

## The role of NGOs in empowering Londo Coffee Farmers in Sirukam Village, Solok Regency

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### ABSTRACT

This study examines the role of the Kopi Aie Langang Sirukam Social Forestry Business Group (KUPS) Non-Governmental Organization in improving the capabilities of Londo coffee farmers in Nagari Sirukam, Solok Regency. Using a qualitative descriptive approach, data were obtained through interviews, direct observations, and document reviews involving KUPS administrators, the Nagari government, the LPHN institution, the non-governmental organization KKI WARSI, and farmers. The results of this study show that KUPS has an important function as a mediator, mentor, and bridge in improving the capabilities and independence of farmers. The empowerment process is carried out through continuous training programs, intensive guidance, and institutional system development, which involves active participation to support joint marketing. KUPS initiatives have succeeded in stabilizing coffee prices, improving post-harvest processing quality, and expanding market reach through digital platforms and exhibitions. However, the implementation of empowerment faces several obstacles, such as limited facilities and equipment, dependence on external funding, and uneven levels of farmer participation. Cooperation between KUPS, the Nagari Government, LPHN, and KKI WARSI has been a major driver in strengthening farmers' capacity and promoting sustainable local economic growth. Strengthening local institutions and developing independent funding strategies is necessary to ensure long-term sustainability and community resilience.

**Keywords:** Non-Governmental Organizations, Farmer Empowerment, Social Forestry, KUPS, Londo Coffee, Sustainable Agriculture, Nagari Sirukam.

## 1. INTRODUCTION

Non-governmental organizations (NGOs) are non-governmental entities that play an important role in community development and empowerment. NGOs act as intermediaries, mentors, and liaisons between communities and various resources, technologies, capital, and market access (Lagiman, 2021; Andrian et al 2022; Mustanir, 2023). In the context of rural development, the presence of NGOs is strategic because they can reach communities directly and fight for the interests of groups that are often neglected by the government. This is in line with the mandate of Law Number 17 of 2013 concerning Community Organizations, which emphasizes that community organizations, including NGOs, channel the aspirations, participation, empowerment, and capacity building of communities to achieve national development goals.

One of the NGOs playing a role in empowering coffee farmers is KUPS (Social Forestry Business Group) Kopi Aie Langang Sirukam in Nagari Sirukam, Solok Regency. This non-governmental organization was established as an official forum that fights for farmers' rights, particularly in the management and development of Londo coffee as a local product. The main functions of the KUPS Kopi Aie Langang Sirukam NGO include (1) advocating for and supporting coffee farmers through its role as an official forum that fights for their rights; (2) maintaining the stability of Londo coffee prices by coordinating farmers, traders, and buyers to obtain a fair price; (3) educating farmers on Londo coffee cultivation techniques, from seed selection to post-harvest stages; (4) improving farmers' welfare through empowerment initiatives; and (5) building collaborative networks with the government, private sector, and other institutions to support the growth of the Londo coffee business.

In addition to its responsibilities, the non-governmental organization KUPS Kopi Aie Langang Sirukam also performs various functions, including (1) protection, namely protecting farmers from unfair intermediary practices or detrimental prices; (2) stabilization, namely maintaining stable coffee prices and providing benefits to farmers; (3) education, namely providing guidance, training, and assistance related to effective coffee cultivation techniques; (4) economic empowerment, through efforts to improve product quality and access to markets; and (5) advocacy and representation, namely voicing the interests of farmers in discussion forums, village policies, and coordination with other stakeholders (Saputra & Ulum, 2022; Millah & Prasetyandari, 2025).

Based on findings in the field, some of these tasks and functions are already running well, although a number of things have not been optimally implemented. In terms of the tasks that have been carried out, KUPS Kopi Aie Langang Sirukam has succeeded in: (1) stabilizing the price of Londo coffee by changing the sales system from the traditional measure of sukat ( $\pm 1.6$  kg) worth IDR 10,000 per kilogram to a price of IDR 8,000/kg for rainbow coffee and IDR 10,000/kg for red cherry coffee, thereby providing a more equitable bargaining position for farmers; (2) conducting education and technical assistance on coffee cultivation from seedling to post-harvest; and (3) building a network of cooperation with the Sirukam Nagari Government, other NGOs, social forestry institutions, and relevant stakeholders.

However, there are still tasks that have not been optimally carried out, including: (1) not involving the community widely in the coffee downstream process, such as grading and packing, which could open up new job opportunities; (2) not optimizing the procurement of production facilities and infrastructure, because currently KUPS is only capable of producing  $\pm 15$  kg of roasted coffee per day because of limited production machinery; and (3) the lack of encouragement for collective community participation, as only five of the 12 official members are active, and of the approximately 70% of the population who own Londo coffee land, only about 35 people actually manage it.

Similarly, in the function of NGOs, there are several functions that have been running well, such as protecting farmers from middlemen practices, stabilizing the economy with a new sales system, providing technical training on cultivation, and advocating for farmers' bargaining position (Kasmita, 2021; Lestari & Eriyanti, 2024). However, community economic empowerment has not been effective because KUPS has been unable to involve the community widely in coffee downstreaming, which should strengthen the local economy. This is due to the limited budget for procuring production facilities and infrastructure, which results in low coffee production, high operational costs, and limited community

participation in institutions. Therefore, research on the role of non-governmental organizations in empowering Londo coffee farmers in Nagari Sirukam has important implications. It is hoped that this study will provide more comprehensive insight into the level of NGO contribution in empowering Londo coffee farmers, the obstacles faced in its implementation, and strategic steps that can be taken to strengthen institutional capacity and improve community welfare. Based on this background, the author is interested in conducting research with the title: "The Role of NGOs in Empowering Londo Coffee Farmers in Nagari Sirukam, Solok Regency."

## **2. METHOD**

This study uses a qualitative descriptive approach to gain an in-depth understanding of the contribution of non-governmental organizations in empowering Londo coffee farmers in Nagari Sirukam, Solok Regency. This approach was chosen because of its ability to contextually capture social dynamics and empowerment processes from the participants' perspective without intervening in field conditions. The study was conducted in Nagari Sirukam, which has the potential for colonial coffee heritage (londo coffee) with an active local institutional ecosystem, such as the Nagari Forest Management Institute (LPHN) and the Aie Langang Coffee Social Forestry Business Group (KUPS), and received assistance from KKI WARSI. The research subjects included KUPS administrators and members, KKI WARSI companions, nagari government, LPHN managers, and Londo coffee farmers, both of whom were members of the institution and were not.

This study used both primary and secondary data. Primary data were obtained through in-depth semi-structured interviews with key informants, as well as participant observation of training activities, technical assistance, processing, and marketing of coffee. Secondary data were collected from institutional documents (AD/ART, activity reports, and meeting minutes), Nagari regulations, and relevant scientific literature. Data collection was carried out through three main techniques: (1) in-depth interviews to explore the experiences, perceptions, and strategies of the perpetrators; (2) participant observation to capture real practices in the field; and (3) documentation studies to present written evidence that enriches and verifies the findings.

Data validity is maintained through triangulation of sources and techniques: comparing information between informants; checking consistency between interview results, observation findings, and official documents; as well as expanding observations and increasing accuracy so that the information obtained is in-depth and reliable. Data analysis followed Miles and Huberman's interactive stages, which included (1) data reduction sorting and simplification of relevant information, (2) organizing findings in a thematic narrative to facilitate interpretation, and (3) drawing and verifying conclusions repeatedly throughout the research process to ensure consistency and validity of findings. With this design, this study is expected to provide a comprehensive picture of the role of NGOs in strengthening the capacity, independence, and bargaining position of Londo coffee farmers in Nagari Sirukam.

## **3. RESULT**

### **3.1 The Role of the KUPS Kopi Aie Langang Sirukam NGO in Empowering Londo Coffee Farmers in Nagari Sirukam, Solok Regency**

One of the empowerment programs implemented by KUPS Kopi Aie Langang Sirukam in empowering Londo coffee farmers in Nagari Sirukam, Solok Regency, is carried out by strengthening farmer group institutions and managing the coffee value chain from planting and cultivation to processing and marketing. The development of these farmer groups requires collaboration among KUPS, the Nagari Government, LPHN, KKI WARSI, and coffee farmers. Based on the findings of researchers in Nagari Sirukam, several roles played by KUPS in empowering farmers were identified, supported by policy and administrative facilitation from the Nagari Government, strengthening of forest or customary governance,

and local institutions by LPHN, and conservation-based assistance and network development by KKI WARSI, with farmers as the main actors in implementing practices at the field level.

In its implementation, KUPS facilitates structured training, assistance, coaching, and socialization to improve cultivation competencies, postharvest processing, quality standardization, and group management. The Nagari Government provides regulatory frameworks, administrative support, and coordination spaces between parties, so that the program runs within the corridor of local accountability. LPHN strengthens community institutions and ensure that forest or customary resource management is in line with local norms. KKI WARSI enriches the training curriculum, develops mentoring methods that are adaptive to the conservation context, and provides access to relevant partnership networks. Considering the need for an integrative role of KUPS to synergize all stakeholders, the empowerment process is carried out thoroughly through coaching, training, outreach, and strengthening of market access and product marketing. The main emphasis includes consistency in quality, sustainability of practices, and improving the bargaining position of farmers.

### **3.1.1 Training and Mentoring**

The nagari government acts as a facilitator of community-learning activities. The training is not only theoretical, but is also directed directly to practice in the field (Latifah, 2024; Lagantondo et al 2023). Field schools and activities, such as fertilizing, tilling the soil, and processing coffee beans, are concrete forms of technical assistance. Through this activity, farmers are able to understand the flow from upstream to downstream, from planting and cultivating to producing ground coffee that is ready to be marketed.

Training activities were then continued by the core institution, KUPS Aie Langang, which is directly responsible for empowerment at the field level. KUPS acts as an effective link between technical knowledge and agricultural practices at the farming level. Mentoring does not stop at the socialization stage, but is conducted directly in the field so that technical materials can be implemented immediately. Through field schools and field visits, a two-way learning relationship is established, enabling both knowledge transfer and feedback on real-world challenges. This pattern of interaction accelerates the identification of problems such as errors in cultivation or post-harvest handling and encourages the adjustment of mentoring materials to be more contextual. Thus, KUPS not only plays an educational role but also fosters a continuous learning process that strengthens farmers' decision-making skills in daily agricultural practices.

In addition to the village government and KUPS, the Sirukam Community Empowerment Institute (LPHN) also contributed technical assistance and initial support in the provision of seedlings. The LPHN's role extends beyond technical guidance to strategic roles as a guardian of local genetic resources, particularly Londo coffee, which has long been rooted in community cultivation practices. This support includes seedling procurement, maintenance assistance, and strengthening cultivation protocols for planting material selection, pruning, balanced fertilization, and integrated pest management, reflecting a commitment to ecological sustainability and household economic resilience. This approach encourages garden rejuvenation, maintains the sustainability of germplasm stocks, and reduces pressure on natural forests by increasing the productivity of the existing land. At the same time, regular program implementation allows regular monitoring and evaluation, field feedback to be integrated into design refinements, strengthening community governance, and ensuring that conservation benefits align with the long-term sustainability of community livelihoods.

Mentoring is also strengthened by KKI WARSI, a non-governmental organization that serves as a strategic partner of the village government and KUPS. In addition to improving agronomic skills, training materials focus on business literacy, such as business plan development, value chain mapping, feasibility/cash flow analysis, determining the cost of goods produced (COGS), and identifying cost efficiency points. Farmers are equipped with simple financial record-keeping practices (cash books, transaction journals, and reconciliations), preparation of accountability documents, and preparation of accountable periodic reports.

At the organizational level, WARSI emphasizes strengthening the structure and function of KUPS, including role allocation, operational SOPs, meeting and decision-making mechanisms, and information transparency for members. The managerial dimension is expanded through the introduction of risk-mitigation instruments (e.g., product diversification, consistent application of post-harvest protocols), marketing fundamentals (segmentation, quality assurance, and brand image), and compliance with relevant quality/traceability standards. This combination makes farmers and KUPS more managerially prepared: they are able to calculate costs and margins realistically, control cash flow, strengthen their bargaining position in the market, and access capital support, so that increased production goes hand in hand with improved governance and business sustainability.

The training provided not only strengthens technical skills in coffee cultivation and processing but also builds farmers' confidence in managing their plantations independently, with a focus on quality. Through a series of ongoing training sessions, farmers increasingly understand the importance of implementing good cultivation practices and proper postharvest handling to increase product value. Empirically, this programme has built a strong foundation for improving coffee quality, expanding market access, and ultimately contributing to the economic well-being of farmers in Nagari Sirukam.

### **3.1.2 Product Marketing**

The village government, KUPS, and the non-governmental organization (NGO) WARSI play strategic roles in opening and expanding market access for Londo coffee products (Asso, 2022). Their collaboration is a key factor in strengthening the coffee value chain from production to marketing. The village government conducts promotional activities in a planned, phased and sustainable manner. The adopted strategy emphasizes not only "what" is sold but also "how" to position Londo coffee as a local identity and valuable product. First, the provision of physical display cases in the village office and community activity centers serves as a permanent touchpoint to showcase products, producer profiles, quality standards, and heritage/storytelling to strengthen the brand narrative. Second, digital channels are managed more systematically through the village's official accounts: content scheduling, documentation of cultivation and post-harvest processes, farmer profiles, buyer testimonials, and information on stock availability and ordering points so that the reach of promotion extends beyond the local audience. Third, the partnership network was expanded through cooperation with regional agencies, private actors (shops, roasters, marketplaces), coffee lover communities, and brewing/expo events, including co-branding and product curation opportunities on the regional tourism agenda.

In addition, KUPS implements marketing strategies that are varied and adaptive to times. These strategies are implemented through participation in various local and regional product exhibitions to introduce Londo coffee to a wider range of consumers, the use of social media as an effective and low-cost digital promotion tool, and the strengthening of marketing networks through the support of migrants from Nagari Sirukam, which is spread across various regions (Rohmi & Luthfi, 2023). This initiative not only increased sales volume but also successfully expanded the market beyond the province. The migrants' active participation in the marketing and promotion of Londo coffee demonstrates strong social support and a sense of ownership of the local product. This social capital is crucial for the sustainability of the Londo coffee business as it strengthens the product's image and opens up economic development opportunities for the Nagari community.

Furthermore, WARSI plays a crucial role in helping farmer groups understand market characteristics and dynamics, from consumer preferences and demand trends to expected quality standards (Sembiring & Sinuhaji, 2020). Through ongoing mentoring, WARSI not only provides technical training but also strengthens groups' analytical skills in identifying market opportunities and adapting sales strategies to local production capacity. This approach encourages group independence in planning production and distribution, thereby eliminating their dependence on external assistance. This learning process fosters an entrepreneurial spirit among farmers, as they begin to understand the importance of balancing the quality, quantity, and continuity of production to compete in the wider market. Thus,

WARSI's presence of WARSI contributes to strengthening group competitiveness while building economic independence based on local potential.

Farmers experience tangible benefits from KUPS, particularly in marketing. Through coordinated harvests, implementation of quality standards, and collaborative negotiations with buyers, KUPS reduces price fluctuations at the farm gate. Transparency in market information, such as price ranges, quality preferences, and delivery schedules, enables farmers to avoid dependence on middlemen or unprofitable last minute transactions. When supply is abundant, batch procurement, pre-ordering, and partnerships with shops/roasters help maintain price stability while expanding distribution channels.

The impact is immediately visible in the household economy: cash flow becomes more regular, purchasing power for production inputs increases, and opportunities for small investments, such as garden improvements, drying facilities, or sorting equipment, emerge. Furthermore, price certainty and market access reduce the pressure to sell quickly below the market price, resulting in an increased net income per kilogram. Practical indicators reflecting this positive impact include a comparison of selling prices before and after joining KUPS, frequency of transactions with established partners, reduction in quality defects rejected by buyers, and income stability across seasons. Thus, KUPS not only strengthens farmers' bargaining positions but also increases family economic resilience through a more planned, transparent, and fair trading system.

## **4. DISCUSSION**

### **4.1 The Role of the Nagari Government in Empowering Coffee Farmers in Nagari Sirukam**

Based on the research findings, the Sirukam Village Government positions itself as a facilitator of community learning in the coffee cultivation sector. The training provided is not only theoretical, but also focuses directly on field practices, such as field schools, soil cultivation, fertilization, and coffee bean processing. This strategy helps farmers understand the entire production value chain from upstream to downstream while strengthening their technical skills in the field.

This approach aligns with Participatory Agricultural Extension theory, which emphasizes that the success of extension is determined by the level of farmer participation and collaboration between local actors. Within this framework, the village government functions as an active learning facilitator, not as a primary actor. The government provides space for interaction and innovation so that farmers, facilitators, and related institutions can learn together adaptively.

Furthermore, Collaborative Rural Governance theory emphasizes that effective village development governance requires synergy between local governments, community institutions, and external partners to generate community-based solutions. In this context, the role of the Sirukam Village Government has reflected collaborative governance that encourages increased farmer capacity through technical training and continuous field learning.

### **4.2 The Role of KUPS Aie Langang as Field Implementers**

Based on the research findings, KUPS Aie Langang acts as a direct implementer of coffee farmer empowerment in the field. KUPS acts as a bridge between the technical knowledge provided by the facilitating institution and cultivation practices at the farmer level. Mentoring is conducted in the field through field schools, plantation visits, and direct observation of cultivation and postharvest practices. This approach creates a two-way learning process that encourages farmers to play an active role rather than simply receiving training materials.

This aligns with Community of Practice Theory, which states that the most effective learning occurs in communities that share experiences and real-world practices. In the context of KUPS Aie Langang, farmer groups, government officials, and facilitators form a learning community that enables horizontal knowledge transfers. This pattern of interaction strengthens farmers' ability to adapt to cultivation dynamics and generate innovations relevant to local social and ecological conditions.

### **4.3 The Role of LPHN Sirukam as Guardian of Local Genetic Resources**

Based on these research findings, the Sirukam LPHN plays a crucial role in genetic conservation and ecological empowerment. This institution provides high-quality Londo coffee seeds, assists farmers with crop maintenance, and reinforces environmentally friendly cultivation protocols, such as pruning, balanced fertilization, and integrated pest management. These efforts help increase productivity without increasing the pressure on new land clearing or natural forest areas.

This approach aligns with Ecological Empowerment Theory, which emphasizes that sustainable rural community empowerment must integrate economic, ecological, and social dimensions. Within this framework, success is measured not only by increased income but also by the community's capacity to sustainably manage natural resources. Therefore, the role of LPHNs extends beyond providing technical guidance to balance productivity and environmental conservation.

This theory is reinforced by the Sustainable Livelihoods Framework, which emphasizes that the sustainability of rural livelihoods is strongly influenced by asset diversification (natural, human, social, financial, and physical) and the ability to adapt to environmental changes. The efforts of the Sirukam Environmental Conservation Institute (LPHN) to preserve Londo coffee seeds are a concrete example of the application of these sustainability principles.

### **4.4 The Role of KKI WARSI in Strengthening Managerial Capacity and Business Literacy**

Based on the research findings, KKI WARSI has made a significant contribution to improving the managerial capacity and business literacy of coffee farmer groups in Nagari Sirukam. The mentoring materials include business plan development, simple financial record keeping, feasibility analysis, and preparation of accountable financial reports. Furthermore, WARSI strengthens the Coffee Farmers Cooperative (KUPS) through training on role allocation, development of operational SOPs, and transparent meeting mechanisms.

These findings align with the Entrepreneurship Capacity Development Model described in the *Journal of Rural Entrepreneurship Studies*, which emphasizes the need to strengthen entrepreneurial capacity at the community level through a combination of technical, managerial, and financial literacy. This approach enables rural communities to become independent economic actors, identify market opportunities, and maximize local resources efficiently. Similarly, Inclusive Agribusiness Empowerment Theory emphasizes the importance of synergy between social and economic empowerment to strengthen farmers' bargaining power. In the context of Nagari Sirukam, WARSI plays a role in ensuring that farmers have analytical skills to calculate production costs, read demand trends, and professionally manage business cash flow.

### **4.5 Product Marketing**

Based on the research findings, the marketing of Londo coffee products in Sirukam Village is the result of strategic collaboration between the Village Government, KUPS, and the NGO WARSI. The Village Government acts as the primary facilitator and promoter, providing a physical storefront at the Village Office and official digital channels to showcase products, farmer profiles, and narratives about local coffee flavor. Furthermore, the government is expanding its partnership network with private sector actors, enthusiast coffee communities, and regional tourism initiatives to strengthen Londo coffee's position as a superior village product.

KUPS acts as a field actor by consolidating harvests, establishing quality standards, and negotiating prices with buyers. Marketing strategies are implemented through local product exhibitions, social media, and diaspora networks, helping introduce the product to various regions. This approach not only increases sales volume but also expands the market beyond provincial boundaries.

Meanwhile, WARSI focuses on strengthening the capacity of farmer groups to understand market characteristics, analyze demand trends, and efficiently manage distribution. Ongoing mentoring helps

farmers recognize the importance of production continuity, quality consistency, and realistic distribution planning.

This framework aligns with the Market Systems Development (MSD) theory updated by Mulyaman (2016), which emphasizes that local economic empowerment depends not only on increased production, but also on the ability of local actors to understand, influence, and actively participate in the market system. The MSD approach positions local institutions such as village governments and cooperative business groups as key drivers in creating efficient and equitable value chains.

Furthermore, Digital Marketing Theory for Village Enterprises (Amirah, 2024) states that the use of digital media to promote agricultural commodities plays a crucial role in increasing the visibility and competitiveness of village products. The strategy of village governments and KUPS in managing digital channels in a planned manner aligns with this framework, where marketing communications based on local stories (story branding) can strengthen the product image while expanding markets.

Thus, the synergy between village governments, KUPS, and WARSI not only expands market access, but also builds a transparent, adaptive, and sustainable community-based marketing system. Increased selling prices, stable farmer income, and strengthened partnership networks are clear indicators of the success of this model.

## **5. CONCLUSION**

Based on research and discussions, the empowerment of Londo coffee farmers in Nagari Sirukam was deemed successful owing to the orchestration of complementary roles from various parties. At the field level, KUPS Aie Langang acted as the primary driver, integrating training, field mentoring, quality standardization, processing, and marketing. This enabled technical knowledge to be quickly implemented, and strengthened farmers' daily decision-making. The nagari government acted as a facilitator, promoter, and liaison for the partnership by providing a regulatory umbrella, administrative support, physical product showcases, official digital channels, and cross-stakeholder network that positioned Londo coffee as a valuable local identity.

LPHN Sirukam ensured ecological and genetic resource sustainability through the availability of Londo coffee seeds and the implementation of environmentally friendly cultivation protocols, thus encouraging rejuvenation without increasing the pressure on natural forests. Meanwhile, KKI WARSI strengthens managerial capacity and business literacy through business plan development, cost of goods sold (COGS) calculations, cash flow management, financial record keeping, standard operating procedure (SOP) development, risk mitigation, quality assurance, and traceability to strengthen farmers and KUPS, both economically and institutionally.

This synergy results in adaptive marketing strategies (exhibitions, social media, partnerships with shops/roasters/markets, and diaspora support), expanding market reach across various regions, stabilizing prices through collective harvesting and joint negotiations, and increasing net income and household cash flows. A series of ongoing training sessions also builds farmers' confidence in implementing Good Agricultural Practices (GAP) and post-harvest management, creating a sustainable learning ecosystem focused on the quality, competitiveness, and economic resilience of farming families.

### **Ethical approval**

This research did not require ethical approval

### **Informed consent statement**

This research did not require informed consent.

### **Author's Contributions**

DN contributed to the conceptualization of the study, field data collection, and drafting of the manuscript. S supervised the research process, provided methodological guidance, and contributed to the analysis, interpretation, and final revision of the manuscript.

### **Disclosure Statement**

No potential conflict of interest was reported by the author(s).

### **Data availability statement**

The data presented in this study are available upon request from the corresponding author for privacy reasons.

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### **Notes on Contributions**

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