

Bowongso Coffee Shop; More Than Just A Holiday and Place for Rural Youth Lifestyle in Indonesia

Komunitas: International Journal of
Indonesian Society and Culture
14(1) (2022): 14-26
DOI:10.15294/komunitas.v14i1.34114
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p-ISSN 2086 - 5465 | e-ISSN 2460-7320
<https://journal.unnes.ac.id/nju/index.php/komunitas>

UNNES JOURNALS

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Received: December 24, 2021; Accepted: February 5, 2022; Published: March 30, 2022

Abstract

Subsistence farming is the main job of farmers in Bowongso Village, Wonosobo, Indonesia. Coffee is one of the commercial crops since it provides much profits and changes the pattern of agricultural management. The purpose of this paper was to find out how the creativity of youth in rural areas plays a role in developing agricultural innovation. Data were obtained from interviews with members of farmer groups, farmers, and consumers of the Bowongso coffee shop. The results showed that the commercialization of agriculture needs to be improved in increasing innovation and production to maintain the prosperity of rural communities. The Bowongso Coffee Shop is an innovation in the development of the agricultural sector from upstream to downstream driven by young farmers who are members of the Bina Sejahtera farmer group. The teenagers make coffee as a commercial plant and coffee shop as a place to gather and discuss the development of farmer groups or agricultural conditions in the village. The social movement of rural teenagers plays a role in the development of agriculture where they run coffee shops as a way of life for rural communities that are not much different from urban communities and further improve the village economy.

Keywords

agriculture; youth; social movements; coffee

INTRODUCTION

Coffee shops are very popular among urban teenagers. So far, coffee shops have become a place to gather, hang out, or even be used as a place to work. It can be said that coffee shops are a lifestyle of teenagers in urban areas which is always associated with need for self-actualization (Salendra, 2014), a desire to relax or just to follow an image (Loftfield et al., 2016), which has been happening since the 17th century and Habermas introduced the concept of public space.

In America, the coffee drinking lifestyle is spread in several regions which are influenced by geographic factors and lifestyle. The age range for consuming the most coffee is 20 to 30 years. (Loftfield et al., 2016). The same as in Mexico, the people's perceptions of coffee increase coffee consumption (Limón-Rivera et al., 2017). Coffee as a commodity

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becomes a lifestyle that cannot be separated from the abundance of coffee production in several countries which is connected to an increase in demand in the global market. (M Tucker - n.d.)

However, drinking coffee in the coffee shop is not only popular among urban teenagers, but has become the culture of rural communities for generations since the 15th century. Drinking coffee has become a daily habit for adults in rural households as part of the comfort of family life and in agricultural productivity. Before going to the rice fields, farmers stop over at the coffee shop to chat or share information about current agricultural activities. Likewise, after the work is done, going to a coffee shop has also become a tradition. At the stage of its development, the coffee shop expanded its location and had an important role in popularizing coffee, building the image, and culture of coffee (M Tucker - n.d.). The people of Bowongso Village, especially the village teenagers, also have a tradition of drinking coffee before going to the fields.

The Bowongso Coffee Shop is an extraordinary creative idea from the village teenagers, which started in 2015. At first this coffee shop was not worthy of being called a coffee shop, but as a gathering place for the teenagers who are members of farmer groups at the house of the head of the Farmer Group. During the meeting, all members consume coffee continuously. This habit led to the idea of establishing a coffee shop, with self-produced coffee. It is at this point that the role of teenagers in rural areas is very important in generating creative ideas for rural development. As happened in Africa, teenagers have an important role in rural areas related to creative ideas, fast learner in adopting technology or better known as a divisive narrative in increasing productivity and

transforming rural agriculture (Sumberg and Hunt, 2019; Dzakiroh, D., & Irianto, H., 2021). As with rural teenagers in India it also has an important role in rural development by carrying out vigorous activities (Kapur, 2018).

The roles of teenagers in rural areas provide opportunities for village development on a wider scale. In the context of entrepreneurship, the village teenagers have high value and potential to make a unique contribution to business development (de Guzman et al. 2020). Teenagers in rural areas are a development instrument that has transformative potential and acts as a political force either in existing organizations or in forming their own organizations (White 2020; Jeffrey, A., Staeheli, L. A., Buire, C., & Čelebičić, V., 2018; Fahmi, F.Z, and Ivania D.S., 2020). The presence of coffee shops has had quite a positive impact on members of farmer groups and residents who are not part of farmer groups. Coffee shops can accommodate coffee plants grown by residents, with sufficient yields to meet basic needs during a growing season. The sale of coffee plants complements rice as a staple crop for farmers. The coffee shop is also a stopover or a base camp for climbers of Mount Sumbing. The use of these shelters contributes to income for the village, considering that each climber is charged a contribution fee of IDR 15,000.00. Other income is obtained from the existence of a motorcycle taxi service that takes climbers to the *swadas* (land boundary) (Kurtoni, 2019).

This paper aims to analyze the Bowongso coffee shop as a form of creativity created by teenagers in rural areas. The activity of drinking coffee as a daily activity of rural communities in adjusting their urban lifestyle is a form of dynamics and rationality of rural youth which is interesting to study. The new finding in

this study is that the forms of empowerment carried out by rural youth through organized organizations can contribute to the development of the rural economy, drive the economy of rural families and increase the creativity of rural youth. This research is part of the study of social movements, which are influenced by the presence of the most influential actors in the village. The urbanization process is accelerated by various kinds of youth creative activities that can drive the rural economy. This study argues that social movement of rural teenagers plays a role in the development of agriculture through running coffee shops as a way of life for rural communities that are not much different from urban communities and in turn improve the village economy.

Rational Choice Theory

Rationality is a logical and objective basis that is reflected in various kinds of economic activities, socio-political organizations, and cultural practices. According to Weber, the concept of rationality is the key to objective analysis of subjective meanings as a basis for the comparison of different types of social action. Rational action is concerned with conscious consideration and expressed action. The category of rational action that fits the context of this paper is instrumental rationality. The basis of instrumental rationality is economic action in an impersonal market system (Lawang, 1986).

Socio-Economic Movements in Rural Areas

The socio-economic movement in several East Asian countries is an identification of (some of) the specific East Asian models that have their characteristics. The five main corporate models have state influence and support systems related to public policy that make this model slightly different from the social enterprise that characterizes the US, namely the weak role of civil society. The cooperative movement plays an important role in shaping several models of social enterprise, by prioritizing the development of social-economic organizations in East Asia, namely a “condition of necessity” and

a “condition of shared destiny” (Defourny, 2011).

In the context of Indonesia, the dynamics of the development of the socio-economic movement cannot be separated from the history of Dutch colonialism. The Dutch government has a considerable influence on the growth of social movement organizations in Indonesia. Organizations during the colonial period have used social entrepreneurship strategies to achieve the mission of empowering indigenous people and mobilizing them towards self-reliance. The factors that encouraged the growth of social entrepreneurship in that era were the influence of Islam and the leadership of the Javanese nobility. The current growth of social entrepreneurship is likely to depend on three main factors: the perception of the level of economic empowerment by indigenous groups as a result of social entrepreneurship, the Islamic identity of indigenous peoples, social enterprise and activism (Iiris, 2013).

Cooperatives are proven to have contributed to the developing of social welfare and supporting rural areas to utilize democratic principles and carry out social responsibility in their activities through collective action. The cooperative movement and its development are influenced by economic, legal, and social factors. Many cooperative initiatives have emerged from rural group self-incentives, many of which have been organized, coordinated, and supported by non-profit and community development organizations. In this way, the cooperative movement has proven over the years as a sustainable way in which social commitment meets the criteria of the business and market dynamics (Zaimoval, 2012).

In the current context, social entrepreneurship is mostly driven by the existence of BUMDes (Village-Owned Enterprises). This institution is located in a rural area which is proven to be able to realize social entrepreneurship in rural areas. It can be realized because this business unit does not only have a profit goal but also social values including as a medium of communication and maintaining community spirit; creating

innovation in the world of work; reducing unemployment and a forum for village governments to manage village funds and develop the potential of the village (Muryanti, 2020).

METHODS

This research was carried out in September 2019 before the Covid-19 pandemic, so that researchers could still freely conduct observations and interviews at the research location. The data was obtained from observations in the form of the atmosphere in the coffee shop, the atmosphere of climbing on Mount Sumbing, and the process of planting and processing coffee in Bowongso Village. In addition to observation, data was carried out through in-depth interviews with 10 young people from Bowongso Village who are active in agriculture in coffee processing, management of the Bowongso coffee shop, and creativity in developing the Sumbing Mountain Climbing Basecamp.

RESULTS AND DISCUSSION

Subsistence And Commercial Agriculture In Rural Area

Bowongso Village is one of the villages in Kecamatan Kalikajar, Kabupaten Wonosobo, Central Java. The distance between this village and Central Jakarta, as the capital city of Indonesia, is approximately 462.5 km². Bowongso Village is located on the slopes of Mount Sindoro Sumbing, which requires patience to reach the village because the uphill and rocky roads on either side are covered by ravines and steep cliffs. The residents are on the lower slopes of the mountain. The more we go to the top, the more we do not find people's houses. All that was seen was a very beautiful mountain view. Two mountains, namely Sindoro Sumbing, are getting closer to sight. As the same with the other moun-

tains, what appears along the rocky road are tobacco plants and mountain views which are covered by extremely cold weather. This village is the last village and has become the post for climbing Mount Sumbing through the Bowongso Village route, the location of Village Hall. The climbing must be done carefully, given the contours of the roads that arise and some damaged roads. As you go up, the road to Mount Sumbing is getting more difficult because the existing road is not just a footpath, but a road full of rocks.

The green scenery in the mountains gives an indication that the majority of the workforce in Bowongso Village is in the agricultural sector. The number of farmers in this village is 1927 families from a total workforce of 2814 people. A total of 1927 families consisting of 1776 people are farm owners and 166 people are laborers. Farmers in Bowongso Village can be referred to as subsistence farmers because their agricultural production provides their basic needs. Their agricultural products are corn, chilies, garlic, cabbage, and beans. Meanwhile, the products from the plantation sector are coffee and tobacco. With an average monthly income of around 1,700,000.00 IDR. To cover the lack of income earned from the agricultural sector, farmer families make handicrafts that can support income of approximately IDR 360,000.00 every month. Agricultural subsistence can also be seen from the ownership of narrow agricultural land, with the following details: farmers who own land between 0.1-0.2 ha are 597 people, farmers who own land between 0.21-0.3 ha are 156 people, farmers who own land between 0.41-0.5 ha are 45 people and farmers who do not own land are 476 people (Bowongso, 2018).

The subsistence condition that occurs in farmers in Bowongso Village is not much different from the conditions of farmers in other areas. Subsistence agriculture is agriculture that uses traditional concepts, small-scale, low-income farmers because of low productivity, farmers who sell less than 50% of their production, farmers who are poor in resources, agricultural conditions in which crop production, livestock raising,

agricultural activities are carried out for personal consumption, low use of agricultural technology (Kostov and Lingard, 2004), full of risks, and uncertainties. (Truong Tan, 2009, pp.32). The same thing happened with farmers in Romania, including agriculture that is in a condition of subsistence, which is characterized by rural communities that are highly dependent on traditional agriculture, low agricultural productivity, low diversification of agricultural products, and low purchasing power of the people (Alexandri, Luca, and Kevorchian, 2015). In Africa, which is in Ethiopia, the agricultural conditions also experience things that are not much different, which is experiencing subsistence indicated by the agricultural sector carried out by the community on a small scale, with land ownership of less than 2 hectares whose production results are prioritized to be sufficient with their own needs, with a rainfed pattern that causes low productivity (Sibhatu and Qaim, 2017). The same case also happened in East Asia, the agricultural system run by the community is subsistence agriculture which is characterized by a large number of agricultural products used for self-sufficiency and the lack of markets as a place for the exchange of agricultural products. (Abele and Frohberg, 2003). However, subsistence agriculture provides a positive contribution in terms of the production process that does not damage the environment and provides food security and social security for rural communities (Alexandri, Luca, and Kevorchian, 2015).

Farmers in rural areas have a strategy to overcome their subsistence conditions to survive. Considering the only skill that they have in the agricultural sector; they did commercial farming as a way to cover the shortage of needs. Commercial agriculture is agriculture that has a surplus from the marketing of agricultural products, a choice of commercial crops, and a change in the agricultural production system that can improve the prosperity of rural communities. (Truong Tan 2009). For most subsistence farmers, the choice to switch to commercial agriculture is an opportunity, related to the existence of new markets for agricultural

products, the presence of new technology, access to land, and access to capital.

Bowongso farmers choose plantation crops, which is coffee, in addition to staple tobacco, cabbage, chili, and various vegetables, as a form of agricultural commercialization. The reason for choosing coffee plants is because of the low maintenance costs, ease to grow in mountainous areas, and can prevent landslides. Initially, coffee plants were only used as a guard for terraces and often land, considering that in its development, the demand for coffee was huge along with the lifestyle of drinking coffee in both rural and urban areas, causing the demand for coffee in the market to increase compared to other staple crops.

The coffee-growing season starts from October in the rainy season to March in the dry season. The coffee plant planting system is carried out by planting it among other plants. This method is known as the intercropping (mixed) planting method. In other words, there is no special land for growing coffee, but coffee plants are mixed with other crops. However, the coffee plant is not the majority plant because it is only a side crop. Coffee plants take 4 to 5 years to grow large and bear fruit. During this growing period, the care of coffee plants is carried out with a simple method by pruning the trees for better tree trunk regeneration and applying manure without using chemical fertilizers. If they are old, coffee farmers can harvest coffee starting from April, May, June, July, and August. April is the beginning of harvest and May to July is the main harvest process. August is the end of the harvest. The yield from the main crop amounted to over 2 tonnes close to 2.5 tonnes. Somehow the amount does not meet the number of demanded needs. In 2017, there were no coffee sales for 4 months because the stock ran out, and was forced to take a day off from coffee production activities. Coffee plants are not harvested every month, but only at certain times (Edi Subekti, 2019).

Coffee cultivation is carried out on land owned by farmers, not belonging to Perhutani. At first, they had collaborated with Perhutani in managing the land, but

the risks that would arise would be enormous, including if there was damage to the land it would have created problems for the farmers themselves. Currently, the land used is the property of each farmer because the outcome obtained will be optimal (Muhiaji, 2019)

The process of mixing coffee from harvesting to serving coffee takes a long time. First, the coffee is harvested when the fruit is red and processed in a wet process, harvesting, peeling, orientation, drying (specifically for Bowongso Coffee for 25 days), after it is dry, it is roasted. The process is a bit long for Bowongso coffee. From the beginning of harvest until it is ready to roast takes up to 6 months. After roasting, the coffee is ready to be ground and served. The selling price of 250 grams of coffee packed with Bowongso is 62,500 IDR (Kurtoni 2019).

There are no obstacles during the process. Farmers often call it a challenge, not an obstacle. In planting coffee, the obstacles faced are related to unfavorable weather, such as long dry season, coffee plants experience stress due to overheating. During the long dry season, coffee plants need shade so they are not sensitive to heat.

Currently, the demand for coffee is increasing, many people are asking "What is the superiority of Bowongso Coffee?" The superiority of Bowongso coffee is the Arabica type. However, all coffees have their superiority and have their characteristics from each region. This character is influenced by soil and microclimate. For example, the same coffee varieties are grown in Bowongso and Slukatan (one of the coffee-producing villages in Wonosobo), but the microclimate in Bowongso and Slukatan is different, therefore the coffee will have different characteristics. To improve the quality of coffee, there is a Quality Control team and they are divided into two, which are internal and external. Internal comes from the members, while external from outside such as the city of Wonosobo, Surabaya, Semarang. Quality control is carried out after the harvesting. Bowongso coffee is also always taking a part in coffee festivals outside the city to improve its quality. The most popular type of coffee

in the Bowongso Coffee shop is arabica. It has a seductive aroma that will attract sugarless coffee lovers. The major customers are the residents and mountain climbers who come from various regions in Indonesia.

Social Movement In Rural Area

The history of Bowongso Coffee cannot be separated from the existence of the Bina Sejahtera Farmer Group which was formed on January 29, 2009, which at the beginning of its formation consisted of 60 young farmers. The pioneer of this farmer group was a young village man named Setyono Edi Subekti (35 years old) or Eed. This young farmer of Bowongso is an alumnus of a private university in Yogyakarta who has applied knowledge to develop his village. What Eed did is a form of a new social movement. A social movement is defined as a shared identity, both personal and political which uses symbols and solidarity as a manifestation of personal commitment/personalism (a way of acting together that emphasizes the individual rather than the community or institution because of the uniqueness of a person) (Donald, 2002). The personal role, the actor becomes an important factor in the process of social movement, as well as other factors, including solidarity, social movement organizations, leaders and leadership, resources and resource mobilization, opportunities and community capacity in carrying out social movements, networking and participation, commitment and collective identity (Sukmana, 2013). A strong desire in the social movement by the teenagers is done by converting their house, which is hidden from the path in the village, into a coffee shop. In their daily life, they make coffee with modern barista-style tools in urban coffee shops.

The main reason that drives Eed to apply his knowledge is that his villages can be developed. He said that villages with agricultural land actually can keep the teenagers from going to cities. With the condition that farmers in the village have bargaining power in determining the price of their agricultural products so that the work of farmers is not underestimated and abandoned. The same

thing was conveyed by many other young farmers in the Asia Pacific who stated that villages provide opportunities for the teenagers to develop their villages because of the availability of abundant raw materials, the low cost of agricultural production, and their closeness to their big families. (Vargas-Lundius,2011).

Social movement actors always meet some struggles in carrying out their activities. However, they will try to do various kinds of efforts so that what is done is successful. This is due to the nature of the social movement which can generate a willingness to sacrifice for its followers to carry out various activities until death (Hoffer,1988). This was also experienced by Eed, who felt that at the beginning of the formation of the “Bina Sejahtera Farmers Group”, not all the teenagers wanted to join the farmer groups. Only a small number of young farmers joined. The purpose of forming this farmer group is not only to grow coffee but to find solutions so that farmers have bargaining skills in the market. So that farmers can determine prices that are appropriate and profitable so that the initial capital of production costs can return. The results of agriculture at that time were mostly tobacco. The Bina Sejahtera Farmer Group not only manages agriculture but also works on farms such as raising cows and forming a service group for climbers. Such as providing motorcycle taxis, data collection, and health facilities. This service works with the local village government. However, the Bina Sejahtera farmer group is independent. The founder, Eed, collaborates with other teenagers in managing it. Eed succeeded in advancing the farmer group because its members were young people who had enthusiasm. With the spirit of youth, Eed and the Bina Sejahtera farmer group are future-oriented, have high hopes, objectives, and definite goals or plans, even though the boundaries are thin with ideas or dreams (White,2020).

One of the efforts carried out by this young farmer is establishing a coffee shop as a cultural identity for today’s teenagers. Coffee is a promising commodity considering that it is currently part of the identity

of teenagers almost all over the world. Every day, from the start until the end of activities or in the morning until evening, coffee is the choice as the best drink with a variety of variants. Such identity is inherent in the life of coffee consumers. The process of consumer attachment to coffee is influenced by rhythm, product attributes, and social context (Lindblad and Svensson,2017).

The birth of the Bowongso coffee shop required a long process, which began in 2010, with the emergence of the idea of planting coffee as a result of discussions from the “Bina Sejahtera” Farmer Group Management together with the Agriculture and Plantation Agency in Wonosobo. In addition to the increasing global and local demand for coffee, the choice of coffee plants is also following the land conditions in Bowongso, which is on the slopes of a mountain that often experiences landslides. Coffee is the solution to maintain soil resilience, especially in mountainous areas where land contours are relatively steep. Residents make terraces frequently to maintain soil resilience. Moreover, coffee plants are easy to grow in mountainous areas and do not require special care. The same is the case with other farmers who grow coffee as a process that replaces vegetables as daily income and maintains forest sustainability and biodiversity (Iskandar et al.,2018).

The collaboration between the Farmers’ Group and the Department of Agriculture and Plantation was marked by the donation of coffee seedlings to be planted on agricultural land which coincided with the slopes of Mount Sumbing, Bowongso Village. The coffee plants contributed by the department are currently in the rejuvenation stage. The farmer group treats these seeds as original seeds that come from their own. The planting of the seeds is carried out in cooperation between members of the community, especially young farmers. For example, a young farmer A grows coffee, so A will grow coffee on Mr. A’s land, who also grows tobacco and vegetables. In the end, coffee-growing had to share the land with tobacco and vegetable crops. The location of the coffee planting which is located

between other plants in the garden causes coffee to be invisible compared to the staple crop planted by residents. The coffee cultivation pattern in Bowongso is the same as Palintang, which is planted alongside other plants and maintains diversity in the planting location (Iskandar et al., 2018).

The care, management, and harvesting of coffee are carried out by young farmers, especially those who are members of the Bina Sejahtera Farmer Group, given that farmers are generally not used to growing coffee. So that only a few farmers are involved in the care of coffee plants. Among them, first, Haryono (50 years old) learned about the benefits of growing coffee from the Bina Sejahtera farmer group. Planting coffee on the slopes of Mount Sumbing is intended to maintain soil balance using the intercropping planting method. During the coffee harvest month, Haryono always gets the outcome, although it is not too much but enough for his basic needs. Second, Bapak Yanto (42 years old) also grows coffee as prevention from land damage, because his land is in a steep area. (Haryono, 2019; Yanto, 2019)

After 3 years, in 2013, the farmer group's first coffee harvest was carried out. The main harvest of coffee has not resolved the confusion that Eed experienced in managing coffee. After receiving some training in managing coffee, Eed, through the farmer group, decided to manage his coffee until it became ready-to-drink coffee. The coffee propagation stage is carried out from seed or seed sowing and shoot grafting methods. The shoot grafting method is considered to be effective because the conditions will suit the broodstock while using seed distribution only has a 60% similarity rate and takes 1 year. The processing of coffee beans before it reaches the roasting stage is carried out naturally and fully dry the skin. Naturally, the coffee beans are harvested and spread over a webbed surface on a tiered shelf. The coffee fruit is like a cherry, which still with its naturally fermented layer, it will peel itself off to become green beans. The full dry hulled washing process removes all the skins of the fruit that sticks to the coffee beans before

drying them. In the next stage, green beans undergo a burning process (Indmira, 2019).

Mas Eed and the Bina Sejahtera Farmer Group were finally able to mix ready-to-drink coffee. Since then, slowly the Bina Sejahtera Farmer Group has also learned how to mix coffee and manage it so that Bowongso Coffee has the high bargaining power to this day. The coffee yields are quite a lot, apart from being consumed by the farmers themselves, then the coffee is processed at the Coffee Shop and the excess is sold in the market as additional income for the farmers due to increased demand. Bowongso coffee is as good as the other types of coffee or other regions. Bowongso coffee enthusiasts have even reached the international level.

The Bina Sejahtera Farmer Group has a crucial role in developing coffee in Bowongso Village. The existence of coffee and the Bowongso Coffee Shop was pioneered by farmer groups who have painstakingly developed better coffee production. These farmer groups are managed by young farmers on an informal basis. There are four people on duty regularly who can come to the secretariat at any time. The operation of farmer groups consistently shows better development, in terms of members and groups. There is no budgetary assistance for group operations, all from the membership fees that have been agreed upon or following the Organizational Articles of Association. There is also outside assistance, amounting to IDR 30.000.000 for UPH development, and it is still lacking because the total development costs reach more than 100 million and the drawback is community self-help (Yunari, 2019).

The use of aid money was not prioritized, because the farmer groups were taught not to rely on gifts from other parties, but independently to make farmers better. They hope that this farmer group will become an independent group in terms of financial, organizational development, and business. With the assumption, if an organization only relies on assistance and within one year there is no assistance, the management in the group will disband themselves due to lack of financial resources. (Edi Subek-

ti,2019).

The sustainability of this farmer group is maintained by holding discussions or exchange of ideas among members which is carried out routinely at the end of the month, on the 28th. In its development, due to the personal activities of each member, the initial number of active members was from 60 to 20 people. The pattern of relations between members remains good or does not become tenuous, because of the awareness of each management and members of the farmer group to maintain the organization that has been formed. The group was formed in the village and strengthened young farmers to maintain mutual solidarity (Yunaeri,2019).

As time goes by, the development of coffee shops shows significant progress. This development makes the manager reorganize the organization (group). This management is important concerning what must be done by the organization to achieve its objectives, which include: identification, analysis, allocation, and verification. Organizational management also refers to what the organization must do effectively, efficiently, and economically to achieve its goals (Eze,2015). One of the economic characteristics, which is related to the management of income from the sale of coffee by members of the farmer group. The followings are some examples of the product specialty at Bowongso Coffee Shop: (1) the lowest price of green beans per 2018 reached 80,000/kg IDR, (2) the price of coffee roaster is 250,000/kg IDR, depreciated by up to 20% during roasting. The daily income from coffee sales with an average coffee of 7 kg is as follows:

- 1 kg of coffee = IDR 250,000 x 7 = IDR 1,750,000
- 7 kg x 30 days = 210 kg/month
- 210 kg/month x IDR 1,750,000 = IDR 52,500,000/month of gross income

The gross income is reduced by production costs (roasting and packing costs). The net profit earned every month is IDR 25,000/kg of coffee. The income ratio before and after the coffee shop was very high because after the shop the Kelompok Tani had daily routine income from coffee sales.

As for the SHU (remaining operating funds) distribution, all members and members of the Farmer Group who work at the Coffee Shop get paid. Organizational administrators also set aside SHU for social funds (education, compensation, construction of school, and another financing in the village) (Murofik, 2019).

Until now, Bowongso Coffee Shop is the main business of the Bina Sejahtera Farmer Group, so it needs to be developed continuously to produce better quality coffee. The presence of coffee and the coffee shop has had quite a positive impact on members of farmer groups and residents who are not members of farmer groups. Coffee provides additional income in addition to the basic income derived from vegetable and tobacco crops.

In village development, the contribution made by the Farmer Group is still within the internal scope of the farmer group, it has not contributed extensively to the community and the village. Only a few farmers outside the group grow coffee and enjoy the produce. Another contribution is being involved in the management of the Mount Sumbing Basecamp group. The management of the group uses village funds through BUMDes which are used to purchase various kinds of mountain climbing facilities. For management funds, every climber who will climb, must report to Basecamp for data collection and pay a contribution fee of IDR 15,000. Thus, the Bowongso Coffee Shop and Basecamp businesses can provide income for the teenagers who are members of the group. If calculated, this income cannot be said to be a lot, but it can help drive the economy in rural areas. Another economic effect, which is the emergence of taxi bike that take climbers to Swadaya (land boundary) (Kurtoni,2019)

With the increase in the income of these young farmers, it can give hope that coffee farming can become a support and foundation for the future. The new hope in this village can reduce the rate of migration to cities and stimulate the economy in rural areas. Activities for the teenagers with the use of technology and packaging of agricul-

tural products can increase satisfaction and foster solidarity through farmer groups as a means of increasing agricultural production. This also happens in Kaliabu that the use of technology in development in the village can improve the prosperity (Fahmi and Sari 2020).

A New Rural Lifestyle (Imitate An Urban Lifestyle)

Bowongso Coffee Shop is part of the Bina Sejahtera Farmer Group business unit in Bowongso Village. This village is 18 km from downtown Wonosobo. The long-distance does not make Bowongso Coffee enthusiasts discourage from enjoying a glass of coffee directly from the coffee planting location. Bowongso coffee enthusiasts come from all circles, residents of Bowongso Village and people outside Bowongso, both homes to officials or kyai (priests) are loyal consumers of this coffee. They spread from various regions on the island of Java. At the International Ulama Meeting which was held in the city of Pekalongan, Central Java, the committee ordered 25 kg of Bowongso Coffee to be served to guests who attended the meeting at the world level. Currently, the business of the Farmer Group in the village is carried out by the Village Owned Enterprise (BumDes), which functions to improve the village economy (Muryanti, 2020).

The enthusiasts who come to the Coffee Shop not only take the time to enjoy a glass of coffee, they will bring coffee home. This is because to get Bowongso Coffee, you have to spend time in Bowongso Village and this coffee is limited, not all shops in Wonosobo City sell it.

The location of the coffee shop is in front of Eed's house, the head of the Bina Sejahtera Farmer Group. A house with a large yard can be built in a coffee shop with a size of approximately 3 x 6 meters. In front of the shop on the left, after entering the house yard, there is still a warehouse for storing freshly harvested coffee beans before they are processed into coffee or sold in packs.

The front shape of the coffee shop looks simple like the shape of an ordinary house, creating a different atmosphere from

all coffee shops in urban areas, which are carried with an attractive and elegant concept. Bowongso Coffee Shop is simple, or people might say "not *Instagramable*".

Once entering the main room of the shop, visitors can see on the right side of the room a long table with a size of approximately 2 x 0.5 meters complete with chairs/benches without long backs adjusting the length of the table, a total of 2 tables and 4 chairs/benches opposite and every table on it there is an ashtray for the coffee enthusiast as well as smokers. In the corner of one of the tables, there is a large and thick book entitled KOPI which reviews history, botany, production processes, processing, downstream products, and partnership systems. A very interesting book to read because the contents are all about coffee.

On the left side of the room, there is a large machine for frying coffee beans (coffee roaster) and also a tall round chair to sit on (the person roasting the coffee). In addition to the roaster, there is a large coffee grinder and beside it is a very simple cafe bar table, not as good as in urban coffee shops. Lined on top of the table are small coffee grinders, jars filled with coffee beans, electronic scales and tissues, and other supporting tools for serving coffee. There is also a medium-sized LED TV with active sound to play music as an accompaniment to enjoying coffee at this shop.

In addition to the bar cafe table, there is also a hanging shelf, as a place for trophies/awards and also some vandal or plaques and empty cardboard containers for coffee utensils. To boil the water, you are not using a common gas stove, but using a furnace in the kitchen of the house that is separate from the shop. The use of a furnace can add to the taste which will add to the enjoyment.

Wall decorations on display provide educational information about coffee. A wall of the room is a frame with a map of the distribution of coffee species around the world. There is also photo documentation of coffee plants on the land

and also views of Mount Sumbing. Those decorations add to the beauty of the coffee shop with a simple nuance. What makes this shop interesting is because it is located under Mount Sumbing (the location is above the Mount Sumbing Base Camp), the unstable provider signal that makes people who come to the Coffee Shop focused on enjoying coffee. Beautified with a rural frame, in the late afternoon, some farmers stop by the shop while drinking coffee to become fun chatting friends.

So far, Farmers Group has not had a specific strategy to get consumers. They only use soft selling methods and do not open other promotional media or advertisements. This simple marketing proves that Bowongso's position on the slopes of this mountain can still be reached by consumers who will enjoy this coffee by relying on the quality of Bowongso Coffee products. However, in the future, this Coffee Shop must open a large number of outlets in line with the increase in the number of coffee consumers. Even though it is of prime quality, consumers will look for Bowongso Coffee to the location where it is planted.

Apart from drinking coffee, several other activities at the coffee shop include a group to discuss various matters related to organizational dynamics which are held every 28th. Besides, the coffee shop is also used as a place to study with children who will take class exams by registering friends from outside to teach or study together. Farmer groups also often attend various kinds of training on coffee, which are held from the department or from other parties that collaborated with Bowongso. For regular meetings, the discussions are based on what the members need, for example, if there is someone outside Bowongso knows about coffee, the members will hold a group discussion about it, or known as

"*ngangsu khaweruh*" in Java. With the routine activities held at the coffee shop, it has been proven to be able to generate togetherness and realize socio-entrepreneurship at the village level. (Idris, 2013).

CONCLUSION

The Bowongso Coffee Shop is one of the innovations in the agricultural commercialization process from upstream and downstream which aims to open job opportunities for teenagers to improve the dynamics and the village economy. The social movements are important to develop agriculture in rural areas, accompanied by driving figures through farmer groups as the pioneer of changes. The income earned increased by 100% compared to before managing a coffee shop. The power of the driving figure by making himself a role model by developing agriculture and the Bina Sejahtera farmer group has been able to convince and mobilize teenagers to develop agriculture so that agriculture is not only all about old farmers but can adapt to the dynamics of urban society and can improve the prosperity of young farmers.

Drinking coffee at Kedai Bowongso as a lifestyle can be seen from the increase in the amount of coffee production from time to time, reputable coffee at the local level of Wonosobo, Central Java, and DIY, the number of migrants and mountain climbers who always stop by to buy Bowongso coffee, and the bustling of the Coffee Shop in every night by a local and long-distance coffee enthusiast. The teenagers of Desa Bowongso will be considered "rustic" if they haven't enjoyed the coffee.

This research has the novelty of primary data so that the results of the study can be a reference for research on the dynamics of rural teenagers in developing agriculture and improving the rural economy. The weakness of this research is more in the time span of the existence of Kedai Kopi Bowongso which has not reached ten years and is still in the process of getting better. This is a recommendation for future researchers to

see the dynamics of the development of this Bowongso Coffee Shop in the coming years.

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