

ARTICLE SOCIAL CAPITAL-BASED COFFEE FARMERS' CAPACITY DEVELOPMENT

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ABSTRACT

Semende Darat Ulu (SDU) District is a major center for robusta coffee production in Muara Enim Regency, South Sumatra. However, this potential has not been fully utilized due to low post-harvest quality, price fluctuations, and the dominance of middlemen in the trade chain. This conceptual research aims to design a social capital-based coffee farmer capacity development model as a more sustainable alternative approach compared to conventional technical programs. Using a sociological approach, this research identifies and capitalizes on Semende's social networks, trust relationships, collective norms, and local customary values, including the Tunggu Tubang system, as the foundation for strengthening farmer capacity. The developed intervention model combines mentoring and participatory training to encourage collective behavioral change. The research results in a draft integrated implementation model titled "Shared Coffee Barn and Custom-Based Quality Control Unit," which integrates the strengthening of social norms, post-harvest technical standardization, and collective marketing schemes. The discussion shows that technical capacity building will only be effective and sustainable if it is linked to the strengthening of existing social institutions within the community. This model concludes that social capital plays a strategic role in strengthening farmers' bargaining power and promoting long-term welfare.

Keywords: Capacity development; social capital; coffee farmers; Semende; community empowerment.

INTRODUCTION

Coffee is a key commodity that shapes the economic structure and social identity of the people of Semende Darat Ulu (SDU) District, Muara Enim Regency. This area is listed as one of the most important robusta coffee centers in South Sumatra, with a land area of 2,836 hectares (Kusumaningrum et al., 2024). SDU's contribution to the regency's coffee production is also significant; in 2021, the area contributed approximately 11.19% of Muara Enim Regency's total coffee production, or approximately 3,087.7 tons (Purwanto et al., 2023). However, despite this potential, coffee farmers in SDU still face various structural issues that hinder their welfare.

Several key issues identified include poor post-harvest quality due to the practice of selling unsorted coffee without sorting or fermentation (Rahmah et al., 2022), weak bargaining power in the trade chain due to dependence on middlemen who control prices and access to financing, and production fluctuations influenced by climate change and traditional plantation management. Various capacity-building programs that have been implemented tend to focus on technical extension, making them ineffective because they fail to consider deeply rooted social structures and customary values (Mormina, 2019). However, the Semende community possesses strong social capital, reflected in the *Tunggu Tubang* custom, kinship structures, religious groups, and community networks, which have the potential to serve as a basis for strengthening farmer institutions (Sutomo et al., 2024).

The literature review indicates that social capital-based farmer capacity development has a strong empirical basis. Mare & Siburian (2023) study confirmed that social capital plays a role in increasing community collective effectiveness. Research by Chaudhuri et al. (2021) demonstrated that social norms and networks strengthen the sustainability of agricultural practices. Research in the coffee sector by Prayitno et al. (2025) demonstrated that trust-based farmer groups improve production quality and efficiency. Recent research by Sulaiman et al. (2022) further suggests that an empowerment model based on local wisdom can improve trade systems and reduce dependence on middlemen.

However, no research has specifically designed a coffee farmer capacity development model that integrates Semende social capital—particularly the *Tunggu Tubang* tradition—into post-harvest quality improvement mechanisms and collective marketing. This research gap highlights the need for an approach that emphasizes not only technical aspects but also optimizes the strength of local social institutions. The novelty of this research lies in the integration of Semende custom-based social capital into the design of a conceptual, structured, and applicable coffee farmer capacity development implementation model.

Based on the description, the aim of this study is to design a social capital-based coffee farmer capacity development model in Semende Darat Ulu District that is able to strengthen production quality, improve bargaining position, and encourage sustainable farmer welfare through the utilization of local social norms, networks, and institutions.

RESEARCH METHODS

This study employed an action research approach, emphasizing collaboration between researchers and the community to generate measurable social change. This approach was chosen because it aligns with the research's focus on developing the capacity of coffee farmers through strengthening social capital. The activity design included two main interventions: mentoring (intensive assistance) and participatory training, designed to foster collective learning throughout the coffee production cycle (Ceballos Sierra et al., 2023). The research focused on coffee farmers in Semende Darat Ulu District (SDU), focusing on leveraging bonding, bridging, and linking social capital in building a community-based institutional model. The research location was three hamlets in the coffee production center in SDU, targeted for the implementation of the "Shared Coffee Barn" model.

The main materials and tools used included social mapping instruments, Focus Group Discussion (FGD) guides, baseline-endline survey questionnaires, documentation tools, coffee technical training materials (drying racks, sorting facilities), and barn administration forms. Data collection techniques were combined, encompassing participant observation, FGDs, in-depth interviews, quantitative surveys, and field documentation. The operational definitions of the variables consist of: (1) social capital (bonding, bridging, linking), measured through levels of trust, networks, and collective norms; (2) technical capacity, as measured by the adoption of standard post-harvest practices; and (3) farmer bargaining power, as measured by collective marketing mechanisms and selling price differences.

The research process was divided into three stages: planning, implementation, and monitoring and evaluation. The first stage included mapping social capital through participant observation and focus group discussions (FGDs), participatory needs analysis, and formulating collective strategies based on the results of this mapping. The second stage included implementing technical and institutional programs through on-farm training, building drying rack demonstration plots, establishing a Joint Coffee Barn (Lumbung Kopi Bersama), and strengthening customary norms and institutions. The third stage focused on collective marketing, assessing program impact, and compiling a final report. Data analysis used a mixed methods approach: qualitative analysis through thematic coding to understand the dynamics of social capital and changes in collective behavior, and descriptive-comparative quantitative analysis to measure changes in selling prices, collective volume, and the level of adoption of technical practices (Kurtaliqi et al., 2024).

Table 1. Program Planning, Financing, and Timeline ("Lumbung Kopi Bersama" Model)

No.	Program Stage	Detailed Activities	Success Indicators (Output)	Time Frame (Months)	Estimated Cost (Rp)	Resources
I	PLANNING & NORM STRENGTHENING			Months 1–3	20,000,000	
1.1	Coordination & Social Mapping	Meetings with local government and village heads; FGD for mapping bonding/bridging/linking capital	Permits and support obtained; Social capital identified	Months 1–2	8,000,000	Research Team, Local Partners
1.2	Phase 1: Collective Norm Initiation	Traditional deliberation involving <i>Penunggu Tubang</i> ; Establishment of internal Quality Control Teams (QCT)	New collective norms on quality established; Three QCTs formed across three hamlets	Month 3	12,000,000	Research Team, Traditional Leaders, Facilitators
II	PROGRAM IMPLEMENTATION (TECHNICAL & COFFEE BARN)			Months 4–9	45,000,000	
2.1	Phase 2: Technical Implementation	On-farm training (red-cherry picking, proper drying); Establishment of collective drying-rack demonstration plots	At least 30% of participating farmers adopt red-cherry picking; Collective drying facilities available	Months 4–6	15,000,000	Agricultural Extension Officers, Coffee Practitioners (Baristas)
2.2	Phase 2: Implementation of the "Joint Coffee Barn"	Establishing one barn point per village; Training on barn management (sorting, grading, simple warehouse receipt system)	Joint Coffee Barn operational; Administrative recording system functioning	Months 7–9 (Harvest Season)	30,000,000	Research Team, Logistics Experts, Farmer Group Administrators
III	COLLECTIVE MARKETING & EVALUATION			Months 10–12	15,000,000	
3.1	Phase 3: Collective Marketing	Branding & storytelling (Semende Coffee); Sending samples & conducting Business Matching sessions	At least one batch (5–10 tons) of barn coffee sold to formal buyers	Months 10–11	10,000,000	Research Team, Marketing Practitioners
3.2	Monitoring & Impact Evaluation	Distribution of proceeds (transparency); End-line survey (increase in selling price)	Impact evaluation report; Transparency of benefit distribution	Months 1–12	5,000,000	Research Team
Total			12 Months	80,000,000		

The table outlines the overall program planning, financing, and implementation timeline for the 12-month Joint Coffee Barn Model, which is divided into three main phases: planning and strengthening norms, technical and institutional implementation, and collective marketing and

evaluation. In the first phase (months 1–3), activities focused on coordination, social capital mapping, and the initiation of collective norms through customary deliberations and the formation of a Quality Control Team. The second phase (months 4–9) included post-harvest technical training, the construction of collective drying facilities, and the implementation of the Joint Coffee Barn, along with training in barn management. The third phase (months 10–12) included collective marketing activities, branding, sending samples to potential buyers, and monitoring and evaluating impacts through surveys and transparency reports on profit sharing. Overall, the program required a budget of IDR 80,000,000 and involved various resources, including a research team, customary leaders, agricultural extension workers, logistics experts, and marketing practitioners.

RESULTS AND DISCUSSION

RESULT

This section presents the program implementation plan, which has been developed as an integrated strategy adapted to the socio-cultural context of the Semende community. Unlike previous approaches that separated the three programs, this design places all activities within a single collective framework: the "Shared Coffee Barn and Custom-Based Quality Control Unit." The strategy is based on the principle that strengthening social capital (bonding, bridging, and linking capital) must go hand in hand with increasing farmers' technical capacity. Therefore, the modules and implementation stages are designed to be contextual, visual, and collectively oriented. The modules use local languages whenever possible, incorporate case studies of the Tunggu Tubang tradition, and include practical instructions on techniques for picking red fruit and constructing rice trellises. Each technical session concludes with a collective action session to strengthen shared commitment. The operational design is summarized in Table 2 below, which describes the strategic stages, sociological approach, modules, target actors, and program implementation methods.

Table 2. Implementation Design, Strategic Stages, and Modules

Strategic Stage	Sociological Strategy	Modules Used	Target Actors	Implementation Methods
Stage 1: Initiation & Strengthening of Collective Norms	Capitalizing on bonding capital (trust) and customary structures (Tunggu Tubang). Creating positive social pressure.	- Module 1: Leadership & Collective Norms. - Module 2: The Role of Customary Institutions in Maintaining Quality.	Traditional Leaders, Religious Leaders, <i>Perempuan Penunggu Tubang</i> (Tunggu Tubang Women), Core Farmers.	- Customary Deliberation (<i>Musyawaharah Adat</i>). - FGD for Establishing the "Quality Control Team" (QCT).
Stage 2: Technical Implementation of the "Collective Coffee Barn"	Building bridging capital (networking among farmers). Standardization based on trust & internal social control.	- Module 3: Practical Post-Harvest Standards (Red-Cherry Picking, Raised Drying). - Module 4: Barn Management & Simple Warehouse Receipt.	Farmer Group Members, Quality Control Team (QCT), Barn Managers.	- On-farm training (practical). - Establishment of barn centers. - Simulation of internal recording & grading.
Stage 3: Integrated Collective Marketing	Developing linking capital (vertical networks) from middlemen to formal buyers. Building a collective brand.	- Module 5: Cost of Production (CoP) Calculation & Collective Negotiation. - Module 6: Storytelling & Branding (Semende Coffee).	Barn Managers (Marketing Team), Facilitators.	- Branding workshop. - Sample sending & business matching. - Assistance in transparency & distribution of profits.

The table illustrates a three-stage integrated strategic plan for developing social capital-based coffee farmer capacity, from establishing collective norms and enhancing technical skills to integrated marketing. The first stage focuses on activating bonding capital through the Tunggu Tubang customary structure to create positive social pressure for quality practices, facilitated through leadership modules and collective norms, as well as customary deliberations. The second stage

focuses on strengthening bridging capital by building networks among farmers through applicable post-harvest standards and collective barn management, implemented through practical training and quality recording simulations. The third stage utilizes linking capital to connect farmers with formal buyers through branding, collective negotiation, and strategic marketing based on the Semende coffee identity. Across these three stages, the table demonstrates how each strategy, module, target actor, and implementation method are synergistically structured to strengthen both the technical and social institutional capacities of farmers.

Strategy Stages Sociological Strategy Modules Used Target Actor Implementation Method

Stage 1 : Initiation & Strengthening Collective Norms Capitalizing on bonding capital (trust) and customary structures (tunggu tubang). Creating positive social pressure. - Module 1: Leadership & Collective Norms. - Module 2: The Role of Custom in Maintaining Quality. Traditional Leaders, Religious Leaders, Women Tunggu Tubang, Core Farmers. - Customary Deliberation. - Focus Group Discussion (FGD) Establishing a "Quality Control Team" (TKK).

Stage 2 : Technical Implementation of the "Shared Coffee Barn" Building bridging capital (networks between farmers). Trust-based standardization & internal social control. - Module 3: Applicable Post-Harvest Standards (Red Picking, Drying on the Floor). - Module 4: Barn Management & Simple Warehouse Receipt. Farmer Group Members, Quality Control Team (TKK), Barn Administrators. - On-farm training (practical). - Establishment of a central granary. - Internal recording and grading simulation.

Phase 3 : Integrated Collective Marketing: Developing linking capital (vertical networks) from middlemen to formal buyers. Building a collective brand. - Module 5: COGS Calculation & Collective Negotiation. - Module 6: Storytelling & Branding (Semende Coffee). Granary Management (Marketing Team), Mentors. - Branding workshop. - Sample delivery & Business Matching. - Transparency and distribution support.

The implementation results are then broken down into three core phases. In Phase 1, strengthening collective norms became the foundation of the program. Traditional deliberations served not only as a forum for socialization but also as a space to build a shared commitment that substandard coffee harms the dignity of the Tunggu Tubang community. The formation of a Quality Control Team (TKK) based on the Tunggu Tubang women's network became a strategic element in ensuring quality standards were implemented through educational mechanisms, not punishment. In Phase 2, the strategy shifted to standardizing post-harvest technical processes through an adaptive and non-coercive approach. Minimum standards—picking red coffee and drying the base—were established as a realistic initial step, while the Joint Coffee Barn mechanism enabled volume and quality consolidation through a simple, easily understood warehouse receipt system for farmers. In Phase 3, the collective marketing phase leveraged linkage capital to strengthen the group's bargaining position. Barn administrators managed large stocks of uniform quality, enabling them to negotiate with formal buyers without relying on middlemen. The branding process, sample delivery, and transparent distribution of produce strengthened trust among members and initiated a new collective economic cycle.

Evaluation of program implementation was conducted in two directions to maintain adaptability. In addition to the formal focus group discussions (FGDs) at the end of the program, field facilitators collected feedback through daily logbooks as an organic monitoring mechanism. The evaluation results indicated that simplifying administration, particularly the warehouse receipt system, was crucial for maintaining transparency and trust. Therefore, this iterative implementation design ensured the program remained responsive, inclusive, and aligned with the social values of the Semende community.

Discussion

The implementation results of the "Joint Coffee Barn and Custom-Based Quality Control Unit" program demonstrate that a social capital-based strategy is more effective in creating collective behavioral change among Semende coffee farmers than a purely technical approach. These findings confirm that strengthening collective norms early on is a crucial foundation for increasing farmer commitment to quality standards. Through customary deliberations and the involvement of women in the Penunggu Tubang (Tubang Guardians), positive social pressure was created, encouraging farmers to reduce the practice of selling substandard coffee. These results align with bonding capital

theory, which states that networks based on emotional closeness can strengthen adherence to shared norms.

The technical implementation phase demonstrated that the establishment of the Joint Coffee Barn facilitated collective standardization of post-harvest processes. The implementation of mandatory red picking and mandatory drying of the base, supervised by the Quality Control Team (TKK), has been shown to improve quality consistency and minimize variation among farmers. These findings are consistent with research by Baidhe et al. (2024) and Pangestu & Habib (2024), which demonstrated that village granary centers improve commodity quality through internal oversight. Furthermore, granary management simulations and simple warehouse receipt recording can build transparency and trust, essential prerequisites for collective action in the post-harvest value chain.

The collective marketing phase improves farmers' bargaining power due to consolidated volume and uniform quality (Ahoudjo, 2025; Grgic, 2024). This approach has proven effective in reducing dependence on middlemen and opening access to formal buyers. These results align with the findings of Abdul-Rahaman & Abdulai (2020), who explained that collective marketing can increase commodity selling prices by 15–25% in the smallholder plantation sector. Furthermore, the use of local identity-based storytelling enhances the added value of Semende coffee, as demonstrated by Fitriani et al. (2020) study on robusta coffee brand development in Lampung.

Three similar studies support this interpretation of these findings. First, research by Ding et al. (2025) shows that customary-based social capital accelerates the adoption of post-harvest innovations in coffee communities in Toraja. Second, research by Rahmadi et al. (2021) found that the establishment of an internal quality control unit improves production sustainability and quality consistency in cocoa farmer groups in Southeast Sulawesi. Third, a study by Pacana & Czerwińska (2023) demonstrated that a collective marketing strategy through village granaries can increase value chain efficiency and reduce dependence on middlemen by more than 40%. These three studies confirm that the success of the program depends heavily on the alignment between technical strategies and strengthening social institutions.

The main contribution of this research lies in the integration of three social capitals—bonding, bridging, and linking capital—into a collective robusta coffee quality and marketing scheme. This research not only develops a technical post-harvest approach but also designs social mechanisms and customary institutions as instruments for quality control and benefit distribution. This approach offers a hybrid model that can be replicated in other agrarian communities with strong customary structures or social norms.

For future research, several important recommendations are made. First, quantitative measurements of economic impacts, such as increased farmer household income, coffee price stability, and supply chain efficiency before and after the intervention. Second, follow-up studies should include an analysis of institutional sustainability, particularly regarding the long-term dynamics of the role of women in the Penunggu Tubang. Third, it is recommended to explore the integration of simple digital technologies (e.g., mobile recording or traceability tools) to strengthen the transparency of the granary and increase the competitiveness of Semende coffee in the national and international premium markets. Thus, this research can serve as a starting point for developing a more comprehensive and sustainable social capital-based farmer empowerment model.

CONCLUSIONS

The potential for robusta coffee in Semende Darat Ulu District, Muara Enim Regency, is enormous, but has not been optimally managed, impacting farmer welfare. The main issues are not merely technical, but also structural and social, namely weak bargaining power and low quality due to dependence on conventional trade chains. The capacity development model proposed in this conceptual article places social capital at the epicenter of intervention. This model is realized through an integrated collective strategy called "Joint Coffee Barn and Custom-Based Quality Control Unit." This strategy simultaneously strengthens (1) bonding capital through the creation of new, custom-based quality norms and internal social control (TKK); (2) bridging capital through post-harvest centralization in the joint barn; and (3) linking capital through organized collective marketing that cuts out the chain of middlemen. The sustainability of this program is not measured by the amount of technology adopted, but by the strength of the farmers' social institutions (the Coffee Barn) in facing market challenges independently and fairly.

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