



Coffee Entrepreneur Training for Karang Taruna Members, at Kedai Durian Urban Village, Medan City

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Abstract. Karang Taruna, Kedai Durian Urban village, is one of the youth groups in Medan Johor Sub-District, Medan City. They actively organize social and economic activities for members and the surrounding community. In economic activity, Karang Taruna Kedai Durian already sells coffee beans. This business is run by Karang Taruna, Kedai Durian members but has not run well due to a lack of understanding and skills in running a business. This Coffee Entrepreneur training seeks to provide solutions to have competence or expertise in running a coffee business to develop and have competitiveness in the market. Activities carried out to achieve the goal of devotion are coffee brewing training, marketing training, socialization on the importance of entrepreneurship. The training results showed a significant increase in skills and increased spirit and interest of young people to grow their existing businesses. This Coffee Entrepreneur Service Training to the Community has completed most activities with good acceptance from Karang Taruna, Kedai Durian Urban Village.

Keyword: Empowerment, Youth, Coffee Entrepreneur

Abstrak. Karang Taruna, Desa Kedai Durian, merupakan salah satu kelompok pemuda di Kecamatan Medan Johor, Kota Medan. Mereka aktif mengorganisir kegiatan sosial dan ekonomi bagi anggota dan masyarakat sekitar. Dalam kegiatan ekonomi, Karang Taruna Kedai Durian telah menjual biji kopi. Usaha ini dijalankan oleh anggota Karang Taruna Kedai Durian, namun belum berjalan dengan baik karena kurang pemahaman dan keterampilan dalam menjalankan bisnis. Pelatihan Kewirausahaan Kopi ini bertujuan untuk memberikan solusi agar memiliki kompetensi atau keahlian dalam menjalankan bisnis kopi untuk berkembang dan memiliki daya saing di pasar. Kegiatan yang dilakukan untuk mencapai tujuan pengabdian adalah pelatihan pembuatan kopi, pelatihan pemasaran, dan sosialisasi mengenai pentingnya berwirausaha. Hasil pelatihan menunjukkan peningkatan yang signifikan dalam keterampilan dan semangat serta minat para pemuda untuk mengembangkan bisnis yang sudah ada. Pelatihan Pelayanan Kewirausahaan Kopi kepada Masyarakat ini telah menyelesaikan sebagian besar kegiatan dengan penerimaan yang baik dari Karang Taruna, Desa Kedai Durian.

Kata Kunci: Pemberdayaan, Pemuda, Wiraswasta Kopi

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1 Introduction

The Constitution of the 1945 Constitution guarantees youth as the most significant part of Indonesian society for survival, growth, and development and getting the right to protection from violence and discrimination, technology, art, and culture in order to improve a decent quality of life for the well-being of humanity [1].

Youth is a term that has a standard definition or international consensus. The comprehension about youth is usually complementary between youth and young people or the younger generation. The definition of youth is highly dependent on culture and politics in a nation, including Indonesia. Youth is also expected to be able to instill and foster leadership spirit, as well as other development that can increase the potential of youth according to their interests and talents, to encourage creativity, innovation, courage to make breakthroughs, and making decisions following the direction of national development [2].

The sub-district of Kedai Durian is one of the areas in Medan that is prone to narcotics abuses. Victims of narcotics misuses are dominated by youth prone to drug trafficking. The youth of Toko Durian Village is a group that is prone to influence on drugs and plunged into the wrong association. Amid the rise of drug abuse, a group of young people who still have concern, awareness, and social responsibility are members of the Durian Shop Village Cadets Reef [3].

The sub-district of Kedai Durian is one of the areas in Medan that is prone to narcotics abuses. Victims of narcotics misuses are dominated by youth prone to drug trafficking [4]. The youth of Toko Durian Village is a group that is prone to influence on drugs and plunged into the wrong association. Amid the rise of drug abuse, there is still a group of young people who still have concern, awareness, and social responsibility who joined in Karang Taruna, Kedai Durian Urban village [5].

In environmental conditions prone to drug abuse, as a container for youth to create, Karang Taruna Kedai Durian Urban village requires productive business units that can be used as a source of economic independence. Youth members of Karang Taruna, Kedai Durian Urban village, have a strong spirit and desire to open productive businesses or as a place to channel the creativity owned by the youth to be used as part of economic independence.

Karang Taruna, Kedai Durian Urban village, has run a business selling coffee beans originating from Aceh with a marketing process that is still very simple and has not used modern marketing like using social media or other technology. This is happening because Karang Taruna youth do not have the qualified expertise to do digital marketing to increase sales of coffee beans they have.

This condition needs to be developed to open a coffee shop due to the increase in youth business in the Modern Era. However, in the business world, the competition between business industries is getting fiercer, let alone the increasingly advanced technology in the era of globalization [6].

Increasingly fierce competition in the business world has penetrated all business sectors, so the competition is getting tighter. In such conditions, the youth members of Karang Taruna, Kedai Durian Urban village, still do not have the skills and insights for business development. Business development is needed as part of the sustainability of the coffee bean business [7].

Based on this, the training of Coffee Entrepreneur becomes very appropriate for the youth of Karang Taruna, Kedai Durian Urban village as an effort to Prevent Narcotics misuses and to anticipate narcotics abuse by the youth of Kedai Durian Urban village, Medan Johor, and as an effort to grow the entrepreneurial spirit of youth through coffee business. This training is carried out to provide skills for youth to be able to move sustainably. Later the youth will get training in coffee entrepreneurs, institutional management of business entities, and marketing. The training will become the initial capital for the youth people to work and be creative in building the Kedai Durian Urban village.

2 Methods

The training activity is being implemented in two phases. Namely, the first stage for coffee training is being done at Minum Kopi, located at Jl. Eka Rasmi, Medan Johor. Production and marketing training was conducted at Medan Johor sub-district office for the second phase. The implementation time in this training is July-September 2021. Based on problems that have been explained earlier, the stages in the implementation of the planned solution in this program are adjusted to the problem areas that have been described earlier, namely:

- a) The Meeting of the Service Team Coordination with the Partner Group.

This activity is carried out to synergize training objectives between the training team and partners. All activities carried out during the training are also agreed upon in this activity. This activity becomes a means of evaluation and projection related to the training journey [8].

- b) Management Education and Business Marketing.

Concern to the problems in management, the step is to conduct training to improve business management capabilities. The approach used in this case is with the seminar method. In the beginning, will the expert who delivers the material then continued interactive discussions between participants and experts around business management [9].

- c) Coffee Processing Training.

Coffee brewing training is done to improve partners' competence in processing coffee. Training begins with preparing all materials and equipment, followed by an explanation

of the function of each piece of equipment used. Furthermore, experts practice step by step in the process of processing coffee. The achievement plan of this activity is to improve partners' ability to process coffee with good quality [10].

d) Marketing Strategy Training.

This implementation aims to improve partner equipment in running a coffee business. The coffee equipment provided will be adjusted to the business model implemented by the partner.

e) Monitoring Business Unit.

The Team will carry out this activity at least once a month to monitor the suitability of the schedule with achievements, constraints, and learning obtained from the program.

3 Result and Discussion

Results and discussions contain the process before training and result in the field during training. In the early stages, coordination of training activities is carried out. Coordination of preparation for the implementation of the training is done by holding a meeting between the training implementer and partners, namely Karang Taruna, Kedai Durian Urban village, on June 21, 2021, to discuss the preparation of implementation. At this stage, it was agreed that the activities be carried out ranged from the socialization of narcotics abuse efforts, coffee shop management training, the provision of tool assistance, and institutional and marketing management training. For the help of the tools provided, there are grinders, espresso makers, kettle, pour-over, Vietnam drip, scales, filters, coffee beans, and glasses. Installation of devotion sign-post with The Head of Karang Taruna, Kedai Durian Urban Village at Kedai Durian Village Head Office, on June 30, 2021.

The next stage is the implementation of training. As an opening, it is conveyed about the Socialization of the Application of The Principles of Working Environmental Sanitation. The event was held on August 15, 2021, attended by 20 Karang Taruna, Kedai Durian, and people who live in the location of devotion. This activity is located at Minum Kopi, at Jl. Eka Rasmi, Medan Johor. As the beginning of the training activity, this activity begins with a ceremonial opening presented by the MC, then the moderator's opening; greetings from the chief executive, greetings from members of the implementing team; A speech from the group leader. Then it is directly done with the delivery of training materials by the speaker. After the speaker delivers the material, the activity continues with a question-answer session until the activity is done.

Furthermore, a coffee-making training activity was held on August 15, 2021, attended by 20 participants in the Karang Taruna Medan Johor Subdistrict. This activity was held at one of the

coffee outlets in Medan Johor, namely Drinking Coffee, located on Jl. Eka Rasmi. Training facilitators (experts) start by practicing Coffee making witnessed by trainees and presenting some difficulties and techniques to overcome coffee-making difficulties. After the facilitator completes the coffee-making process, the Q&A session begins. This session takes place with a straightforward question-and-answer process until the training is complete.



Figure 1. Implementation of Coffee Processing

After doing coffee training activities, the next stage is production and marketing training. Production and Marketing activities were held on September 7, 2021, after the Coffee Making Training. This activity was held at Medan Johor District Office and was carried by the FGD (Focus Group Discussion) method, which began with the excavation of marketing and institutional problems of Karang Taruna, who became FGD participants. After the depiction of the problem, then encourage the participants to formulate their solution to the problem.



Figure 2. Implementation of Business Management Training

After completing various activities, the next stage is the provision of tools and coffee makers that is done ceremonially to representatives of partner groups. The purpose of giving is to improve the understanding power and skills of partners.

Based on the implementation carried out in this service, it is illustrated that what is obtained related to the achievements and constraints of devotion partners in running a business is still

requiring the readiness of business management strategies and implementing institutions to do their own coffee shop business. Therefore, the agreed plan is before ventured to run a business, and it is necessary for the readiness of partners to make measurable business planning and proper management of human resources. It was agreed that as a form of sustainability youth empowerment, even the program had been completed in execution time scheme. Therefore, the program's sustainability has illustrated that empowerment efforts in members of this cadet reef can be categorized as running. The running of empowerment efforts in this program is based on the program's sustainability carried out by partners without any more support from the implementation of devotion after the program is completed. As [11-12] explained, the community's power can be seen from the program's sustainability run by the program's beneficiaries, even though the program has been completed. So as a form of intervention in this program, efforts to run a business still need to be continued by beneficiaries so that the empowerment process continues and useful.

4 Conclusion

This Training activity to the Community has completed most activities with good acceptance from Karang Taruna, Kedai Durian Urban Village. The training showed a significant increase in skills and increased enthusiasm and interest of young people to open coffee businesses to do productive activities and form economic independence. This Community Service activity is the first step to encourage youth empowerment. Although it still requires business management strategies and institutional implementers to open their own coffee shop business, partners have committed to running it. Therefore, the sustainability of the program run by partners becomes a conclusion the implementation of the preservation carried out has succeeded in using the empowerment approach because of the sustainability of the program carried out by the partner.

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