity, triangulation techniques were applied by comparing information obtained from different data sources and data collection methods. Member checking was also conducted by confirming key findings with selected informants to enhance the credibility of the research results.

4. Results And Discussion

Brief History of Berkah Kopi Tapin

Berkah Kopi Tapin is a local coffee processing business unit located in Asam Randah Village, Hatungun District, Tapin Regency, South Kalimantan. The enterprise was established in 2019 in response to efforts to revive the potential of local coffee commodities that had previously declined due to the dominance of rubber as the main plantation crop. Berkah Kopi Tapin originated from the initiative of local farmers seeking to increase the value added of coffee harvests through improved post-harvest management and integrated processing practices.

Over time, Berkah Kopi Tapin has developed a from-farm-to-market management system encompassing coffee cultivation, harvesting and cherry sorting, post-harvest processing, roasting, packaging, and product marketing. Liberica coffee has been designated as the leading commodity due to its suitability to local agroecological conditions and its potential to represent Tapin's distinctive local coffee identity, alongside Robusta and Arabica varieties. In addition to its economic role, Berkah Kopi Tapin also functions as a platform for farmer empowerment through technical assistance, capacity building, and the strengthening of farmer institutions at the village level.

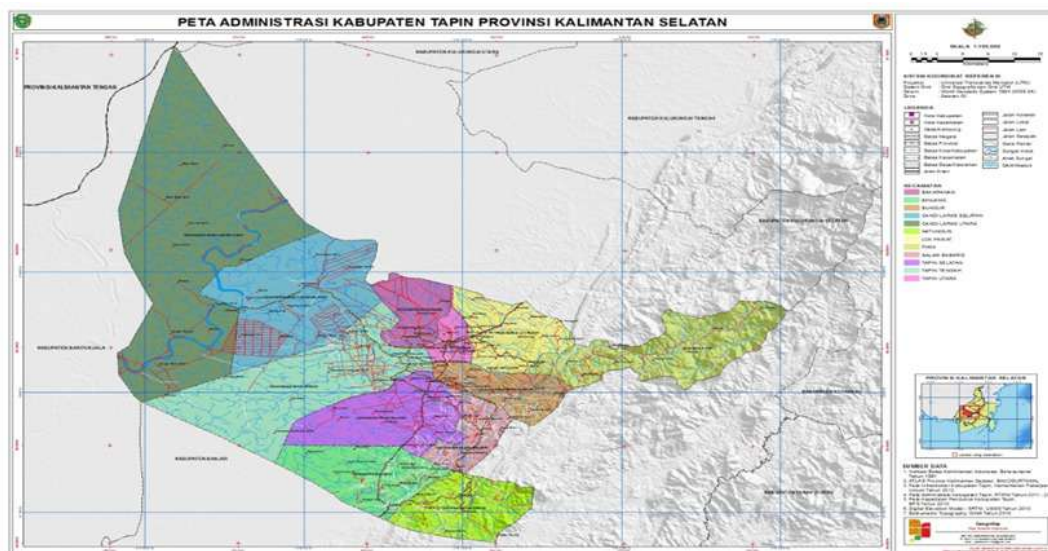


Figure 1. Location Map of Tapin Regency, South Kalimantan Province, Indonesia

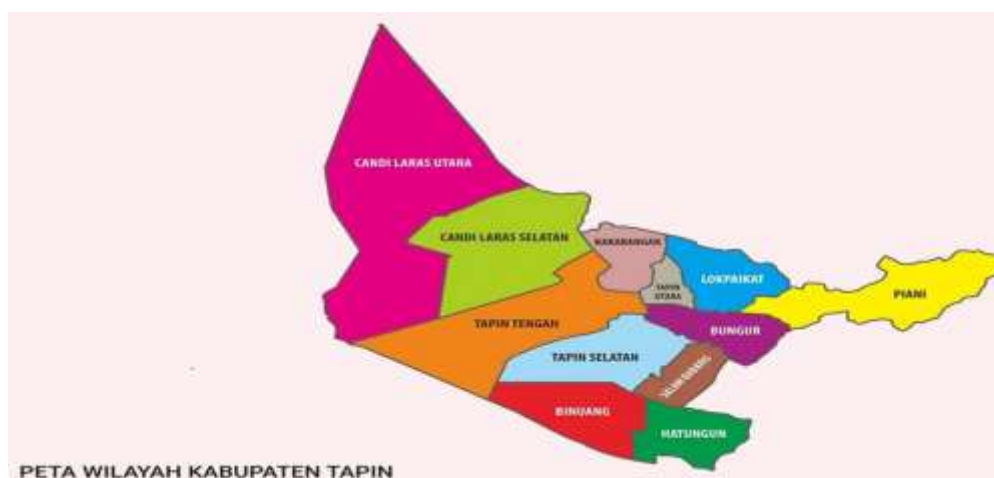


Figure 2. Location of Asam Randah Village, Hatungun Subdistrict, Tapin Regency, South Kalimantan Province

Overview of Berkah Kopi Tapin

Berkah Kopi Tapin is a local coffee agribusiness unit managed by a farmer group based in Asam Randah Village, Hatungun District, Tapin Regency, South Kalimantan, Indonesia. The enterprise focuses on developing local coffee commodities through integrated management practices that emphasize value addition, product quality improvement, and community-based agribusiness development. Berkah Kopi Tapin processes several coffee varieties, with Liberica coffee positioned as the leading commodity, alongside Robusta and Arabica.

The business activities of Berkah Kopi Tapin cover the entire coffee value chain, including coffee cultivation, harvesting, cherry sorting, post-harvest processing, roasting, packaging, and marketing. Post-harvest processing primarily applies the natural process (dry process) method, which is adapted to local environmental conditions and available production facilities. This approach contributes to the development of distinctive flavor profiles and enhances the market competitiveness of the coffee products.

Organizationally, Berkah Kopi Tapin operates under a group-based management system that promotes collective decision-making, labor sharing, and coordinated production. The enterprise also serves as a platform for farmer empowerment by providing technical guidance, facilitating knowledge exchange, and strengthening institutional capacity among coffee farmers at the village level. Through these activities, Berkah Kopi Tapin plays a strategic role in increasing the value added of local coffee agribusiness while supporting rural economic development in Tapin Regency.

Social, Cultural, and Traditional Conditions of Asam Randah Village

Asam Randah Village, located in Hatungun District, Tapin Regency, South Kalimantan, is characterized by strong rural social ties and community-based economic activities. Social relations within the village are predominantly shaped by kinship, mutual cooperation (*gotong royong*), and collective participation in agricultural activities. These social characteristics form an important foundation for the development of farmer groups and local agribusiness initiatives such as Berkah Kopi Tapin.

Culturally, the community of Asam Randah Village maintains values that emphasize togetherness, shared responsibility, and respect for local knowledge. Traditional agricultural practices are still practiced alongside gradual adoption of modern techniques, particularly in coffee cultivation and post-harvest handling. Knowledge related to coffee farming has been transmitted across generations, reflecting a strong attachment to land-based livelihoods and local resources.

Traditionally, coffee cultivation in Asam Randah Village dates back to the transmigration period in the 1970s, during which coffee was introduced as one of the plantation crops suitable for local agroecological conditions. Although coffee farming experienced a decline when rubber became the dominant commodity, traditional knowledge of coffee cultivation has been preserved within the community. The recent revival of coffee farming, particularly Liberica coffee, represents a process of reactivating local traditions while adapting them to contemporary market demands.

These social, cultural, and traditional conditions provide a supportive environment for the development of Berkah Kopi Tapin. Strong social cohesion facilitates collective management and knowledge sharing, while cultural values encourage community participation and long-term commitment to agribusiness activities. As a result, local traditions and social structures play a significant role in sustaining coffee agribusiness development and strengthening the resilience of rural livelihoods in Asam Randah Village.

Impacts of the Production House on the Social Life of the Community

The establishment of the coffee production house managed by Berkah Kopi Tapin has generated significant impacts on the social life of the local community in Asam Randah Village, Hatungun District, Tapin Regency. As a community-based agribusiness facility, the production house functions not only as a center for coffee processing but also as a social space that reshapes patterns of interaction, cooperation, and participation among coffee farmers.

One of the most evident social impacts is the strengthening of social cohesion and collective action. The production house encourages farmers to work collaboratively in post-harvest processing activities, quality control, and product handling. Regular interactions during processing, training, and coordination meetings foster mutual trust, shared responsibility, and a sense of collective ownership over the enterprise. These conditions reinforce the role of Berkah Kopi Tapin as both an economic and social institution within the village.

The production house has also contributed to changes in labor relations and work organization. Previously, coffee farming activities were largely individual and limited to cultivation and harvesting. With the operation of the production house, new roles have emerged, including sorting, drying, roasting, packaging, and marketing. This diversification of activities has expanded employment opportunities at the local level and increased community involvement, particularly among youth and women.

In addition, the presence of the production house has facilitated knowledge transfer and capacity building within the community. Farmers gain access to technical guidance related to post-harvest handling, processing standards, and basic business management. This learning process enhances farmers' skills and confidence, contributing to gradual social change characterized by improved awareness of product quality, market orientation, and entrepreneurship.

From a broader social perspective, the production house has influenced community perceptions of coffee farming. Coffee is no longer viewed solely as a subsistence or secondary crop but increasingly recognized as a viable agribusiness with economic and social value. This shift has encouraged greater community appreciation of local coffee resources, particularly Liberica coffee, as part of the village's identity and development strategy.

Overall, the production house of Berkah Kopi Tapin plays a strategic role in shaping social dynamics by promoting cooperation, expanding social roles, strengthening local institutions, and supporting rural livelihood sustainability. These social impacts complement the economic benefits of value-added coffee processing and contribute to long-term rural development in Asam Randah Village.



Figure 3. Berkah Kopi Tapin Coffee Production House



Figure 4. Sorting, Washing, and Drying Process of Coffee Beans at the Coffee Processing Unit.

Analysis of Social Change Using Talcott Parsons' AGIL Theory

This study employed Talcott Parsons' AGIL framework, which emphasizes four functional imperatives of social systems: Adaptation (A), Goal Attainment (G), Integration (I), and Latency or Pattern Maintenance (L). The framework was used to analyze social changes occurring within the Berkah Kopi Tapin farmer group as a result of the establishment and operation of a community-based coffee production house in Asam Randah Village, Hatungun District, Tapin Regency.

Adaptation (A) refers to the capacity of a social system to adjust to environmental and economic conditions. In the case of Berkah Kopi Tapin, adaptation is reflected in the farmers' shift from selling raw coffee cherries to implementing post-harvest processing activities aimed at increasing product value. The selection of Liberica coffee as the leading commodity represents an adaptive strategy aligned with local agroecological conditions. Additionally, the adoption of the natural process (dry process) method demonstrates the group's ability to utilize available resources while responding to market preferences for distinctive flavor profiles.

Goal Attainment (G) concerns the ability of a social system to define and achieve collective objectives. Berkah Kopi Tapin has established clear goals, including improving coffee quality, increasing value added, and enhancing farmers' income. These goals are pursued through coordinated production processes, standardized processing practices, and collective marketing strategies. The presence of shared goals strengthens organizational direction and motivates members to actively participate in group activities.

Integration (I) involves the regulation of relationships among system components to maintain cohesion and prevent conflict. Within Berkah Kopi Tapin, integration is achieved through group-based management, regular communication among members, and the establishment of shared norms related to quality standards and work responsibilities. The coffee production house functions as a focal point for interaction, reinforcing cooperation and social solidarity among farmers.

Latency or Pattern Maintenance (L) refers to the maintenance of values, norms, and motivation that sustain the social system over time. In this context, Berkah Kopi Tapin supports pattern maintenance by preserving local knowledge related to coffee farming while simultaneously introducing new skills in processing and business management. Training activities, mentoring, and intergenerational knowledge transfer help sustain member motivation and reinforce a shared identity centered on local coffee development, particularly Liberica coffee as a regional specialty.

Overall, the application of AGIL theory illustrates that social change within Berkah Kopi Tapin is a structured and functional process. The transformation from traditional coffee farming to integrated coffee processing reflects the fulfillment of the four functional imperatives, demonstrating how effective agribusiness management can drive sustainable social and economic change in rural communities.

Processes and Challenges of Social Change

Social change within the Berkah Kopi Tapin farmer group has occurred through a gradual and interactive process driven by the development of a community-based coffee production house and the adoption of value-added coffee processing activities. The transformation from traditional coffee farming toward integrated agribusiness management reflects a broader shift in economic orientation, social organization, and community participation in Asam Randah Village.

The process of social change began with increased awareness among farmers of the economic potential of local coffee, particularly Liberica coffee, as a leading commodity. This awareness was followed by the adoption of new post-harvest processing practices, such as the natural process (dry process) method, which required changes in work routines, coordination, and skill development. Continuous learning through technical assistance and peer interaction facilitated the gradual acceptance of these changes within the community.

Another important process of social change is the strengthening of collective action and institutional capacity. The establishment of Berkah Kopi Tapin as a formal farmer group encouraged more structured cooperation, collective decision-making, and the sharing of responsibilities. This institutional development altered traditional individual-based farming practices into more organized and collaborative agribusiness activities, contributing to improved social cohesion and group identity.

Despite these positive developments, several challenges have emerged during the social change process. One major challenge is the unequal level of knowledge and skills among group members, which can affect the consistency of production quality and participation. Limited access to capital, processing equipment, and market information also constrains the expansion of value-added activities. In addition, adapting to market demands and maintaining quality standards require continuous effort and discipline, which can create pressure on farmers who are accustomed to more flexible traditional practices.

Social change in Berkah Kopi Tapin is also influenced by external factors, including market competition, price fluctuations, and institutional support from government and other stakeholders. The sustainability of the transformation depends on the group's ability to manage these challenges through effective leadership, capacity building, and the strengthening of partnerships.

In summary, the processes of social change in Berkah Kopi Tapin involve gradual learning, institutional strengthening, and shifts in economic orientation, while the challenges primarily relate to resource limitations, capacity gaps, and market adaptation. Addressing these challenges is essential to ensuring the long-term sustainability of community-based coffee agribusiness development in Tapin Regency.

5. Conclusion

This study concludes that the management of the coffee processing business plays a strategic role in increasing the value added of local coffee agribusiness in Tapin Regency. The case of Berkah Kopi Tapin demonstrates that integrated management practices, particularly through the establishment of a community-based coffee production house, contribute not only to economic improvement but also to meaningful social change within rural communities.

The application of Talcott Parsons' AGIL framework reveals that Berkah Kopi Tapin functions effectively as a social system. Adaptive strategies are reflected in the selection of Liberica coffee as a leading commodity and the adoption of the natural *process (dry process)* method aligned with local conditions. Clear collective goals related to quality improvement and income enhancement support goal attainment, while strong group-based management fosters social integration. The maintenance of local values, knowledge transfer, and farmer empowerment ensures pattern maintenance and long-term sustainability.

Furthermore, the development of the coffee processing business has generated positive social impacts, including strengthened social cohesion, expanded roles and employment opportunities, increased farmer capacity, and a shift in community perceptions toward coffee as a viable agribusiness. Despite facing challenges related to resource limitations, capacity gaps, and market adaptation, Berkah Kopi Tapin illustrates the potential of community-based agribusiness to drive sustainable rural development.

Overall, this study highlights the importance of effective business management and social organization in enhancing the competitiveness and sustainability of local coffee agribusiness. The findings provide valuable insights for policymakers, development practitioners, and rural communities seeking to promote value-added agricultural development based on local resources and collective action.

Recommendations

Based on the findings and discussion of this study, several recommendations are proposed as follows:

1. **Strengthening Managerial Capacity and Institutional Governance**
Farmer groups and local coffee processing units such as Berkah Kopi Tapin require continuous capacity building in business management, financial record-keeping, production planning, and quality control. Strengthening institutional governance is essential to enhance coordination, transparency, and long-term business sustainability.
2. **Standardization and Innovation in Coffee Processing Practices**
Efforts should be directed toward improving the standardization of post-harvest processing, particularly in the application of the *natural process* method, to ensure consistent quality of Liberica coffee as a leading local commodity. The adoption of appropriate and locally adaptable processing technologies is also encouraged to improve efficiency and product quality.
3. **Market Access Development and Marketing Strategies**

Local governments and relevant stakeholders are expected to facilitate broader market access through the promotion of local coffee products, the development of geographic identity-based branding, and the utilization of digital marketing platforms. These strategies are crucial for enhancing the competitiveness of local coffee products in regional and national markets.

4. Farmer Empowerment and Business Regeneration

Farmer empowerment programs should focus not only on technical skill enhancement but also on entrepreneurial development, particularly among rural youth. The regeneration of coffee agribusiness actors is a key factor in ensuring the sustainability of local coffee enterprises.

5. Policy Integration with Regional Development Programs

The development of local coffee processing enterprises should be integrated into regional agricultural and creative economy development policies. Support in the form of access to finance, training programs, and supporting infrastructure will strengthen the role of coffee agribusiness in promoting rural economic development.

6. Recommendations for Future Research

Future studies are recommended to quantitatively assess the contribution of coffee processing enterprises to farmers' income and rural livelihoods, as well as to analyze consumer preferences for local Liberica coffee. Comparative studies across different regions may also provide broader insights into community-based coffee agribusiness management.

These recommendations are expected to enhance the performance and sustainability of Berkah Kopi Tapin as a local coffee processing enterprise, while simultaneously improving the social and economic well-being of the rural community in Asam Randah Village, Hatungun Subdistrict, Tapin Regency.

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