

Capacity Building Strategy for Coffee Sirung Tanjung Agrotourism in Cipasung Tourism Village, Through Corporate Social Responsibility

Johannes Kurniawan¹, Arief F. Rachman², Novita Widyastuti³, Sundring Pantja Djati⁴,

¹²³⁴⁵Doctoral Program on Tourism Trisakti School of Tourism

Jl. IKPN Tanah Kusir, Bintaro, Jakarta Selatan, Indonesia

Abstract: - capacity building strategy is not only in terms of physical tools and facilities, but also on the social structure of the Coffee Sirung Tanjung Agrotourism organization with the establishment of an organizational structure as well as descriptions and functions of its members through skills, knowledge and attitudes that are trained through counseling and training provided in collaboration. Indonesia Finance Group (IFG) CSR program and Community Service STP Trisakti.

This study uses a qualitative method by conducting participatory observations, focus group discussions, interviews, and participatory for eleven months at Kopi Liberika Cipasung, Coffee Sirung Tanjung Agrotourism, Cipasung Tourism Village, Darma District, Kuningan Regency.

The results of this study indicate that the increase in physical and non-physical capacity results in a branding of Kopi Liberika Cipasung with Instagram social media that can attract visitors to enjoy existing coffee beverage products (with manual brew product variants (Vietnam Dip and Americano) or through a machine process. espresso (coffee latte, cappuccino, coffee milk, and others), including snacks and large local specialties, even getting profit from the transaction.

Keywords:- Capacity Building, Coffee Agrotourism, Community-Based Tourism, Corporate Social Responsibility,

I. INTRODUCTION

Cipasung as a village that has status as a tourist village has natural tourist attractions, and rural areas that have the potential to be visited by tourists ([1]); ([2]), ([3])). The village, which is located at an altitude of 734 meters above sea level and is located on the side of the Darma Reservoir, has a natural view of the reservoir waters, rice fields, the creative industry of Cipasung snacks, handicrafts, and including coffee plantations. The management of tourist attractions in this village is carried out by the Kompepar (Tourism Drive Group) Sirung Anjung, and also the Sirung Tanjung Coffee Farmers Group.

The most important thing in this introduction is the information on the formation of Village Owned Enterprises (BUMDES), Tourism Awareness Groups (Pokdarwis) which have been formed in Cipasung Village, and Sirung Tanjung Coffee Farmers Group. The existence of these three institutions will facilitate STP Trisakti in providing Tourism Village Assistance. From the policies of the Kuningan Regency Government, in this case the Kuningan Regency Disporapar has set a policy to create a tourist village, which includes STP Trisakti's direct guidance. This policy is an initial guide that there has been synchronization between the Kuningan Regency Government and STP Trisakti in terms of developing the Cipasung Tourism Village.

In mid-2020, the exploration of mentoring plans began using CSR funds from the Trisakti School of Tourism (STP Trisakti) in collaboration with the Indonesia Financial Group (IFG) in the form of counseling and training as well as the procurement of coffee commodity processing equipment which was carried out from September 2020 until August 2021.

The results of STP Trisakti's assistance can already be felt by groups of coffee farmers and other beneficiary groups, such as coffee management with post-harvest tools (pulper, huller, and grader), the use of coffee roasting machines, and millennials have been able to practice using espresso coffee machines that can be considered as a premium class coffee machine and serve directly to customers who come. CSR activities are carried out in the form of pilot management from the beginning, the process, and results of the pilot management of Sirung Tanjung Coffee Agrotourism which is managed by the Coffee Farmers Group through various activities related to tourism village activities.

Previous research conducted by ([4]) discussed the efforts of Cipasung Village to become a tourist village that relies on natural and cultural tourist attractions, especially in preparation for Higher Education Assistance to Indonesian Tourism Villages in the Ministry of Tourism and Creative Economy's national program in 2019. Other research as The previous study was conducted by ([5]), which showed the network of actors that formed the pioneering phenomenon of agro-tourism in the Cipasung Tourism Village, which was initiated by the Coffee Farmers group.

As a tourist attraction, agro-tourism is visited by mountains which is related to the relationship between visitors' interests with nature, agriculture, plantations, visitors to agro-tourism activities, and the mutual need between visitors and the authenticity of agriculture in a destination ([6]), and shaping supply and demand in a rural tourist destination ([7]), and managed with entrepreneurial skills inherited by families in agriculture ([8]).

However, the difference and novelty in this research with previous research is that we discuss capacity building through CSR IFG (mediated by STP Trisakti) for coffee farming communities in managing commodities through post-harvest processes, roasting, espresso coffee, and marketing channels through sales at the coffee shop Liberika Cipasung and through online media.

Research Problem

Based on the above background that CSR plays an important role in increasing the capacity of the management of Sirung Tanjung coffee agrotourism, Cipasung Tourism Village, Kuningan Regency, the current one is a process of utilizing CSR which can increase the capacity of local communities in coffee plantations, so the research problem I propose is the process of increasing community capacity with the emergence of procurement of post-harvest processing tools (pulper, huller, and grader), roasting, and espresso coffee machines, increasing skills, knowledge and attitudes of coffee managers in the Cipasung tourist village through CSR programs.

In connection with this research problem, I ask a research question, namely: How is the process of increasing the capacity of local communities in the production of coffee commodities through CSR programs at Sirung Tanjung Coffee Agrotourism, Cipasung Tourism Village?

Research purposes

1. Theoretical Goals

The theoretical objective of this research is to reveal the role of IFG CSR in increasing community capacity in

managing coffee commodities in coffee agrotourism in Cipasung Village, especially Liberika Cipasung coffee managers, Kuningan Regency..

2. Practical Purpose

The practical purpose of this research is to provide input to related stakeholders that there is a need to increase the capacity of Sirung Tanjung Coffee Agrotourism through the Trisakti CSR STP collaboration program and IFG CSR which can add value to Sirung Tanjung Coffee Agrotourism products.

II. LITERATURE REVIEW

Social responsibility programs for community and environmental empowerment are usually carried out by the government as a party that makes changes in society. However, in the early 2000s, social empowerment programs could also be carried out by large companies known as Corporate Social Responsibility (CSR), which initially used ISO 26000 ([9]).

The CSR program based on ISO 26000 (Figure 1) consists of core subjects covering human rights, labor practices, the environment, fair operating practices, consumer issues and community and development. The introduction of ISO 26000 is used as a reference for large companies that will implement competitive advantage, reputation, ability to attract customers, commitment and productivity of employees, and relationships between companies, government, media, suppliers, and peers ([10]); ([11]).

Ditlev-Simonsen and Midttun ([11]) stated that CSR programs are seen as something useful that is seen from students, companies and NGO activists so that the benefits of each CSR program will shape the motivation of each company, community and NGO activist. A company's CSR program is informed to the general public and stakeholders. In providing CSR information, effective communication media must be used ([12]); ([13]).

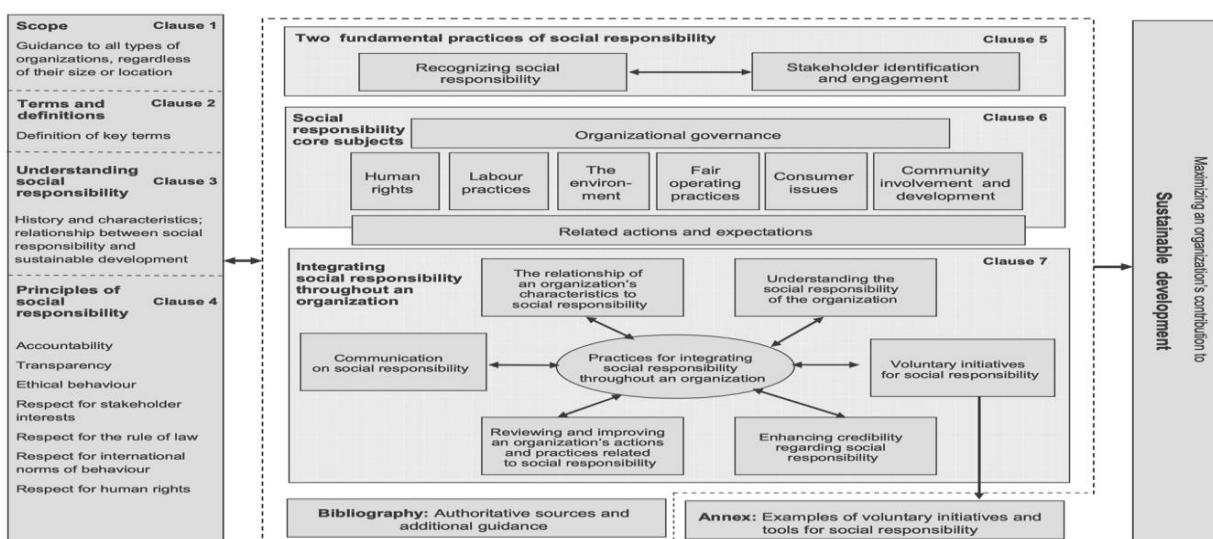


Figure 1. CSR scheme based on ISO 26000 (International Standard, 2010)

Furthermore ([14]) in their research stated that the definition of CSR continues to develop along with the concept of program benefit to the community and the environment around the company, so these two researchers tried to synthesize the Triple Down CSR Theory, Caroll CSR Theory, and Theory of CSR. CSR stakeholders who generate discourse on the implementation of internal and external factors of a CSR program and research on awareness, dimensions, and impacts of CSR in the perception of Generation Y Malaysia on the company's CSR program with the Caroll CSR Theory.

Notification of CSR programs by a company carried out by a company is usually carried out by management, but the results of Tran ([15]) research on CSR studies of Japanese and American companies were also carried out by directors who were outside the company, and the research results ([16]) that a company's decision to carry out CSR is determined by internal institutions.

The CSR program in Sirung Tanjung Coffee Agrotourism in Cipasung Tourism Village is a practice of CSR scheme subject to community involvement and development with code 6.8 ([10]) which includes issue 1 (community development), issue 2 (education and culture), issue 3 (employment creation and skills development), issue 5 (wealth and income creation), issue 6 (health), and issue 7 (social investment) and the agricultural industry sector has CSR potential that can be implemented in the community ([13]).

Research conducted by Kaum and Tran ([17]) is a disclosure of the benefits of CSR for coffee companies in Vietnam to improve the branding and reputation of coffee companies. While the CSR Program in Coffee Agrotourism in the Cipasung Tourism Village is carried out by the IFG (Indonesia Finance Group) company which is a combination of several SOEs in the financial services sector.

The results of the study ([18]) state that CSR programs can be a solution for community involvement and development in Aceh, so that they can provide solutions to the gaps that occur due to the lack of maximum community empowerment programs carried out by the government. Community involvement and development is an important theme in the CSR program based on ISO 26000 ([10]), which aims to increase the capacity of local communities.

Community capacity building is carried out by community development in the form of counseling and training in skills, knowledge, and attitudes ([10]) in the management of coffee commodities in Cipasung Tourism Village, so that they can form a coffee agro-tourism business unit, with post-harvest, roasting, and post-harvest services. and coffee shops so as to form a networked social structure and a formalized organizational structure ([5]).

Community capacity in a community is defined as the existence of skills, knowledge and attitudes in managing resources and community organizations, including the technology that supports them to be able to solve problems

and seek profitable opportunities for the local community ([19]). Furthermore, the same study ([19]) provides a definition of complementing the word "capacity" with the phrase capacity building, which pays more attention to the concept of repetition related to the development of humans, organizations, institutions and social capital. The addition of the word 'building' is to emphasize a social building that is not visible to the eye but can be felt by the phenomenon (Figure 2).

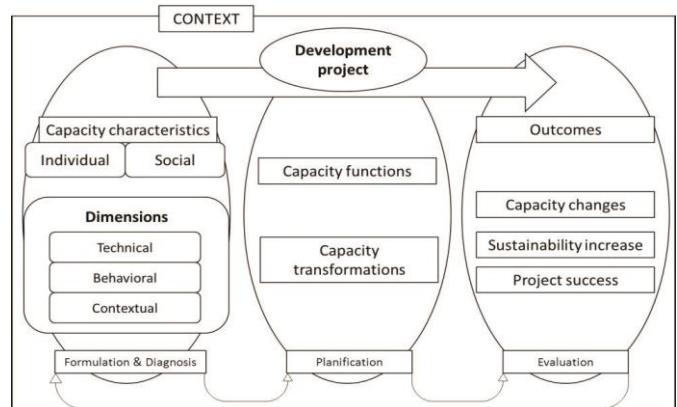


Figure 2. Community Capacity and Development Scheme
Source: Merino and Carmenado ([19]).

Capacity building is related to both formal and informal education, so research ([20]) explains that the important factors between education and capacity building are social structure, competence, content, and human resources ([21]).

Capacity building in the smallholder coffee industry in the State of Nicaragua was carried out after coffee suppliers went bankrupt to supply coffee to Europe by means of a community-based cooperative system with the aim of improving the capacity of farming communities and coffee business groups in the form of human resources, social structure, physical availability of facilities, and financial ability so as to be able to supply coffee to Europe ([21]).

Another study conducted by ([22]) stated that coffee farmers MSMEs can be strengthened by increasing capacity in entrepreneurship which includes education and training for local communities through government change agents and private parties as well as business development through export entrepreneurs.

In research on actor networks, Rachman ([5]) explains the participation in coffee agrotourism in the Cipasung Tourism Village and is strengthened by the presence of CSR intended by the Coffee Farmers Group so that there is a physical and non-physical transformation from upstream to downstream ([23]); ([24]) which provides the phenomenon of capacity building for local communities, and other research confirms that the concept of agrotourism can increase the capacity of farming communities in the Pujon Kidul area ([25]).

This research takes a phenomenological study with a participatory approach in the CSR program of the Indonesia Financial Group (IFG) to the Sirung Tanjung Coffee Agrotourism Pioneer, Cipasung Tourism Village mediated by STP Trisakti who concurrently implements capacity building for local communities, especially coffee farmer groups. The background description and literature review show that this research is a qualitative participatory method used to identify the value of increasing community capacity ([26]); ([27]), between CSR and capacity building of farmer groups in the phenomenon of coffee agrotourism.

III. RESEARCH METHODS

Based on the conceptual framework and literature review above, a conceptual framework can be made regarding the phenomenon of increasing the capacity of local communities in coffee commodities in the form of Sirung Tanjung coffee agrotourism through physical and non-physical CSR as described in Figure 3 below:

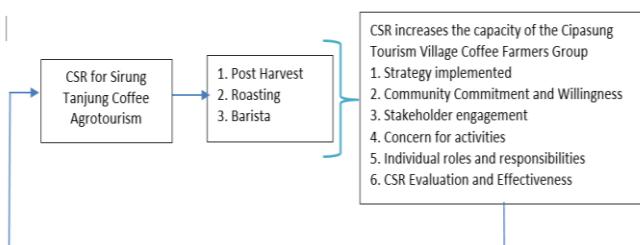


Figure 3. Conceptual Framework

In this study, the unit of analysis of CSR programs and capacity building of coffee farmers in the management of coffee agro-tourism pilots are (1) implementation strategy, (2) community commitment and willingness, (3) stakeholder involvement, (4) concern for activities, roles and (5) responsibility within the individual, and (6) evaluation and effectiveness of CSR. The analysis to be carried out includes categories; institutions, symbolism, and materiality. In the institutional field, it focuses on the behavior and relationships between communities involved in CSR governance which results in increasing the capacity of coffee farmers, pokdarwis, tourists, and coffee shop customers. The symbolic field is the center for the production and dissemination of knowledge, authority, ideology, meaning, and perception of CSR management and community capacity building in the management of coffee commodities. The third element, materialistic, is specifically focused on systems for using post-harvest machines, roasting machines, espresso machines, and technical components of coffee governance.

Increasing the capacity of coffee farming communities as research objects becomes a source of primary data information obtained through observation, in-depth interviews, and literature studies, and also defines that qualitative research is used to address a number of different types of objectives in the research process, and ([28]); ([29]) some participants were conducted in small numbers and sometimes in informal situations.

The research schedule is carried out in 2021 by taking the research location for the Sirung Tanjung Coffee Agrotourism Pioneer, Cipasung Tourism Village, Darma District, Kuningan Regency, West Java Province, from September 2020 to July 2021.

IV. FINDING AND DISCUSSION

Finding

The Cipasung Tourism Village Coffee Farmers Group in 2020, accompanied by CSR STP Trisakti, also received CSR funding support from the Indonesia Financial Group (IFG) in the form of counseling and training as well as the procurement of coffee commodity processing equipment which was being carried out from September 2020 to September 2020. August 2021.

Along with the increasing number of visitors who come to the Sirung Tanjung Coffee Agrotourism Pioneer and the more proficient members of this coffee farmer group community, it is already starting to feel the additional income from the post-harvest service business unit, roasting service, and coffee beverage service.

Implemented strategy

The development of a tourist attraction can be initiated from the agricultural or plantation sector, especially coffee plantations so that it becomes a form of coffee agrotourism characterized by educational tourism about the introduction of coffee plantations to the post-harvest process, roasting processing and coffee presentation in various ways, both manual brew and with using an espresso machine.

The design of the development program that has been carried out is with outreach activities, training, procurement of coffee processing equipment, and assistance for 12 months. The strategies to achieve the objectives of this CSR activity are as follows:

1. Extension and Training

This program is also designed in the form of counseling and training for community members, especially the manager of the Sirung Tanjung Coffee Agrotourism, Cipasung Tourism Village. Counseling is carried out through face-to-face delivery of theoretical material, and then supported by skill, knowledge and attitude training related to (continued) coffee commodity training, starting from upstream (plantations), post-harvest processes, and downstream processes (roasting and serving espresso coffee drinks). The next training is processing and serving food and drink (Food & Beverage Product and Service) to prepare additional products from coffee drinks, namely pastry products and food production for visitor satisfaction.

2. Business Start-ups

The selection of coffee agrotourism as a business start-up in Cipasung Tourism Village is the right choice because it uses natural resources, labor, and production tools that are easy to understand and work on. The Kuningan coffee community makes this agro-tourism more likely to start an agro-tourism business, because currently there are no

business actors who present the concept of coffee tourism education, and they have just entered product processing only in the roasting process and coffee shops.

The above conditions need to be supported by adequate facilities and equipment to make Sirung Tanjung Coffee Agrotourism a start-up business that has competitiveness. This tourist village coffee farmer has started using information technology to market coffee products and coffee processing services using existing tools.

The coffee beverage business can be developed again in Cipasung Tourism Village with a start-up concept whose production requires coffee business knowledge and skills supported by attractive equipment and packaging. The start-up business in this village started by creating a diversified coffee product in the form of coffee beans, powder, even drinks that are served directly and bottled drinks that are ready to drink, and marketed using social media technology.

3. Program Sustainability

This CSR program is run for twelve months (September 2020-August 2021) with the support of funds and other supporting facilities. This program is still sustainable with the existence of a strategic plan for village officials and other village institutional elements to market this coffee beverage product with the coffee community network in Kuningan Regency. The sustainability of this program is to utilize coffee education tour packages as a multiplier effect of coffee commodities so that it can open new business opportunities besides selling coffee drinks using funds from the Kedaireka Grant of the Ministry of Education of the Republic of Indonesia.

Table 1 describes the implementation of the CSR Role program in increasing the capacity of Coffee Sirung Tanjung Agrotourism, Cipasung Tourism Village which is equipped with the types of activities, facilities and necessary support needed.

NO.	PROGRAM	KEGIATAN	PENDUKUNG
1.	Capacity Building for Sirung Tanjung Coffee Agrotourism through CSR	1. Visitation, integration and preparation for CSR management (September 2020 – February 2021)	1. There is an agreement and commitment from the Coffee Farmers Group
		2. Procurement of tools and machinery for upstream, post-harvest processes, and barista training (March 2021)	2. Availability of land for coffee plantations, and land for post-harvest management and baristas
		3. Training and Counseling on coffee plantations, post-harvest, roasting, and baristas, pastry products, and food production (March – July 2021)	3. Availability of buildings and equipment for post-harvest, roasting, and downstream coffee (barista)
		4. Coffee Shop Management Training (May – June 2021)	4. Availability of human resource production and organizational structure of the Sirung Tanjung Coffee Agrotourism business unit
		5. Training on promotion and sales of coffee products (June – July 2021)	5. Availability of coffee production and its variants in Sirung Tanjung coffee agrotourism

Source: Observation Results (2021)

Community Commitment and Willingness

Commitment of the coffee community in this village is manifested in the organizational structure of the Cipasung Village Coffee Farmers Group whose activities are carried out in Saung Kadu while discussing coffee as an agricultural commodity which can also be done to bring in tourists through the concept of coffee education. This concept of coffee education takes part from agriculture (upstream), post-harvest, roasting, and serving coffee drinks (downstream), which is a complexity that involves skills and knowledge about coffee as well as the use of process tools that can range from simple technology to advanced technology.

The commitment of the coffee farmer group is also carried out in the manufacture of coffee shop buildings from the beginning until they can be used for the production of coffee drinks. This coffee shop building was built with non-governmental funding which is required to be able to receive modern and high-quality coffee equipment, such as roasting machines and espresso machines.

The concept of networking is practiced with a broader and deeper understanding when managing Corporate Social Responsibility (CSR) funds. The process of using the concept of science and technology (as non-human actors) is realized in the management of the Sirung Tanjung Coffee Agrotourism to produce coffee and processed agricultural products as a form of high commitment from the community.

The commitment and engagement between STP Trisakti, IFG and the Regent of Kuningan is evidenced by the jointly signed inscription related to CSR management for Sirung Tanjung Coffee Agrotourism, Cipasung Tourism Village, Darma District, Kuningan Regency, West Java Province.

Stakeholder Engagement

Based on the CSR activities of Kopi Sirung Tanjung Agrotourism, it can be concluded that the social actors involved in this phenomenon are those included in the Indonesian tourism pentahelix concept consisting of Academic, Business, Government, Community, and Media (ABGCM), which complement each other for the development of tourist villages. Meanwhile, non-human actors can be seen from the concept of science about plantations, and post-harvest coffee processing technology, roasting, and barista.

The first stakeholder involvement is academicians, carried out by lecturers, alumni and students of STP Trisakti involved in counseling and training on post-harvest processes, roasting, barista training, and event management. Learning by doing is one of the processes that occur between academics and mentoring participants from the Cipasung Coffee Agrotourism group.

Second, business stakeholders involving coffee business owners in Kuningan Regency consist of coffee farmers, post-harvest managers, and shop owners. Kedai Kopi Liberika establishes a business in the form of supplying roasted coffee beans as well as roasting and post-roasting services for coffee farmers who have harvested their crops in the garden..

Third, government stakeholders where the Kuningan Regency Government is involved by providing support for CSR Agrotourism activities, starting from government officials at the Cipasung Village, Darma District, Youth, Sports and Tourism Office, Food Security and Agriculture Office, BAPPEDA, SEKDA, and of course the District Regent. Brass.

Fourth, community stakeholders with the involvement of the Coffee community in Kuningan Regency, especially the Indonesian Coffee Entrepreneurs Association (APEKI) Kuningan Branch, and the Kuningan Coffee Gallery provide support in this CSR activity in the form of advocating for the upstream-downstream process of coffee commodities in Kuningan Regency. The Kuningan Coffee Community encourages its coffee products with the superior variety of Liberika Coffee.

Fifth, media stakeholders are involved in online media coverage that informs the implementation of CSR activities and the delivery of post-harvest coffee, roasting, and espresso machines from the Trisakti and IFG STP Collaboration to the Sirung Tanjung Agro Coffee Farmers Group which was attended by the Regent, and Kuningan Regency officials, and several Kuningan coffee communities. Information about CSR counseling and

training activities for Cipasung Coffee Agrotourism in the form of short films uploaded to social media You Tube, also at the ceremony of handing over post-harvest, roasting, and espresso machines to Sirung Tanjung Coffee Agrotourism.

The network that occurs in the phenomenon of stakeholder involvement shows that there are elements of social actors and technical (non-human) actors who form a forum for farmer organizations in the village that will carry out post-harvest productivity by processing coffee into green beans, roasting and serving espresso coffee drinks..

Concern for Activities

Of all the stakeholders involved in the CSR Collaboration activities of STP Trisakti and IFG, all of them gave their care and attention to the activity so that it could run according to the scheduled plan. The collaboration of STP Trisakti and IFG creates a program that provides outputs that increase the ability of coffee business actors both from upstream to downstream in material and non-material.

However, what is most interesting about the concern for the activity is the figure of the Chairman of the Coffee Farmers Group of the Cipasung Tourism Village, namely Taufik Hernawan (Kang Opik). Play a role in two types of actors, namely social actors, and technical (non-human) actors.

Evidence that Kang Opik really cares can be seen from the social skills of the coffee community in Kuningan Regency, which are able to bring coffee lovers, the agriculture office, STP Trisakti and other parties related to coffee management to the Saung Kadu location. When guests come to Saung Kadu, coffee is served with very simple technology and manual brew is served in a simple saung. This social communication ability is interesting to be used as one of the CSR reports.

The scientific and technical abilities of the group leader (Kang Opik) were seen during technical discussions about coffee plants in Kuningan Regency, including the importance of coffee production in the upstream areas managed by coffee farmers. The quality of the coffee harvested must be of high quality, namely red cherries, and farmers do not just pick the green coffee cherries. The controller's desire to introduce Liberika Cipasung coffee means that competition for other types of coffee (Arabica and Robusta) in the coffee business arena has been led by international class coffees, such as Gayo Wine and Flores Bajawa. In fact, the largest production capacity in Indonesia for coffee is from Lampung Province. Liberika coffee is a strategy in introducing Cipasung coffee products.

The controller also has the ability to manage post-harvest, roasting and barista equipment. With experience from simple tools for post-harvest cherry processing, it is also easy to use modern tools for processing quality coffee cherries. A good roasting process is also mastered so that the roasting process with modern tools must have a unified technique and the same feeling between the roaster and the

roasting machine. The presentation of coffee that previously only relied on manual brew, then by using an espresso machine, the controller when trying to get a quality espresso drink according to the specifications of the roasted coffee beans.

Roles and Responsibilities of each individual involved

Kang Opik's concern became an example for other fellow farmer groups, so that communal concern was immediately formed in an organizational structure which

was divided into five divisions, namely, (1) Plantation Division, (2) Post Harvest Division, (3) Roasting Division, (4) Store Management Division, and (5) the Catering Division with each division and individual in it having a role and responsibility for the production of superior services, this division of labor then forms a new social structure in the form of an organizational structure for the manager of Kedai Liberika Cipasung , Sirung Tanjung Coffee Agrotourism as seen in Figure 4 below:

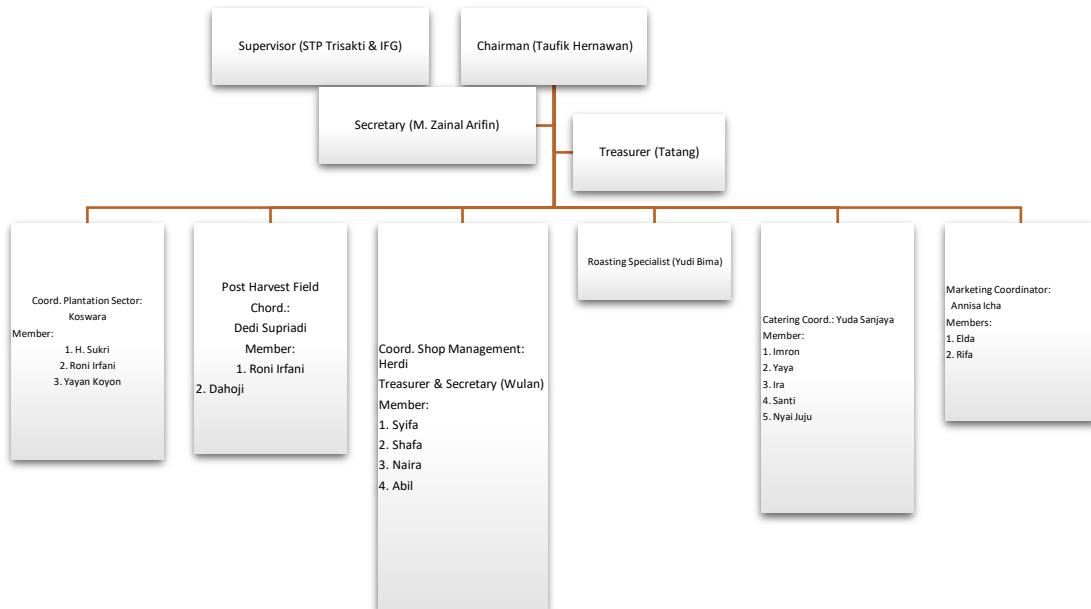


Figure 4. Organizational Structure of Cipasung Liberika Shop, Sirung Tanjung Coffee Agrotourism Source: Observation Results (2021)

Thus, each division in Figure 2 has a brief job description as below:

1. Plantation division (conducts seeding, planting, fertilizing, and harvesting by producing quality coffee red cherries)
2. Post-harvest Division (processes pulper, huller, and grader into green beans with grades that have been divided into A, B, and C)
3. Roasting Division (produces roasting process according to different levels according to customer orders)
4. Coffee shop management division (espresso coffee drinks, latte, manual brew, and other variant dishes)
5. Catering Division (selling pastry products and food for serving to visitors and banquets)

There is a translation in the agro-tourism pilot process in the social actor elements of the Sirung Tanjung coffee farmer group and technical (non-human) actors in post-harvest, roasting, and barista equipment from CSR IFG. These two elements serve as the starting point for the translation of the concept of simple coffee processing into complex coffee processing because it will adapt a lot to the specifications of the equipment and the competence of the people who operate modern coffee processing equipment.

The current concept of a coffee shop will prioritize the quality of service to guests who come which include the quality of the coffee shop atmosphere (tangible), empathy for guests (empathy), fast movement to guest needs (responsiveness), in accordance with the atmosphere of the coffee drinking environment (reliabilities), and lastly, there is a guarantee of the distinctive taste of Liberica coffee from this shop (assurance) while still applying the Espresso Coffee Making SOP

CSR Evaluation and Effectiveness

Researchers directly connected farmer groups with CSR activities from the Indonesia Finance Group (IFG) in the form of proposals for submitting funds. In the process, STP Trisakti conducts due diligence with the CSR to find out the background of the proposal submission and ensure the usefulness and benefits obtained for the recipients of CSR funds. There is an important message from the CSR funder during the due diligence with the zoom meeting, namely that this CSR fund is intended for coffee farming and for coffee farmer groups, not for tourism.

Table 2. Evaluation and Effectiveness of CSR Phase I

EVALUATION	TIME	EFFECTIVENESS
Evaluation I	November 2020	<p>Identified Community Capacity Building:</p> <ol style="list-style-type: none"> 1. Coffee plantation area of 25 hectares of coffee type Cipasung Tourism Village (Robusta 80%, Arabica 15%, and Liberika 5%), and produces 18 sd. 25 tons per year. 2. Coffee milk products with a production of 50-100 pouches/month 3. Needs assessment for Cipasung Village Coffee Farmers Group in 1 document 4. Land area of 1000 m² for agro-tourism from non-governmental organizations 5. A coffee shop building equipped with an electrical installation of 2,200 watts. 1. 6. There has been 1 unit of Barista training module for CSR

Source: Observation Results (2021)

The purpose of the evaluation and effectiveness of the overall activities of Phase I (Table 2) is to find out the progress of the implementation of the Sirung Tanjung Agrotourism CSR program which aims to explore the roles and commitments of actors (stakeholders), and increase the capacity of Sirung Tanjung Coffee Agrotourism through the STP CSR collaboration program. Trisakti and IFG that can add value to Sirung Tanjung Coffee Agrotourism products

After the approval of the application for CSR funds, the Sirung Tanjung Coffee Farmers Group quickly made one of the buildings designated for the placement of roasting machines and espresso machines. With the funds and energy that comes from the Coffee Farmers Group joint venture, they have succeeded in building a coffee shop, and a room for roasting. This is the main requirement that this machine should not be stored arbitrarily and must be in a closed room, like a coffee shop.

Table 3. Evaluation and Effectiveness of CSR Phase II

EVALUATION	TIME	EFFECTIVENESS
EVALUATION II	February 2021	<p>Identified Community Capacity Building:</p> <ol style="list-style-type: none"> 1. post-harvest tools (1 unit pulper, 1 unit huller, and 1 unit grader) 2. roasting capacity 3 Kg/batch (1 unit) 3. Conti type C 100 espresso machine, 2 groups, manual (1 unit), and standard barista equipment (milk jug, temperature, and others) 4. Grinder (1 unit) 5. Manual brew (1 unit)

Source: Observation Results (2021)

In approximately 30 days they have managed to make the room look like a coffee shop, thus leaving the function of Saung Kadu as a gathering place at night with coffee. Their gathering place has moved to a coffee shop equipped with an espresso machine. The results of this espresso

machine drink will later become a product that is offered to visitors who come, so that community members and coffee groups who visit coffee can no longer behave while drinking coffee at Saung Kadu for free.

Tabel 4. Evaluation and Effectiveness of CSR Phase III

EVALUATION	TIME	EFFECTIVENESS
EVALUATION III	April 2021	<p>Peningkatan Kapasitas anggota kelompok tani kopi dalam:</p> <ol style="list-style-type: none"> 1. Pengelolaan pasca panen kopi (3 orang terlatih dalam pengelolaan pasca panen) 2. Roasting (2 orang terlatih untuk mengelola roastery dengan spesifikasi mesin yang tersedia) 3. Barista (8 orang terlatih menjadi barista) yang berasal dari kelompok milenial dengan product kopi yang disajikan di kedai kopi dan melalui pesanan online

Source: Observation Results (2021)

In Phase II (Table 3), the paradigm of understanding the Standard Operational Procedure (SOP) in post-harvest, roasting, and espresso drinks becomes important to provide the same good quality if made (served) by different personal staff in this agro-tourism. Likewise with the concept of agro-tourism in which there is coffee education, so the provision of coffee learning materials is the main attraction for other visitors, not just buying coffee and its processed products.

The effectiveness of this CSR program is able to have an impact on improving the social welfare obtained by the local community when managing agriculture and its processed products so that there is an increase in skill, knowledge and attitude capacity that can increase the quality of life of the local community in achieving SDG'S. In addition, there was an increase in the processed products produced so that they got better prices than before the CSR program in Phase III (Table 4).

Tabel 5. Evaluation and Effectiveness of CSR Phase IV

EVALUATION	TIME	EFFECTIVENESS
EVALUATION IV	June 2021	<p>Capacity building of coffee farmer groups in management:</p> <ol style="list-style-type: none"> 1. Post-harvest (There are already records of services using pulper, huller and grader machines) 2. Roasting (there is already a roasting service) with a price of Rp. 50,0000.00/batch (1 batch of 1 Kg-3Kg coffee beans) 3. Coffee Shop (Addition of 4 main course menus: Grilled Chicken Coffee, Tilapia Fritters Sambal Matah, Cipasung Spicy Chicken Wing, and Frutty Pancake Liberika) and 3 menus of pastry products made from coffee and Hanjeli) as well as local traditional foods such as fried rice, karedok, seblak, and sate Maranggi 4. There has been a sale of coffee drinks with americano, espresso, cappuccino, coffee latte, match milk, and food transactions with a transaction value of Rp. 13,211,500.00 (from April-June 2021). 5. The Liberika Cipasung Coffee Shop has been known through Instagram social media (from 0 followers to 900 followers) so that it is able to attract visitors to come to the coffee shop

Source: Observation Results (2021)

Stage IV (Table 5) is the last stage of evaluation and effectiveness activities in the CSR program which have been proven to increase the capacity of the local community so that they already have soft skills in terms of service to visitors who come to Kedai Kopi Liberika Cipasung. This soft skill capacity increase is able to significantly provide a profit on sales made by coffee shop managers

V. CONCLUSIONS

Capacity building is not only in terms of physical tools and facilities, but also in the social structure of the Coffee Sirung Tanjung Agrotourism organization with the establishment of an organizational structure as well as descriptions and functions of its members through skills, knowledge and attitudes that are trained through counseling and training provided in the CSR program.

In the end, this increase in physical and non-physical capacity resulted in a branding of Kopi Liberika Cipasung with social media Instagram that could attract visitors to enjoy existing coffee beverage products (with manual brew product variants (Vietnam Dip, and Americano) or through the espresso machine process (coffee latte, cappuccino, coffee milk, and others), including local snacks and main dishes at Cipasung Tourism Village.

There is a network of relations with interested parties in increasing the capacity of this coffee agrotourism, such as communication both in writing and verbally to the Espresso Conti machine distributor team, post-harvest coffee machine distributors, CSR IFG, Kuningan Regency managers (Regent, Secretary, Head of District). Bappeda. Kadis. Porapar, and Kadis. Agriculture), Cipasung Village officials, and including the coffee community in Kuningan Regency.

The collaborative CSR program between STP Trisakti and the Indonesia Financial Group (IFG) was able to bring about major changes in the upstream-downstream coffee management managed by the Cipasung Tourism Village Coffee Farmers Group. This significant change can be seen from the improvement of facilities and machines and

equipment for post-harvest, roasting, and serving of espresso coffee drinks.

Capacity building from the pilot level to developing is at the right stage. However, to support the transformation from pioneering to developing and advancing, a further support effort will be needed in the form of structuring land for education, mini coffee plantations, coffee agrotourism and coffee shop facilities, such as chairs, tables, and other F&B Service equipment.

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