



## Empowerment Coffee Farmers in Kemiri Village Through Actors Theory Based on Pentahelix Model

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**Abstract:** The purpose of this study was to analyze the application of coffee farmer community empowerment through ACTORS theory based on the Pentahelix model as economic optimization of Kemiri Village, Panti District. Jember Regency is famous for its natural wealth, one of which is coffee plantations scattered throughout the region. Panti District is one of the coffee-producing areas and is included in the top 5 coffee producers with a potential harvest area of 149.70 with total coffee production in 2020 of 121.95 quintals (BPS Jember, 2021). One of the villages that have the potential for coffee is Kemiri Village. However, the existing potential has not been able to improve the standard of living of the community, especially coffee farmers (observation results, 2022). This problem can certainly be overcome and has relevance through ACTORS Theory and Pentahelix models which can be implemented for Kemiri Village coffee farmers. This research was conducted using a qualitative type with purposive and snowball sampling. The primary data was obtained through interviews and direct observation of the object of research. Secondary data is indirect data obtained from publications, documentation, journals. Through this research, it is hoped that researchers will be able to analyze the application of community empowerment for coffee farmers to be able to support the economy of the local community.

### Article History:

Received on 6 Apr 2022

Revised on 15 Jun 2022

Accepted on 8 Jul 2022

Doi: 10.37479

### Indexing:

Google Scholar; Portal Garuda; Crossref; SINTA 5 (Science And Technology Index)

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**Keywords:** ACTORS; Coffee; Community Empowerment; Kemiri Village; Pentahelix

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## INTRODUCTION

Currently, the world community has entered a new era, namely the era of society 5.0. In his research, Fukuyama (2018: 48) states that society 5.0 is an informational society built on society 4.0 to realize equality in the welfare of people in the world. The main goal of society 5.0 is to create a high quality of community life that can be enjoyed optimally through economic growth and technological development. By the main objective of society 5.0, economic growth is one of the factors that can create community welfare. This is in line with the research conducted by Siregar and Wahyuniarti (2007:37), namely the impact of economic growth on reducing the number of poor people shows that growth has a significant effect on reducing poverty. Society 5.0 is a strategy created by the Japanese state to create a human-centered social environment, namely economic development. The key to implementing society 5.0 is the combination of cyberspace with the real world (physical space) to produce quality data that can create value and new solutions to solve problems (Fukuyama, 2018:48). In line with this, Rojas, et al (2021:1) explain the purpose of the concept of society 5.0, namely to solve social problems from a new perspective with aspects and technologies that are interconnected and join the super-intelligent society, Big data, the Internet of Things. (IoT), Artificial Intelligent (AI) and community services also integrate and provide digital and physical infrastructure for humans. The implementation of society 5.0 can be illustrated in the research of Latumahina, et al (2021:139) who empowered the community in developing the potential of copper craftsmen through digital media (ebooks and videos).

Based on field observations made or researchers observation, Kemiri Village itself has two important institutions that hold power in coffee processing, namely the Farmers Group Association (Gapoktan) and the Jember Coffee Center (JCC) where JCC is a place for processing, packaging, and marketing coffee that has been carried out in a modern way. . Even though there are Gapoktan and JCC, both of them have not contributed enough to raise the standard of living and welfare of the Kemiri Village community. The data was obtained directly through direct observation of the object of research as well as conducting interviews with several relevant stakeholders. Through field observations conducted in Kemiri Village by researchers, some coffee farmers cannot do coffee processing independently. This requires coffee farmers to sell their harvests to coffee middlemen, in other words, they cannot process and produce coffee into finished products that are worthy of sale, so there needs to be provision and empowerment for coffee farmers to improve their standard of living and welfare. The development of technology and utilization in meeting needs with available facilities is also the impact of society 5.0 (Mumtaha&Khoiri, 2019:60). However, this is not the case for coffee farmers in the Kemiri Village area, Panti District, Jember Regency. As the fifth largest producer of coffee production in Jember Regency, Panti District has a harvested area of 149.70 with total coffee production in 2020 of 121.95 quintals (BPS Jember, 2021:333).

Table 1. Harvest Area, Average Production, and Total Coffee Production by District in Jember Regency

| District<br>(1) | Harvesting Area (Ha) |           |              |              | Productivity<br>(6) | Production<br>(7) |
|-----------------|----------------------|-----------|--------------|--------------|---------------------|-------------------|
|                 | TBM<br>(2)           | TM<br>(3) | TT/TR<br>(4) | Total<br>(5) |                     |                   |
| Kencong         | -                    | -         | -            | -            | -                   | -                 |
| Gemukmas        | -                    | -         | -            | -            | -                   | -                 |
| Puger           | -                    | -         | -            | -            | -                   | -                 |
| Wuluhan         | -                    | -         | -            | -            | -                   | -                 |
| Ambulu          | -                    | -         | -            | -            | -                   | -                 |
| Tempurejo       | -                    | 15,00     | -            | 15,00        | 0,80                | 12,00             |
| Silo            | 239,14               | 1314,30   | 579,56       | 2133,00      | 0,60                | 788,58            |
| Mayang          | 18,50                | 21,50     | 5,50         | 45,50        | 0,82                | 17,57             |
| Mumbulsari      | -                    | 50,00     | -            | 50,00        | 1,00                | 50,00             |
| Jenggawah       | -                    | -         | -            | -            | -                   | -                 |
| Ajung           | -                    | -         | -            | -            | -                   | -                 |
| Rambipuji       | -                    | -         | -            | -            | -                   | -                 |
| Balung          | -                    | -         | -            | -            | -                   | -                 |
| Umbulsari       | -                    | -         | -            | -            | -                   | -                 |
| Semboro         | -                    | -         | -            | -            | -                   | -                 |
| Jombang         | -                    | -         | -            | -            | -                   | -                 |
| Sumberbaru      | 10,00                | 744,00    | -            | 754,00       | 0,70                | 520,80            |
| Tanggul         | -                    | -         | -            | -            | -                   | -                 |
| Bangsalsari     | 10,00                | 515,00    | 19,00        | 544,00       | 0,90                | 463,50            |
| Panti           | -                    | 135,50    | 14,20        | 149,70       | 0,90                | 121,95            |
| Sukorambi       | -                    | 24,00     | 77,00        | 101,00       | 1,15                | 27,60             |
| Arjasa          | -                    | 162,30    | -            | 162,30       | 0,80                | 129,84            |
| Pakusari        | -                    | 1,40      | -            | 1,40         | 0,60                | 0,84              |
| Kalisat         | -                    | -         | -            | -            | -                   | -                 |
| Ledokombo       | 10,25                | 36,93     | 19,10        | 66,28        | 0,60                | 22,16             |
| Sumberjambe     | 26,40                | 175,10    | 12,00        | 213,50       | 0,65                | 113,82            |
| Sukowono        | -                    | -         | -            | -            | -                   | -                 |
| Jelbuk          | 270,00               | 108,00    | 3,00         | 381,00       | 0,60                | 64,80             |
| Kaliwates       | -                    | 0,20      | -            | 0,20         | 0,89                | 0,18              |
| Sumbersari      | -                    | -         | -            | -            | -                   | -                 |
| Patrang         | -                    | 42,00     | -            | 42,00        | 0,84                | 35,36             |
| Jember Regency  | 584,29               | 3345,23   | 729,36       | 4658,88      | 0,71                | 2368,99           |

(Source: BPS Jember 2021)

Empowerment of the Kemiri Village community needs to be applied, especially to coffee farmers in Kemiri

Village. This is of course no longer empowerment that relies on capital and outdated natural resources, but rather relies on and prioritizes human orientation that is increasingly superior and developing. In this empowerment, the most appropriate theory to use is the ACTORS theory. Empowerment efforts using ACTORS theory can be seen in terms of First, creating an atmosphere that can make the community develop; Second, improving the community's ability to build through various financial assistance, training, infrastructure and facilities development as well as institutional development in the regions; Third, protect or side with the weak to prevent unequal competition and create mutually beneficial partnerships (Maani, 2011:55).

ACTORS theory is an empowerment theory where people are judged as subjects who are able to make changes if they are free from rigid control and get the freedom to take responsibility for their ideas, decisions, and actions. In its implication, ACTORS Theory requires 3 goals. First, development must be driven on the basis of structural changes. Second, development is carried out with the aim of empowering the community in the hope of being able to alleviate problems such as poverty and inequality as well as providing greater access and outreach to the community to participate more in development activities. Third, development must be harmonized with several inter-regional development sectors. These three principles must work like a system that goes hand in hand and cannot be separated. By using the ACTORS framework, in order to grow community empowerment, it can be done with reference to empowerment that comes from within and between communities. community organizations that can function to facilitate communication with the community and do other things to increase the success of development. In this case, the expected support apart from the economic, social and cultural side is also support from various stakeholders which is carried out simultaneously without being dominated by one party/factor. This is the main reason researchers use actors theory.

Community empowerment in Kemiri Village will certainly not be able to run according to ACTORS theory if there are no parties who support the empowerment. These supporting parties exist to establish cooperation that can accelerate the development of potential in Kemiri Village, known as Pentahelix. Yunas (2019:44) mentions that the elements contained in Pentahelix include Academics, Business Sector, Government, Communities, and Media. The five sectors synergize together in developing the potential of Kemiri Village which encourages community empowerment. First, academics here act as drafters, which assist in product certification and coffee farmers' skills in the form of concepts, the latest theories, and are relevant to the potential conditions of Kemiri Village. Second, the business sector acts as an enabler, JCC here can be an entity that carries out business processes in adding coffee value and also provides technological infrastructure and capital for farmers so that village potential development becomes more effective, efficient, and productive. Third, the community acts as an accelerator, where Gapoktan becomes a liaison between stakeholders and coffee farmers in facilitating economic adoption. Fourth, the government acts as a regulator and controller, where the government has regulations and responsibilities in developing businesses. In addition, it also plays a role in coordinating stakeholders who contribute to developing the potential of Kemiri Village and empowering coffee farmers. Fifth, the media must act as an expander, which helps the community or the coffee farmers of Kemiri Village in publicizing, promoting, and creating a business brand image. Based on the above phenomena, researchers are interested in studying the empowerment coffee farmers in Kemiri Village through actors theory based on pentahelix Model.

## **METHODOLOGY**

This research is a type of descriptive qualitative research which aims to obtain an overview and comprehensive data regarding the condition of one of the plantation areas with the object of research being a coffee plantation area located in Kemiri Village, Panti District, Jember Regency. The population that we use is all coffee plantations in Panti District around 217 coffee farmers (robusta and Arabica). The sampling method we use is snowball sampling (referred to) and purposive sampling or samples that are tailored to the needs of researchers, namely coffee plantations in Kemiri Village. The interview started from the village apparatus and was then directed to the head of the coffee farmers and of course conducted interviews with several samples of coffee farmers directly. The types of data in this work are primary and secondary data. The primary data was obtained directly through direct observation of the object of research as well as conducting interviews with several relevant stakeholders. Secondary data is indirect data obtained from publications, documentation, journals, and other official documents. Data Management Techniques to Processing data in writing scientific papers with the following stages are Gathering required information related to research through literature study, implementation of direct observation to the object in question, the process of data processing and conclusion of the solution, the formulation of the community empowerment plan uses ACTORS theory based on the Pentahelix model as an effort to empower coffee farmers in Kemiri Village.

## **RESULTS**

### **Community Empowerment of Coffee Farmers based on ACTORS Theory**

According to Maani (2011: 59) based on the explanation of Sarah Cook and Steve Macaulay, ACTORS theory is a theory of empowerment that views society as a subject, where the community can free itself from rigid rules and replace it with freedom in providing ideas, decisions, , as well as actions. The empowerment framework through ACTORS theory can be described through its acronyms, namely A means authority, C means confidence and competence (confidence and ability), T means trust (trust), O means opportunities (opportunities), R means responsibilities (responsibility), and S which means support (support). According to Karjuni in Agustiani and Wicaksono's research (2021:49) there are three things that need to be done in community empowerment through ACTORS theory, namely development needs to be directed at structural

changes, development is directed at community empowerment as an effort to alleviate poverty, unemployment and inequality by providing maximum space and opportunity for the community to participate in development, and development needs to be oriented to cross-sectoral coordination which includes inter-sectoral, inter-regional and special development programs.

The existence of ACTORS theory that is used in community empowerment can also help overcome Covid-19 in Probolinggo City with the people who are the subjects in it (Mubarok and Wahyuni, 2022:31). This is emphasized again by Rauf and Eriyanti (2019:173) in their research that the ACTORS theory can produce planned changes because the inputs to be used have been prepared in advance so that the output obtained will have optimal usability.

Kemiri Village is one of the villages in Panti District, Jember Regency with the second-highest number of poor people after Pakis village, but Kemiri village has BUMDes than other villages due to the awareness of the community to organize and there is potential and quality of human resources in the village (Novianto, 2020). Although Kemiri Village is designated as the second poorest village, Kemiri Village has a wide and fertile agricultural area and with sufficient potential and quality of human resources, it can support training and counseling carried out so that the community has business opportunities and can improve skills to create a better and prosperous life. With all these limitations, Kemiri village is the second largest coffee producing area in Panti District, Jember Regency. Empowerment of coffee farming communities in Kemiri Village requires long time to implement. Community empowerment is an activity which results in efficient management of resources in achieve economic, social and aesthetic needs and maintain integrity cultural systems, ecological processes and essential biodiversity and life support system (Widari, 2020). Community empowerment in Kemiri Village in a sustainable manner must pay attention to the aspects of social, environmental, and economic.

Kemiri Village has plantations and forests which are sources of income for the Kemiri villagers. The existence of high coffee production results, Kemiri village has a large plantation area including the PDP AFD Kali Putih Plantation, the PDP AFD Gentoong Plantation, and the Keputren Plantation, not to mention the plantations which are privately owned by residents. Kemiri Village has a distance of 30 minutes from Jember with a distance of approximately 15 km. Kemiri Village is famous for its variety of natural beauty that is very feasible to be developed, such as Boma tourism, and the most important thing that is the main characteristic of this area is the potential coffee plantations in Kemiri Village.

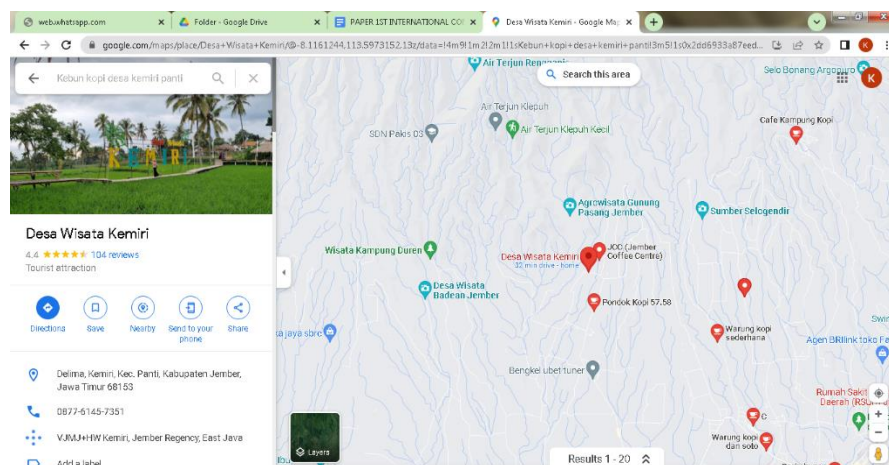


Figure 1. Map of Sumber Salak Village (Source: Data Processed by Researchers, 2022)

According to Puspitawati, et al (2020:2) in the book she wrote, she said that local wisdom arises due to the concept of values, ideas, and patterns of action that can be passed down from one generation to the next as a tradition that must be carried out or actualized. The concept of local wisdom can also be referred to as indigenous knowledge, where there is a uniqueness in community culture, indigenous knowledge, local knowledge, and traditional values. Local wisdom has many kinds, one of which is local wisdom regarding the sense of cooperation to open coffee fields carried out by the community in Silang Village which is still maintained, cultivated, and passed down from generation to generation (Sihite and Rahmayanti, 2021: 183). In the research of Yuliani, et al (2021:70) local wisdom needs to be preserved, especially about coffee, this is done to create a characteristic of superior products and as an effort to attract consumer interest.

Based on the problems that have been described, the main cause is the low quality of existing human resources due to a lack of knowledge in coffee management so the selling value is also low. So we need a formula that can answer the problems that occur. Community empowerment is needed so that they are more empowered and have increased ability in coffee management. The relevant theory in community empowerment is the use of ACTORS theory. ACTORS theory is a theory of empowerment that views society as a subject, where the community can free itself from rigid rules and replace it with freedom by providing ideas, decisions. As well as actions. Three things need to be done in community empowerment through ACTORS theory, namely, development needs to be directed at structural changes, development is directed at community empowerment as an effort to alleviate poverty and development, and development needs to be oriented towards cross-

sectoral coordination which includes inter-sectoral and regional development programs. The existence of ACTORS theory that is used in community empowerment can also help overcome with the people. ACTORS theory can produce planned changes because the input to be used has been prepared in advance so that the output obtained will have optimal usability. ACTORS theory, which is in line with community empowerment, is based on a perspective on society as a subject that can create changes in a person from rigid control and makes people able to explore everything they want to develop. Several forms in ACTORS Theory itself refer to delegation socially and morally, such as encouraging people to be able to improve performance, develop internal and external organizations, collaborate, communicate effectively, and support every innovation.

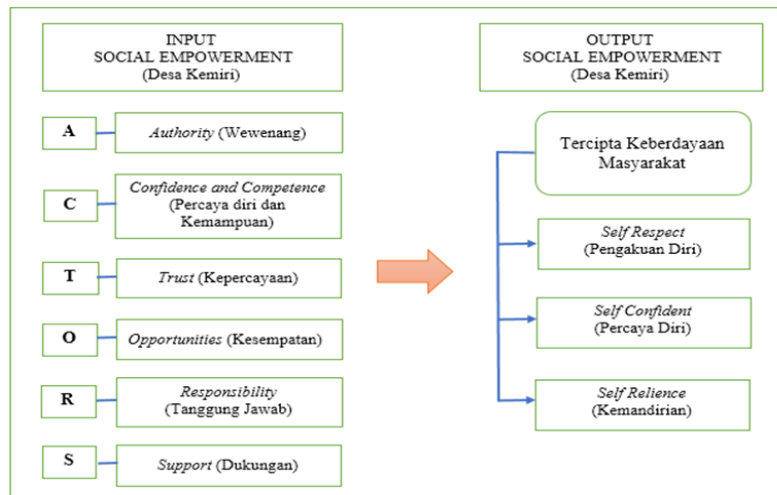


Figure 2. ACTORS Theory Framework in Kemiri Village (Source: Data Processed by Researchers, 2022)

By applying the concept of empowerment, the expected output is a change due to planned changes and can be empowered optimally. The application of ACTORS theory to coffee farmers in Kemiri Village is as follows:

1. Authority, where the group is given the authority to move the product itself into something of value that has an impact on the results obtained by the coffee farmers in Kemiri Village.
2. Confidence and competence, generate confidence by seeing their ability to be able to change the situation. This is very much needed by providing coffee processing training and controlling it regularly.
3. Trust creates a belief that they have the potential to change and they must be able to (able) to change it. By observing in advance what potential coffee farmers have and have not had in Kemiri Village. That way, the internalization process for farmers can be adjusted so that it is more effective in its implementation.
4. Opportunities, providing opportunities for the community to choose what they want so that they can develop themselves according to the potential that exists within the community itself.
5. Responsibilities, in making changes must go through management so that it is carried out with full responsibility to change for the better for the coffee farmers of Kemiri Village.
6. Support, it is necessary to have support from various parties to make it better. Such as support from the government, industry, and other parties such as financial, moral support, and meeting the needs of facilities used by coffee farmers.

In its implication, ACTORS theory requires 3 principles. First, development must be driven on the basis of structural changes. Second, development is carried out with the aim of empowering the community in the hope of being able to alleviate problems such as poverty and inequality as well as providing greater access and outreach to the community to participate more in development activities. Third, development must be harmonized with several inter-regional development sectors. These three principles must work like a system that goes hand in hand and cannot be separated.

By using the ACTORS framework, in order to grow community empowerment, it can be done with reference to empowerment that comes from within and between communities. Community organizations that can function to facilitate communication with the community and do other things to increase the success of development. In this case, the expected support apart from the economic, social and cultural side is also support from various stakeholders which is carried out simultaneously without being dominated by one party/factor.

## DISCUSSION

### Application of the Pentahelix Model to Empowerment of Coffee Farmers in Kemiri Village

Muhyi, et al (2017:413); Sulaeman, et al (2021:226) in their research mentions that the Pentahelix model is based on five types of stakeholders, namely the government, society or community, academics, entrepreneurs and the media will unite and collaborate in development. This will be very useful for stakeholder problem areas where stakeholders represent various interests in a problem area. The Pentahelix is a socio-economic development model that drives economic growth to achieve innovation through profitable collaborations and

partnerships. This collaboration is very much needed in the involvement of developing agricultural technology as much as possible so that it can improve a good rural economy in a sustainable manner (Ramadhana, 2021: 182).

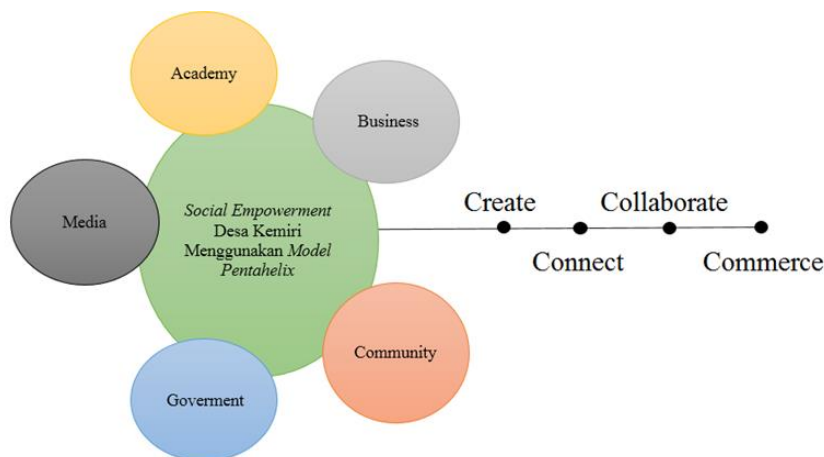


Figure 3. Pentahelix Model on Empowerment of Coffee Farmers in Kemiri Village (Source: Data Processed by Researchers, 2022)

It is important to apply the Pentahelix in a socio-economic-based development model that can support economic growth by involving the collaboration of many stakeholders or stakeholders (Ramadhana, 2021:175). The application of ACTORS Theory in Kemiri Village needs optimization using the Pentahelix model involving the academy, business, community, government, and media (ABCGM) capable of supporting the social and economic aspects of the community. The synergy needed will produce outputs that can be a solution to existing problems. This will be very useful for stakeholder problem areas where stakeholders represent various interests in a problem area. The Pentahelix is a socio-economic development model that drives economic growth to achieve innovation through profitable collaborations and partnerships. This collaboration is very much needed in the involvement of developing agricultural technology as much as possible so that it can improve a good rural economy in a sustainable manner (Ramadhana, 2021:182).

Empowerment of coffee farming communities using the ACTORS theory which is relevant to the existence of the Pentahelix model is able to make changes, especially in the community itself. This Pentahelix model can collectively synergize various parties as a driver of the economy of the Kemiri Village community. The role of each pillar is in accordance with the capabilities and developments from time to time followed by a synergistic collaboration of all elements of the Pentahelix. Of course, if the expected achievements can be carried out in community empowerment, it can certainly increase the standard of living that is able to support the community's economy. The implementation that can be done is as follows:

The concept of community empowerment of coffee farmers is relevant to the existence of a framework Pentahelix can create a community development that is facilitated from all aspects (Pusparani, Rianto 2021). These pethahelix models can collectively synergize various parties as a driver of the economy of the Kemiri Village community. The role of each pillar is in accordance with the capabilities and developments from time to time followed by synergistic collaboration of all the elements of the Pentahelix. One of the driving forces in Pentahelix is the role of community, the community plays an active role in empowerment. The role of the community is very important because they will be the main actors in development in Kemiri Village is the community itself. Of course in its formation that synergized with the existence of a Pentahelix model can create economic improvement. Because the community has been given provisions in implementing it properly moreover several stakeholders support the existence of a synergy in creating a more empowered community. Later the success of this concept and model can be create a new wheel of the economy and ignite the existence of businesses society. This of course can make an increase in the economy villagers. So that the inclusion and improvement of the economy of Kemiri Village will be achieved over time.

### 1. Government

The government in the Pentahelix model has a role and functions as a regulator or policymaker. Not only that, but the Government also acts as a controller and is responsible for the community, including plantations. The role of the Government can be implemented in many ways, such as providing access to capital for fertilizers and pesticides. From the field survey we got, most of the coffee farmers in Kemiri Village have never received assistance or subsidies from the government, especially considering that nowadays fertilizers and pesticides have increased prices up to Rp. 300,000/quintal from Rp. 200,000/quintal previously. Another action that can be taken by the Government is to pay attention to roads or access to Kemiri Village where there are still many damaged roads, especially if it is raining, the roads will be flooded with mud and cannot be passed. In addition, it is also related to licensing and statutory regulations that also pay attention from the farmer's side so that they are more flexible in undergoing the production process so they are able to become more productive farmers.

## 2. Business

Industry in the Pentahelix model functions as an enabler or able to create added value and maintain sustainable growth. In this case, JCC (Jember Coffee Center) as the industry that runs coffee processing in Kemiri Village has an important role by using raw materials from coffee plantation commodities and empowering Kemiri Village coffee farmers who can become original icons with their uniqueness and characteristics. Apart from being an enabler, the industry can also contribute in terms of providing funding or financial support to coffee farmers so that they can carry out the production process optimally.

## 3. Academics

Academics in the Pentahelix model function as drafters or concept designers and conduct research or research. This can be implemented by making standardization or SOPs on activity processes, product certification, and improving the competence of Human Resources. There are still many coffee farmers in Kemiri Village who do not understand the creation of quality or quality of coffee and so far have only relied on experience which certainly harms the quality produced later. Therefore, it is necessary to formulate a standardization of processing and link it with the latest methods or theories relevant to coffee plantations. In addition, academics also play a role in training coffee farmers because the survey we got of coffee farmers only depended on middlemen due to the inability to process coffee itself. If it can be applied, it can create superior products that are highly competitive.

## 4. Community

The community in the Pentahelix model functions as an accelerator and executor. Coffee farmers who are especially members of GAPOKTAN (Association of Farmers Groups) are the main subjects in the application of this model for the development of a sustainable plantation sector. There are still many coffee farmers in Kemiri Village who are not empowered over their own harvests, so empowerment efforts are needed to improve the quality of human resources for coffee farmers themselves who will be able to produce competitive products.

## 5. Mass Media

The media in the Pentahelix model functions as an expander by using publications as promotional media and forming a brand image. Moreover, supported by a very sophisticated and adaptive era, the media is one of the most effective and influential means to use, especially in publicizing the various potentials that exist in Kemiri Village, especially coffee plantations. The media used can also be online-based such as the use of influencers, social media, advertising or offline-based such as word of mouth, direct marketing, personal selling and others. Making an official account that is connected to various media is also a means of media that has a wider reach so that if anyone wants to know about Kemiri Village, it can be known clearly and completely.

The implementation of Pentahelix-based community empowerment can be seen in the following table:

Table 3. Pentahelix-Based Community Empowerment

| No | Name of institution                                |            | Activities                            | Realization Activities  |
|----|--|------------|---------------------------------------|---|
| 1  | Department of Agriculture, Forestry and Plantation | Government | Regulators (policy makers)            | Controllers or supervision Making regulations that can improve the welfare of coffee farmers, providing capital or fertilizer assistance, building facilities or access to Kemiri Village such as roads and other facilities.       |
| 2  | JCC (Jember Coffee Centre)                         | Industry   | Enabler (making value-added products) | Capital support Processing coffee products so that they have more value by using directly from Kemiri Village coffee and can also provide financial support or capital injections for the development of coffee farming activities. |

|   |   |            |   |  |
|---|---|------------|---|--|
| 3 | LP2M<br>(Institution<br>of Research<br>and<br>Community<br>Service)             | Academics  | Academician<br>Conceptor<br>(concept<br>designer) | Make standardization or SOP on activity processes, product certification and increase human resource competence, provide training to coffee farmers with relevant techniques so that they do not depend on middlemen.  |
| 4 | Gapoktan<br>(Farmers<br>Group<br>Association)<br>Kemiri<br>Village<br>Community | Community  | Accelerator and<br>executor                       | GAPOKTAN (Farmers Group Association) is the main subject in the application of this model for the development of a sustainable plantation sector. Able to process coffee according to creativity according to the provision that has been given.                                 |
| 5 | Social<br>Media,<br>television<br>and print<br>Media                            | Mass Media | Expender or<br>publication                        | Mass media expanders or publications by using publications as promotional media and forming a brand image, especially in publicizing the various potentials that exist in Kemiri Village, especially coffee plantations so that they are increasingly known to the wider public. |

Source: Data processed by researcher, 2022

Economic development in various cities and even villages today has focus on the local wisdom sector. Local wisdom is one of the sectors that absorb a large number of workers, so as to increase the income and the economy and can make a major contribution to the country. Local potential can increase economy so that it can improve the welfare of the community, especially developed in a sustainable manner. Improved local potential management should be based on sustainability criteria which means that empowerment can be supported in the long term long as well as economically feasible, ethically and socially fair to Public. All activities are sustainable in perspective local potential can be used or synergized with all activities that relate to the community at large, because local wisdom is one of the system that can synergize a people's economic activity even in daily life. Most of the Kemiri village community. The economy still relies on the agricultural and plantation sectors. Because most rural people are usually more inclined to work in the agrarian world so it does not rule out the possibility of several problems such as not being able to manage independently and creating seasonal unemployment, especially Kemiri Village is one of the largest coffee-producing villages in the Jember area. There is a community empowerment which the object is Kemiri Village has a solution to overcome the problems that occur so that they can create a economic inclusiveness.

Impact of Community Empowerment of Coffee Farmers for the Economy of Kemiri Village Kemiri Village as one of the areas in Panti Subdistrict has a very potential natural wealth in the form of coffee. However, it is undeniable that there are still some problems that occur, such as the socio-economic conditions around coffee plantations which are still low. The work of farmers where when researchers make direct observations in the field, work as a coffee farmer only takes place at harvest time, which is around June to November and if it is not harvest time, farmers do odd jobs. Empowerment of coffee farming communities using the ACTORS theory which is relevant to the existence of the Pentahelix model is able to make changes, especially in the community itself. This Pentahelix model can collectively synergize various parties as a driver of the economy of the Kemiri Village community. The role of each pillar is in accordance with the capabilities and developments from time to time followed by a synergistic collaboration of all elements of the Pentahelix. Of course, if the expected achievements can be carried out in community empowerment, it can certainly increase the standard of living that is able to support the community's economy. In the future, the success of this concept and model can create a new economic wheel and ignite community efforts. This of course can make an increase in the economy of the Kemiri Village community, especially coffee farmers, which will be achieved over time. Thus, if all components can collaborate and synergize optimally, then the goal of developing sustainable coffee plantations to increase production productivity and farmers' welfare can be achieved.

## CONCLUSION


Based on the results and discussion above, If the development of ACTORS theory can be used it must also be based on technology. Coffee farmers must also become digital farmers who carry out the production process to marketing using technology which will certainly have a positive impact on the development of coffee products in



Panti Village. The theory and model in this empowerment very important. it can be concluded that with the ACTORS theory including authority, confidence, and competence, trust, opportunities, responsibilities which are used, it will be able to facilitate communication with the community and do other things to increase the success of development in the empowerment process. In addition, the Pentahelix model includes the academy, business, community, government, and media (ABCGM) which can be used to support social and economic aspects of the community in community empowerment. Both of them can help improve the standard of living and welfare of the people in Kemiri Village, Panti District, Jember.

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