



Development of Gondosuli Coffee Network Expansion and Puspo Forest Honey Cultivation in Pasuruan Regency Throughout Indonesia to Improve Family Economy

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Abstract. The largest contributor to local revenue in Pasuruan Regency is coffee, Puspo as a coffee plantation area also has a very valuable natural wealth and many benefits, namely forest honey. So far, coffee and honey productivity has only met the Pasuruan Regency area, through coaching, it is hoped that there will be an expansion of the marketing area and interest throughout Indonesia. This study aims to provide coaching to MSMEs in the Puspo area to improve the family economy by developing Gondosuli coffee and forest honey businesses. This research method is qualitative, with a case study as an approach, the interview technique used involves the main informant of the business owner and the supporting informant is a member of the Puspo MSME association, Pasuruan Regency. Data collection techniques using interviews, observations, and documentation. The results obtained from this study are Gondosuli Coffee which is identical to plantation products in the Puspo area has a distinctive taste of both Arabica, Robusta and Liberica, as well as forest honey from wasps. Puspo natural forest honey is a type of honey produced by wild bees that live in the Puspo Pasuruan forest area. The natural potential that is the advantage of the region is certainly not owned by other regions besides Puspo Pasuruan Regency. The obstacle faced by MSMEs in penetrating the national market is that all demand for packaged coffee and forest honey throughout Indonesia has not been met due to limited packaging technology so that production capacity is not large enough. There is no coffee storage warehouse that can help with the availability of coffee for all times. The contribution of research to help coffee and forest honey farmers in improving the family economy, with more durable packaging, is practically able to reach consumers throughout Indonesia.

Keywords: Expansion, Development, UMKM

1. BACKGROUND

Puspo Village is a village located in Puspo District, Pasuruan Regency, which has now become the center of attention for the world of micro, small, and medium enterprises (MSMEs). This is because this village has officially become a fostered village of the Faculty of Economics, State Islamic University (UIN) Maulana Malik Ibrahim Malang. For the next three years, this collaboration will involve lecturers, students, fostered MSMEs, government agencies, and various other stakeholders. The main objective of this collaboration is to map MSMEs in Puspo District, provide business, financial, and digital marketing assistance, and designate Puspo Village as a fostered village of FE UIN Malang. It is hoped that in the future, MSMEs in Puspo Village will be more empowered and able to compete in an increasingly competitive market through an appropriate MSME database and the use of information technology.

The era of social media has given rise to and made popular new things, including in the culinary world. There is one drink whose popularity has never been eroded by time and has consistently become a public favorite, namely coffee. The popularity of coffee is increasing

day by day . This can be proven by the existence of coffee shops *that* are mushrooming. Uniquely, the perception of the habit of drinking coffee has now shifted. Not only as a common daily habit, but it has become *a lifestyle* that is considered cool.

Puspo as a plantation area that borders the Bromo area is very suitable for planting coffee. With an altitude of 1,700 meters above sea level, this area is ideal for plantations, especially coffee. Various types of coffee have begun to be planted and developed in this area, Arabica, Robusta and Liberica coffee types are superior and widely developed in this area. Superior coffee that is ready to harvest is coffee that is already red in color, then suitable for the fruit to be taken and then processed to become ground coffee. Generally, coffee beans circulating in the market have a blackish brown color. This is because the coffee beans have gone through a roasting process first.

In addition to coffee, the Puspo area is also a forest area that is inhabited by many bees. The types of bees that are often found in this area are Tawon Gung, Tawon Klanceng and Tawon Biasa. Forest honey or raw honey has long been used as a traditional medicine. The natural ingredients and sweet taste of forest honey contain healthy elements that are not found in processed honey. Forest honey provides various health benefits. Forest honey, which comes directly from the beehive, contains healthy bee pollen, bee propolis, and antioxidants. Forest honey has more health benefits than regular honey. Some people believe that the processing and pasteurization carried out on regular honey reduces many of the beneficial elements. Meanwhile, forest honey is considered to provide more health benefits than regular honey.

2. THEORETICAL STUDY

Strategy to Reach National Market

Openness global market access affects climate business in Indonesia. Opportunities business new ones are emerging . As experienced by Micro, Small and Medium Enterprises (MSMEs). The development of MSMEs in Indonesia contributes by 60 percent in growth economy national . In addition to requiring minimal capital, MSMEs have proven to be tough face competition global.(<https://sunmedia.co.id/blog/strategi-pemasaran-ini-bantu-umkm-go-international>)

Following is a number of strategies that can implemented so that MSME products move up a class Can reach all over Indonesia , among others related to :

- Market Taste

Do it research about growing trends , products What is interested , and behavior consumer to A products so that we produce goods in accordance market taste

- Selling price

Competitive selling price in the market global, with get closer House production near with material raw materials and energy Work .

- Use of *Digital Marketing*

For penetrate the national market , of course products sold must easy accessed globally. Taking advantage of online markets can become choice best For develop business . *Digital marketing* can be solution for SMEs who want to to increase *brand awareness of* a product.

3. RESEARCH METHODS

Research methods is method scientific For get data with purpose and use certain . There are four keywords that are needed be noticed namely , the way scientific , data, objectives and uses . (Sugiyono:2019) Design research conducted researcher is qualitative with design Case Study Approach . Research Qualitative is method For explore meaning by a number of individual or a group people are considered considered originate from problem social or humanity . Research process qualitative This involving efforts important , such as submit questions and procedures , collecting specific data from the participants , analyzing the data inductive start from special themes to themes general , and interpret meaning data.(Creswell, 2014). Analysis in study type whatever in is method thinking related with testing in a way systematic against something for determine parts , relationships between parts and their relationships with Overall . Analysis is For look for pattern work . (Spradley:1980)

In order to get information beginning about situation and conditions in connection with design proposed research researcher previously must do study beginning or more known with stages pre-research . The initial steps taken by researchers is friendship to the research site . Silaturahmi This done For introduce self as well as convey purpose and objectives begging permission For do research . Before study field done preparation in frame determination informants , locations and schedules plan meeting , purpose to determine time , place interviews and observations .

One of the main characteristics of qualitative research is that people are tools or instruments that collect data. This is done in participant observation, in-depth interviews, document collection, photographs and so on. Quantitative research emphasizes more on the reliability aspect, while qualitative research focuses more on the validity aspect. (Susan Stainback , 1988). All of these methods basically concern the relationship between researchers and people or research subjects. Researchers will relate to people, both individually and in

groups or communities, will socialize and feel and experience together the procedures and rules of life in a research setting (Moleong, 2013). The characteristics of qualitative research cannot be separated from participant observation, but the role of the researcher determines the entire scenario.

4. RESULTS AND DISCUSSION

The Advantages of Gondosuli Coffee

Coffee is one of the most popular drinks besides tea. Coffee drink lovers consist of various age groups all over the world. Nowadays, coffee has also become part of popular culture which is marked by the rise of *coffee shops* in cities in various countries. It is not wrong if coffee is one of the commodities with high trade volume. Coffee contains many antioxidants which are believed to be able to increase or improve one of the cognitive functions, namely memory. (Adelina,2023)

Coffee grown by farmers in Puspo Village has its own uniqueness. If the taste of Arabica coffee is planted in the highest mountains with potato and carrot plantation areas, the coffee taste has a slightly sour taste. Different from Robusta coffee which is not too high in the planting process and the aroma of the taste is not sour, the caffeine content is higher so that the taste is more bitter which is distinctive. The type that is often found in Puspo as a superior coffee area is Liberica which has a variety of aromas, there are fruits, chocolate to cinnamon which makes this type of coffee very popular. Coffee in the Puspo area is labeled Gondosuli to show a different identity from other coffees.

The Advantages of Puspo Forest Honey

Forest honey is type [Honey](#) is produced by bees that live in the forest or natural areas that are not bred by humans . Conditions a natural and undisturbed environment intervention human , benefits honey forest considered more quality than honey produced from bees living in plantation areas or agriculture . (Liputan 6.com). Forest honey flower is product interlude from Mr. Sutanto as Gondosuli coffee farmers and entrepreneurs Puspo District Pasuruan Regency . This honey taken direct from craftsman seeker honey in the forest Puspo, whose name is Mr. Abdul Halim, then the screening process honey Still in a way traditional For guard quality honey .

There are three types of honey developed in Puspo Village, namely Gung Honey, Klanceng Honey and Ordinary Bee Honey. Gung Honey is honey produced by giant bees whose habitat is often found in forests hanging from trees. Klanceng honey is produced by non-stinging farmed bees. The texture of klanceng honey is thinner than ordinary honey, because it

has a higher water content. In terms of color, klanceng honey is brownish, and tastes slightly sweet and sour. Bee honey This honey is produced by ordinary honey bees in general. However, the habitat is generally still wild and lives in the wild forest to find food independently and is processed into honey.

Honey is a sweet, golden liquid made by honey bees. Forest honey contains bee pollen and bee propolis, this is a substance with a sticky texture like glue that bees use to hold their hives together. Regular honey may not contain the same bee propolis and bee pollen as forest honey. These are the benefits of forest honey for body health, namely:

- **Has antioxidant effects**

Some of the main health benefits of honey come from its antioxidant content. Forest honey contains compounds that act as antioxidants, including phytochemicals, flavonoids, and ascorbic acid. Antioxidants are able to reduce oxidative stress in the body by scavenging free radicals. Oxidative stress is associated with a variety of chronic health conditions, including many types of cancer. By consuming foods rich in antioxidants, people can reduce the risk of chronic diseases.

- **Nutrition**

Honey contains special nutrients that are healthy. Honey naturally contains small amounts of the following vitamins and minerals:

- **Niacin, Riboflavin, Pantothenic Acid, Calcium, Magnesium, Manganese, Potassium, Phosphorus, Zinc.**

Honey naturally contains sugar. More than half of the sugar in honey is fructose, and this has been linked to a variety of health problems. But even though it contains fructose, honey can be a healthier choice than table sugar.

Contribution of Gondosuli Coffee and Puspo Forest Honey towards MSMEs and Farmers in the Regency Pasuruan

In Indonesia , drinking coffee is no longer a lifestyle. But it is like part of a tradition that is passed down from generation to generation. Especially in cities with cold climates, drinking coffee is like a form of worship that cannot be missed. And the best form of worship is said to be better if done in congregation. And of course, this congregational activity must be done in a place that can accommodate enough people. Coffee can be said to be a mainstay drink to keep the body energized and awake. Coffee has approximately 80 to 100 milligrams of caffeine in an 8-ounce cup of coffee. In addition, coffee contains a number of beneficial nutrients, including riboflavin (vitamin B2), niacin (vitamin B3), magnesium, potassium, and antioxidants. (Gamedia.com)

In Indonesia itself, almost every corner of the city is sure to have coffee shops. No matter since what era or who the founder of this coffee shop is, what is clear is that in roadside coffee shops, we can find what is not in elite coffee shops. There is an old saying that goes "where there is a coffee shop, there is life." Yes, that saying is true, although actually still a bit lacking. Because in roadside coffee shops, we will not only find life, but also various very unexpected things. A small surprise is always hiding in these coffee shops and patiently waiting for us to find it.

It is said that honey is one of the oldest culinary types in the world. A finding published in *the Iranian Journal of Basic Medical Sciences* (2013), quoted from *Kompas.com*, revealed that honey has been used by humans since 8,000 years ago. In addition to being known as a natural sweetener, honey also has many benefits for the body. Starting from maintaining endurance, treating coughs, accelerating wound healing, to being very good for overcoming digestive problems. In Indonesia, there are various types of honey that are very popular. Even each region has different characteristics of honey. Because the shape and color of honey are greatly influenced by the source of the bees' "food". Be it from flowers or fruit trees.

The many benefits felt by coffee farmers in Puspo have an impact on increasing family economic income. As a superior area that is very potential for coffee cultivation with the uniqueness of coffee that is given the identity of Gondosuli, this area is increasingly popular. The aroma and taste of Gondosuli coffee are different from other coffees, more fragrant with the modification in the melting of coffee that is packaged in a very practical container, making loyal consumers use coffee as their favorite drink.

Likewise, the type of Puspo forest honey is very natural because it only utilizes nature without any human engineering, so the benefits of this forest honey are very much felt by consumers. Departing from the availability of nature, this forest honey cannot immediately produce many results. But it is adjusted to natural conditions so that without a mixture it is truly pure, making honey consumers have to be willing to queue to order it. The contribution of forest honey is a contributor to increasing income for family welfare.

Obstacles faced

Coffee is one of the commodity trading the largest in the world. Currently, coffee is one of the drinks popular with many favored by some circles. This can be seen from the amount of coffee shops spread across various areas around the world. Some people believe that coffee has lots of good benefits for the body. Starting from increasing energy, lower weight, up to reducing the risk of heart disease.

Obstacles faced by coffee farmers are still not yet existence of warehouse coffee storage so

that when There is less weather good to know pests that attack and cause coffee not to grow or fail harvest will become difficulty For fulfil need customers . There is no association that has routine activities for development coffee cultivation in matter sales . Digital marketing is not used in coffee planting to throughout Indonesia even though Gondosuli coffee have Lots superiority .

Efforts to obtain honey is not case easy . A number of Terms and Conditions custom must obeyed by the hunters honey . Tradition This Already run in a way passed down from generation to generation and is still maintained.According to custom , a hunter must stay in the forest and be willing separate with wife during a month . Previously , they must walk around dozens of kilometers to explore area forest . Throughout road they must guard attitude For still polite.Citizens believe that bee is the empress and the tree is a king who must respected . Therefore , before climb tree and take nest honey , a ceremony custom done in the form of development palace new as replacement the nest that will taken the honey .

Bottle packaging is very practical to pour and store. Suitable for home or office supplies. 100% pure forest honey without any additives such as sweeteners or preservatives. Harvested and processed sustainably so that the quality of the honey is maintained and can support the economic growth of local forest farmers. The obstacle faced by farmers who are engaged in forest honey is the unavailability of stock, because they depend heavily on the availability of bees in the forest. The honey bottle packaging currently used is still made of glass so it is easily broken, in the future it is more directed to use plastic materials that are more practical, safe and not easily broken so that when shipping outside the region it is safer.

5. CONCLUSION AND SUGGESTIONS

Gondosuli coffee farmers have product advantages that other regions do not have. Market demand is certainly increasing from the results of sales that continue to grow, causing coffee farmers in the Pupo area to be more prosperous.

Forest honey developed by honey seekers in the Puspo Forest with a variety of high benefits makes this forest honey much sought after by customers. The advantage of Puspo forest honey compared to other regions is the original honey content in honey without a mixture of other ingredients which causes the benefits after drinking this forest honey to be more pronounced so that consumer demand from all over Indonesia is quite high. The availability of nature is very dependent on the efforts of bee seekers in the forest to get honey, so it cannot be stored because the availability of honey is not comparable to consumer demand.

The advice expected by coffee farmers is the existence of coffee education tourism in Puspo to become a tourism arena that can raise the income of Pasuruan Regency to be more famous. The construction of a coffee storage warehouse so that in various seasons it can continuously meet consumer needs. For farmers seeking forest honey, it is recommended that packaging use safer plastic for sending honey throughout Indonesia.

Coaching for MSMEs in the Puspo area continues to be carried out, both related to a more hygienic and more practical packaging process but still prioritizing product safety until it reaches consumers. Coaching related to digital marketing so that Gondosuli Coffee and Usopo Forest Honey products are more widely known because the network access that has been built is very strong. Coaching related to financial reports, especially regarding cash flow and selling price determination, is important so that household finances are not mixed with business finances so that the profit from the business results is clearly known.

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