

EMPOWERING BOGOR COFFEE FARMS THROUGH THE COFFEE FUN TRIP EDUTAINMENT PROGRAM

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Abstract

The green economy significantly impacts Indonesia's economy, with agriculture, forestry, and fisheries contributing 13.70% of the GDP in 2020 and 13.28% in 2021. Coffee, as a major agricultural commodity, serves as a vital non-oil export and has a strong domestic market presence, placing Indonesia as the fifth-largest coffee-consuming country worldwide. This paper highlights the innovative potential of edutainment tourism, focusing on the Coffee Fun Trip initiative in Bogor as a sustainable method to empower local coffee farmers. The Coffee Fun Trip blends educational and recreational experiences, enabling visitors to connect with the coffee production process while exploring scenic plantations and local cultural heritage. Initial efforts involve preparing accessible coffee plantations with infrastructure like camping grounds, pathways, and roasting equipment. Activities such as guided tours, coffee workshops, and tasting sessions emphasize the unique Arabica Limow Lestari coffee, cultivated by KTH Silih Asih, a local community group. Effective marketing through digital platforms, partnerships, and influencer collaborations is vital for attracting visitors. This program diversifies farmers' incomes, preserves cultural traditions, and drives regional economic development. The Coffee Fun Trip offers a replicable model of sustainable tourism, merging education, entertainment, and community empowerment to benefit both visitors and local stakeholders.

Keyword: Green Economy, Edutainment Tourism, Coffee Fun Trip, Arabica Limow Lestari, Sustainable Tourism

INTRODUCTION

The green economy plays a significant role in Indonesia's economic activities. The agriculture, forestry, and fisheries sector contributed the second-largest share to the Gross Domestic Product (GDP) after the manufacturing sector, amounting to approximately 13.70% in 2020 and 13.28% in 2021. Coffee is one of the key commodities within the agriculture, forestry, and fisheries sector. It is also a notable non-oil and gas export commodity, generating foreign exchange for the country. Moreover, the domestic coffee market has considerable potential. Indonesia has even been ranked as the fifth-largest coffee-consuming country in the world after the European Union, the United States, Brazil, and Japan [1].

The agriculture, forestry, and fisheries sectors in Indonesia are supported in part by state-owned enterprises, notably PT Perkebunan Nusantara VIII (PTPN 8). PTPN 8, whose core business is agribusiness, manages plantations spanning 113,958 hectares, distributed across 41 estates in 13 regencies/cities in West Java Province (Bogor, Sukabumi, Cianjur, Bandung Regency, West Bandung Regency, Bandung City, Subang, Purwakarta, Garut, Tasikmalaya, and Ciamis) and 2 regencies in Banten Province (Lebak and Pandeglang). The main products of these estates are tea, rubber, and palm oil, as illustrated below:

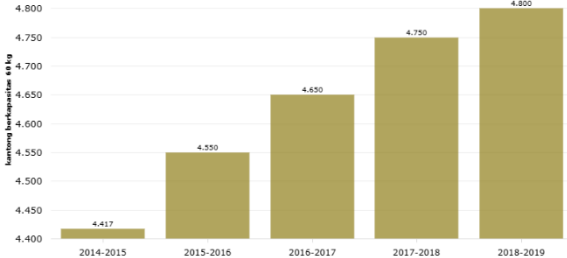


Source: PTPN 8 Annual Report, 2020 [2]

Figure 1. Map of West Java’s Potential

Bogor is one of PTPN 8’s operational areas, with tea as its primary commodity in the Cianten and Gunung Mas regions. In addition to tea production, Bogor also has potential for coffee production. The Bogor Regency Government recorded 6,089 hectares of smallholder Robusta coffee plantations, with 28,935 coffee farmers producing 4,150 tons in 2021 [3]. The International Coffee Organization (ICO) reported global coffee consumption of 166.3 million 60-kilogram bags during the 2020/2021 period, an increase of 1.3% compared to the previous period's 164.2 million bags. The domestic coffee consumption trend in Indonesia has also risen consistently over the past five years. Domestic coffee consumption reached 4,800 60-kilogram bags during the 2018–2019 period, a steady increase from 4,417–4,750 bags during the 2014–2018 period, as illustrated below:

Tabel 1. Domestic Coffee Consumption 2014-2019



Source: International Coffee Organization, 2020 [4]

Bogor is distinguished by its lush landscapes, temperate climate, and deep-rooted agricultural traditions. Among its diverse agricultural outputs, coffee cultivation plays a pivotal role in the local economy. Coffee plants are commonly found in plantations and production

forests managed by Perhutani, including the Gunung Mas Puncak area. Most of these plantations are managed by local community groups, one of which is KTH Silih Asih. KTH Silih Asih is a newly established Forest Farmers Group (Kelompok Tani Hutan, KTH) that was previously part of the Cibulao KTH in Cisarua District, Bogor Regency. Over time, KTH Cibulao has developed its coffee production and, by 2016, was recognized for producing the best Robusta coffee in 2019. Currently, KTH Silih Asih manages an approximately 5-hectare area planted with Arabica coffee. This group, initiated by Mr. Arip, consists of five members originating from Citamiang Village, Megamendung Subdistrict, Bogor Regency.

The region's fertile volcanic soil and climate conditions are exceptionally well-suited for producing high-quality coffee, establishing Bogor as a notable area for coffee production in Indonesia. Despite its modest size, KTH Silih Asih produces high-quality Arabica coffee. The coffee is cultivated on highly fertile land, free from rodent pests that typically affect coffee plants. The coffee produced by KTH Silih Asih exhibits a unique regional profile based on its cultivation area, locally referred to as "*Limow*." It is marketed under the label "Arabica Limow Lestari," reflecting both its origin and sustainable cultivation practices.

Adopting innovative tourism frameworks, such as edutainment tourism, offers a promising pathway for addressing these challenges. By merging educational and recreational components, edutainment tourism provides visitors with immersive opportunities to engage with coffee production processes while simultaneously supporting local farmers. Tourists gain a comprehensive understanding of coffee cultivation, processing, and preparation, fostering an enhanced appreciation for the expertise and effort involved.

METHOD

The stages of implementation are: first, preparing suitable coffee plantations with scenic landscapes and ensuring they are accessible to visitors. Selected locations must be equipped with essential infrastructure such as safe pathways, rest areas, and informative signage to enhance the tourist experience. There is some essential infrastructure as part edutainment coffee fun trip program such as, camping ground, toilet, pedestrian, etc. like below pictures:





Source: Private documentation, 2024 [5]

Figure 2. Camping Ground of Coffee Fun Trip

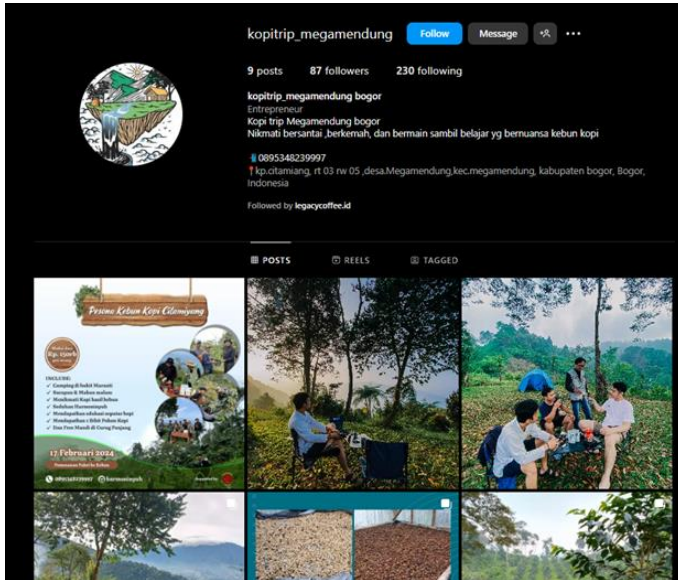
Second, preparing suitable coffee plantations with scenic landscapes and ensuring they are accessible to visitors. Selected locations must be equipped with essential infrastructure such as safe pathways, rest areas, and informative signage to enhance the tourist experience. There is some essential infrastructure as warehouse, roasting machine, guidance etc. like picture below:



Source: Private documentation, 2024 [5]

Figure 3. Some Material for Coffee Fun Trip

And the last, marketing efforts such as brochures and online promotion, will help attract visitors and raise awareness of the program. Instagram is one of all online promotion platforms is used to campaign coffee fun trip program such below picture showed:



Source: Instagram, 2024 [6]

Figure 4. Promotion Flyer of Coffee Fun Trip

RESULTS AND DISCUSSION

The implementation of the "*Coffee Fun Trip*" edutainment tourism initiative begins with the careful preparation of coffee plantations. There trip begin with activities at camping ground such as below picture showed:



Source: Private documentation, 2024 [5]

Figure 5. Camping Ground Activities of Coffee Fun Trip

Once the physical setup is completed, the next focus is designing activities that are both engaging and educational. Guided tours through the coffee plantations will provide visitors with insights into cultivation and harvesting techniques. Workshops can be organized to teach participants the processes of roasting, grinding, and brewing coffee using the available infrastructure and equipment.

Coffee tasting sessions will allow visitors to experience the unique flavor profile of Arabica *Limow Lestari*, enhancing their appreciation for locally produced coffee. To create a holistic experience, cultural performances and local culinary offerings can be integrated into the program, showcasing the region’s rich traditions and heritage. For these activities, resources such as roasting machines, harvesting tools, and brewing equipment must be procured and maintained. Additionally, coffee harvesting programs for guides and local farmers will ensure they can effectively communicate with and engage visitors such as below picture showed:



Source: Private documentation, 2024 [5]

Figure 6. Coffee Harvesting of Coffee Fun Trip

Marketing and promotion are critical to the success of the initiative. Offline efforts include designing brochures, posters, and flyers that highlight the program’s unique offerings, and partnerships with local tourism boards, travel agencies, and hospitality businesses to expand reach. Online campaigns, particularly on platforms like Instagram, are equally essential. Visually appealing posts and stories showcasing the activities, facilities, and visitor experiences can create excitement and attract coffee enthusiasts and adventure travelers. Hashtags like *#CoffeeFunTrip* and *#ArabicaLimowLestari* can boost visibility and engagement. Collaborations with influencers and digital advertisements can further enhance the program's appeal.



Source: Instagram, 2024 [6]

Figure 5. Promotion Flyer of Coffee Fun Trip at 2025

Finally, monitoring and evaluation will ensure the continuous improvement of the program. Feedback from visitors, collected through surveys or online reviews, will provide valuable insights into their experiences. Performance metrics such as visitor numbers, social media engagement, and revenue will be tracked to measure success. The insights gained will guide refinements in activities, facility enhancements, and adjustments to marketing strategies. By combining these elements, the "Coffee Fun Trip" program can effectively deliver an educational, entertaining, and sustainable experience while empowering local farmers and promoting cultural appreciation.

CONCLUSION

In conclusion, the "Coffee Fun Trip" initiative represents a comprehensive approach to integrating edutainment tourism with sustainable agricultural practices. By meticulously preparing coffee plantations with scenic and accessible locations, building essential and educational infrastructure, and fostering local community involvement, the program creates a foundation for meaningful visitor experiences. Through engaging activities such as guided tours, interactive workshops, coffee tasting sessions, and cultural showcases, participants can gain a deeper appreciation of coffee production while contributing to the livelihoods of local farmers.

Effective marketing strategies, both offline and online, ensure wide-reaching visibility and attract diverse audiences, while ongoing monitoring and evaluation enable continuous improvement. Ultimately, this initiative not only promotes regional coffee products like Arabica *Limow Lestari* but also empowers local communities, preserves cultural heritage, and fosters sustainable economic growth. The "Coffee Fun Trip" serves as a model for combining education, entertainment, and empowerment in tourism, offering benefits that extend well beyond its immediate participants.

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