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INCREASING THE SALES VALUE OF KEDIRI COFFEE THROUGH THE CREATION OF THE MOUNT WILIS ARABICA DRIP BAG PRODUCT

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Abstract

Indonesia, as one of the world's four coffee suppliers, has the potential to develop coffee cultivation and processing technology, given the still-open market. The slopes of Mount Wilis in Kediri Regency boast 45 hectares of coffee plantations that are still under development and do not yet produce sufficient quantities of coffee. Coffee farmers still live in poverty due to the relatively low selling price and also low production capacity. This community service effort focuses on adding value to Wilis Arabica coffee, creating the Wilis Arabica Drip product. This product can increase its selling price by up to 300% over its original price. *roasted beans*without special packaging. The active involvement of participants (farmer group members) in the training, enabling them to gain hands-on experience rather than simply listening to material, has a positive impact on their motivation to add value to the harvested coffee, turning it into high-value packaged coffee products.

Keywords: Community Empowerment, Value Added, Product Development

INTRODUCTION

Indonesia is a major coffee producer, occupying a significant position, with production estimated to reach approximately 10.9 million bags (60 kg) in 2024/25 according to the United States Department of Agriculture. This significant potential opens up opportunities for exports and diversification of value-added coffee products. Data from the Indonesian Central Statistics Agency (BPS) confirms the central role of smallholder plantations in coffee production, with approximately 774,960 tons of coffee produced in 2022, with a dominant contribution from smallholder farmers. On the other hand, the coffee sector faces structural challenges related to international price fluctuations and climate disruptions, leading to high price volatility throughout the supply chain. The FAO recorded a nearly 40% surge in coffee prices in 2024 due to supply disruptions and adverse climate conditions. For Indonesian smallholder farmers, this volatility means uncertain incomes and challenges in business planning, especially when the majority of production is still sold as raw cherries without further processing.

At the local level, Kediri Regency demonstrates potential for specific coffee production,

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one example being the development of Arabica coffee in Jugo Village, Mojo District. The challenges faced include farmers' limited technical skills in post- harvest processing and value-added product development. They lack knowledge of quality, drying, sorting, or the formulation of finished products such as processed ground coffee, specialty coffee, cold brew, and so on, making it difficult for farmers to obtain premium selling prices.

Coffee is a leading commodity in Kediri Regency. Coffee development centers are on the slopes of Mount Kelud, Mount Wilis, and Mount Anjasmoro. The largest Arabica production is on the slopes of Mount Wilis, specifically in Mojo District, Jugo Village, where the majority of the crop is Robusta. Arabica has been developed in the past five years. Coffee plantations are supported by beautiful natural conditions, making them a potential tourist destination. This area has been designated as an agropolitan center and a neighborhood-scale socio-economic service center, as outlined in the Kediri Regency Regional Development Work Plan (RKPD). Coffee agro-ecotourism was initiated by the regency government in 2022. In addition to infrastructure, a coffee festival is held annually to build collaboration from upstream to downstream and strengthen the coffee industry. *branding* Local coffee. The coffee product in this region is known as "Kopi Wilis" which has local uniqueness and characteristics (*local speciality*).

Wilis Coffee has been managed and sold as a raw product because the farmer group still has the final product in the form of*greenbeans*/OC for direct sale to buyers. Wilis coffee consists of Robusta and Arabica varieties. Both Robusta and Arabica are supplied by the Margi Mulyo Farmers Group. The group consists of 47 farmers, 3 production staff, and 3 administrators.

The coffee cultivation area covers 45 hectares with an average productivity of 1 ton of Arabica coffee cherries per harvest. All members have a junior high school education. The capital is the farmers' own. In general, farmers still sell their harvest in the form of cherries (fresh coffee beans) that have not been processed to farmer groups at a price of IDR 15,000.00 per kilogram. The harvest value of all members of the Margi Mulyo farmer group in the 2025 harvest season is approximately IDR 15,000,000.00, as stated by Priyo Darmadi, Head of the Margi Mulyo Farmer Group. Coffee farmers on the slopes of Mount Kelud Jugo admitted that they cannot yet make coffee their main crop to support their living needs due to the small income due to low harvest capacity. However, Wilis coffee is one of Kediri Regency's superior products that is in high demand in the market and is a source of income for local residents (Luthfiana*et al* 2022).

IMPLEMENTATION METHOD

This community service implements*appreciative inquiry*to optimize the impact of mentoring and training for the Margi Mulyo Jugo Mojo farmer group in Kediri Regency.*Appreciative inquiry*as a collaborative organizational approach to generate a positive vision focusing on potential, strengths, and good things including experiences and dreams for the future through four processes, namely*Discover, Dream, Design,* And *Destiny* (Cooperrider, 2013). This method is considered capable of creating*engagement* empowered by positioning the community as development leaders, prioritizing positive aspects, using a narrative-like exploration method, and inclusively ensuring community involvement to

accommodate local values (Yudarwati, 2023). The 4D cycle has proven successful in increasing active participation by participants, leading to their willingness to integrate them into non- formal education activities (Wahyuni, *et al* 2025).

Capacity building for farmers in an effort to increase the selling value of Wilis Arabica coffee through product diversification. The stages implemented in the 4D framework are:

Discover

Initial identification was conducted by visiting Jugo Village, Mojo District, Kediri Regency, with the head and members of the Margi Wilis farmer group, and inspecting the coffee plantations and the group's harvest. Discussions and stories from farmers revealed the high demand for Wilis coffee, but not all consumers felt satisfied with the quality and quantity of the available product. Farmers independently harvest their produce in the form of fresh cherries and sell them directly at a relatively low price of IDR 15,000 per kilogram. The farmer group, as the cherry buyers, then centrally processes the coffee beans and sells them to consumers. At this stage, it is understandable that the high demand for Wilis coffee does not translate into a decent income for coffee farmers because they do not have a high-value product.

Dream

Members of the Margi Mulyo Farmers Group hope to increase their income from selling their coffee harvest, thereby improving the standard of living of farmers and their families.

Design

The results of field reviews and discussions with stakeholders as well as suggestions from coffee industry practitioners, a design for capacity building for farmers to increase the selling value of coffee by creating Drip Arabica Wilis products with a target of increasing income from coffee by up to 100%.

Destiny

Drip Arabica Wilis is projected to be produced and marketed first through the Margi Mulyo Farmers Group, it is hoped that in the future other packaged products will emerge from farmers independently after participating in the drip bag product creation training. The drip bag product creation training begins with analyzing new product businesses, preparing activity concepts, preparing equipment and materials, implementing, evaluating activities, and preparing activity reports. The result of this community service is a new product, Arabica Wilis, in drip bag packaging, which has an increased selling value compared to the price of cooked coffee. *(roasted beans)* which is not drip packed.

RESULTS AND DISCUSSION

This community service activity carries the mission of increasing farmer empowerment, enabling them to increase their income from the sale value of their coffee harvest. An entrepreneurial spirit is crucial to foster within the farming community, encouraging them to generate higher incomes from their harvests, creating jobs, and creating an empowered community (Yowono*et al* 2024). The activity concept is implemented as a one-day training, which begins with participants listening to a presentation on increasing the selling value of coffee through drip bag products, followed by a discussion, an explanation of the coffee-making stages, and ending with a practical exercise closely linked to long-term entrepreneurial goals.

Ripe Arabica coffee, either ground or whole beans, is priced around Rp 250,000 per kilogram. A business analysis was conducted in the creative design of the Wilis Drip Arabica product, with the following basic production assumptions:

Table 1. Basic Production Assumptions

Basic Production Assumptions	Amount (Rp)	Unit
Production capacity per month	1.000	pcs
Coffee Weight per drip	10	gr
Selling Price per Pack	10.000	rupiah

Source: Processed Data, 2025

This training is designed to enable farmers to produce 1,000 packages of Drip Arabica Wilis per month, assuming the coffee weighs 10 grams per package and the selling price is Rp 10,000.00 per package. The total weight of ripe coffee required for this training is 10 kilograms. *roasted beans*. The calculation of production costs includes variable costs and fixed costs as follows:

Table 2. Production Cost Calculation

Production cost			
Variable Costs	**Unit**	**Price/Unit (Rp)**	**Total (Rp)**
Roasted Arabica coffee beans (kg)	10	225.000	2.250.000
Filter drip bag	1000	700	700.000
Outer sachet	1000	1.500	1.500.000
Labels/stickers	300	1.000	300.000
Total variable costs /month			4.750.000
Total variable cost /pcs			**4750**
Fixed costs	**Unit**	**Price/Unit (Rp)**	**Total (Rp)**
Electricity & water	1	200.000	200.000
Workforce	1	1.000.000	1.000.000
Depreciation of equipment	1	200.000	200.000
Permits (divided by average per month)	1	50.000	50.000

Total fixed costs /month	1.450.000
Total fixed cost /pcs	**1450**

Source: Processed Data, 2025

Production costs include all costs in terms of money, goods and services required to produce a product (Harefa*et al* 2022). This community service project uses the full costing concept, which calculates production costs including raw materials, direct labor, and both variable and fixed costs (Suratiyah, 2015). Variable costs include the main raw materials, namely Arabica Wilis rasted beans, filter drippers, outer packaging sachets, and product sticker labels. Fixed costs include electricity and water costs, one month's labor, equipment depreciation, and permits. Once production costs are known, revenue and profit are calculated as follows:

Table 3. Calculation of Revenue and Profit

Income & Profit Calculation	Amount
Total production	1000 unit
Total sales	Rp.10.000.00
Total variable costs	Rp.4.750.000
Total fixed costs	Rp.1.450.000
Total cost	Rp.6.200.000
Net profit	Rp.3.800.000

Source: Processed Data,2025

The results of the calculation of revenue and profit show that with a total production of 1000 packages, the sales revenue is worth Rp 10,000,000.00. Net profit is obtained from total income minus total costs, resulting in a net profit of Rp 3,800,000.00. Next, a business feasibility analysis is carried out as shown in Table 4:

Table 4. Feasibility Analysis

Feasibility Analysis	Amount
BEP Unit	276 pcs
Fixed Cost ÷ (Selling Price – Variable Cost)	
Rupiah Break Even Point	Rp.2.760.000
BEP Unit × Selling Price	61.30%
ROI	52.50%
(Net Profit ÷ Total Cost) × 100%	
Profit Margin per unit	
(Selling Price – Variable Cost) ÷ Selling Price × 100%	

Source: Processed Data,2025

Break Even Point (BEP) analysis is conducted to determine the break-even point, which describes a situation where neither profit nor loss is made (Kusumawardani & Alamsyah, 2020). BEP is achieved when total revenue equals total costs (Anderson, 2019).*et al* 2019). The Break Even Point (BEP) for the Wilis Arabica Drip product was achieved at 276 units.

This means that the overall production costs have reached the break-even point after selling 276 drip packs, so the sales of the next 724 packs are considered profit. The increase in sales value was calculated to determine the potential for further development of this product and its appropriateness to achieve the goal of increasing the sales value of Wilis Arabica coffee. The calculation of the increase in sales value is shown in Table 5.

Table 5. Increase in Sales Value

Increased sales value	Amount
Price of raw materials for 10 kg of roasted beans	Rp. 2.500.000
New selling price for 10 kg of roasted beans in drip bag form	Rp.10.000.000
Percentage increase in value	**300%**

Source: Processed Data, 2025

The results of calculations and analysis have been obtained and it can be concluded that the creation of the Drip Arabica Wilis product is feasible considering the percentage increase in value from raw materials. *roasted beans*becoming a new product in drip packaging increased by 300%, exceeding the initial target of 100%.

Figure 1. Wilis Arabica Drip Product Creation Training
Source: personal documentation, 2025

The training began with a presentation on production management and business development opportunities in the Indonesian coffee industry. At this stage, farmers were given a previously agreed-upon business analysis of the Wilis Arabica Drip Bag. After the theoretical part was completed, the group members were provided with technical instructions for making drip bags, followed by practical demonstrations.

Figure 2. Drip Arabica Coffee Making Process
Source: personal documentation,2025

The process of packaging coffee into drip bags begins with grinding. *roasted beans* into a coarse powder (standard filter). The coarsely ground coffee is then put into a drip pack weighing 10 grams of ground coffee, then closed using *impulse sealer* to ensure the dripper is tightly closed. The final stage is packaging the product into full-print sachets designed by the team. Proper packaging plays a crucial role in maintaining the freshness of coffee beans and preventing quality degradation during storage. With proper packaging, the shelf life of coffee beans can be extended without losing flavor, allowing the coffee to stay fresher for longer (Setiyono.*et.al* 2025).

Figure 3. Design of Arabica Wilis Kediri Drip
Source: personal documentation,2025

Training on more attractive coffee product packaging is carried out so that farmers can make efforts to provide added value to their coffee products while simultaneously fostering an

entrepreneurial spirit (Dinnullah *et.al* 2022) (Meirezaldi, *et.al*. 2022). This training aims to assist the community in implementing post-harvest processing technology as a diversified coffee product. The success of this training is measured by increased knowledge, skills, and interest in coffee candy products. Discussions and practical candy-making activities demonstrated the increased knowledge and skills gained (Made Gendis, *et. al*. 2024).

The Wilis Drip Arabica product creation training successfully attracted the enthusiasm of coffee farmers who are members of the Margi Mulyo farmer group because it implemented a hands-on, practice-based education concept. *(hands on)* and not just watching but doing. Coaching in the form of training can also be diversified with new innovations, such as training on coffee bean processing and packaging of processed coffee products to increase sales value (Prastyo Adji et.al, 2021). In line with the riset result (Widyadhana et.al., 2024), the aim of training is to create competent human resources in their respective fields, Barista skills training is a government effort to provide opportunities for people in need of additional education, with the aim of creating a generation capable of working in the world of coffee.

At the end of the training session, farmers remained enthusiastic and actively discussed the project of creating drip bag products with their own brand (not with a farmer group). This is a positive indicator that farmers have the hope of adding value to their coffee harvest to increase its selling price. The application of post-harvest technology in the coffee peeling process can not only increase coffee production but also create business opportunities that lead to increased income (Solikin dan Wicaksono,2022). Increased productivity is demonstrated by the production of ready-to-sell coffee products, increased added value, and competitiveness compared to similar products (Handoyo, *et.al*. 2024).

The evaluation of the Drip Arabica Wilis product creation training activity resulted in several notes, including the aspirations of farmers to receive assistance and design facilitation to the creation of packaging for individual farmers as well as complete production equipment and permits so they can sell finished products in the wider market. Collaboration between various parties outside farmer groups, such as village, sub-district, and regional governments is expected to synergize to help sell Drip Arabica Wilis products rather than selling in the form of green beans considering that the price obtained by farmers will be higher if the coffee is sold in the form of packaged coffee. The marketing strategy for Drip Arabica Wilis still needs to be designed and carried out through market research and segmentation to optimize long-term sales in further research.

CONCLUSION

The community service program (PKM) of the Postgraduate lecturer team of Kadiri Islamic University with the Margi Muloyo farmer group partner in order to increase the selling value of Wilis Arabica coffee products through the creation of the Wilis Arabica Drip product was implemented well with the results of achieving an increase in coffee value of up to 300%. The active involvement of participants (farmer group members) in the implementation of the training so that they gain direct experience and not only listen to the material has a positive impact on the motivation to strive to add value to the harvested coffee to be made into high-value packaged coffee products.

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