# Sirung Tanjung Coffee Agrotourism Pioneer

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# Sirung Tanjung Coffee Agrotourism Pioneer, Cipasung Community-Based Tourism, Kuningan Regency (Actor-Network Theory Perspective)

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**Abstract:** Along with the availability of several types of coffee trees in the Cipasung community-based tourism, this has encouraged the Sirung Tanjung Coffee Farmers Group to pioneer the establishment of coffee education activities that are packaged in the form of agrotourism Pilot Projects so as to form networks between actors that are formed in the process of developing community-based tourism. This study uses a phenomenological qualitative method, carried out by conducting observations, interviews, and focus group discussions at the location of the Cipasung community-based tourism, especially agro-tourism pioneers. The results in the study show that there is a process of interaction between networks that act as actors, actants, translations, and intermediaries in the process of creating a social order for Coffee Sirung Tanjung Agrotourism, Cipasung Community-Based Tourism, Darma District, Kuningan Regency, West Java Province.

**Keywords:** actor-network theory; coffee agrotourism; community-based tourism

## 1. Introduction

The relationship between human and non-human actors in this tourist destination research observes the social and technical relations of actors involved in the management of the Sirung Tanjung coffee agrotourism Pilot Project so that there is a transformation from simple technology to post-harvest processing, roasting, and manual coffee drink presentation to the use of tools, which is more modern and produces more attractive espresso drinks in Cipasung Community-Based Tourism, Kuningan Regency.

ANT's approach that discusses social and technical values contested in management needs to be followed because social and technical values become programs that have similarities and equal positions. The study conducted by [1] only discusses ANT's analysis of tourismscape, technical and social relations in tourist destinations [2], and has the theme of Vikings in European tourist destinations [3]. ANT provides reinforcement on the character of ontology that appears in the dynamics of tourism [4]. Then the research conducted by [5] in a tourism and destination arrangement that involved visual technical elements and infrastructure which had implications for human actors, such as tourists, tour planners, and the tourism industry. Research conducted an evaluation after ten years in van der Duim's first article (2017) on *tourismscape* in the ANT discussion, and stated the significance of the technical element and people who collaborate in tourist destinations [6] [5]. Other researchers [7] characterizes ANT by contesting the existence of networks, actors, actant, translations, and intermediaries in a natural tourist destination.

However, the above research has not discussed the coffee agro-tourism that was studied using ANT as an analytical tool. Therefore, the research that we do has the novelty of the existence of actors and discourses, it is possible to see the relationship between actors and the discourse that binds these relations. Therefore, this study will map the network of socio-technical systems and identify nuclei that have a significant influence on the operation of the socio-technical system of the Sirung Tanjung coffee agro-tourism Pilot Project, Cipasung Community-Based Tourism, Kuningan Regency, West Java Province, Indonesia.

**Problematization**

Management of the attraction of coffee agro-tourism pioneers involves not only a technological process to organize the area and its infrastructure, but also a social process that provides a sphere for the growth and development of a relationship between actors, institutions, agribusiness actors, and tourism actors interacting with each other dynamically. However, there are several obstacles that become the formulation of the problem in this study, it is not identified yet the relation between human and non-human actors, network, actant, translation, and intermediary of Sirung Tanjung Coffee Agrotourism. Based on the problems mentioned above, the research questions that must be answered are:

1. Who are the actors involved in the management of the Sirung Tanjung Coffee Agrotourism Pilot Project, Cipasung Community-Based Tourism?
2. How was the pioneering network of Sirung Tanjung Coffee Agrotourism, Cipasung Community-Based Tourism formed?
3. How does the actant control the management of the Sirung Tanjung Coffee Agrotourism Pilot Project, Cipasung Community-Based Tourism?
4. How is the translation that occurs in the management of the Sirung Tanjung Coffee Agrotourism Pilot Project, Cipasung Community-Based Tourism?
5. How does the intermediary link between actors that occur in the management of the Sirung Tanjung Coffee Agrotourism Pilot Project, Cipasung Community-Based Tourism?

The research objectives in this paper are:

1. Conceptual goals
   This objective is to observe the policies of agro-tourism destinations in Kuningan Regency in the socio-cultural, and economic context. Specifically, this conceptual objective includes the identification of actors, both visible and hidden, who are involved or have the potential to influence the socio-technical system of coffee agro-tourism pioneers in Cipasung Community-Based Tourism, Kuningan Regency.
2. Practical goals
   The objective has implications for efforts to intervene on the socio-technical system of the pioneering agrotourism of Kopi Sirung Tanjung, Cipasung Community-Based Tourism, Kuningan Regency which has been mapped. Therefore, this research is expected to produce a model of the relationship system of socio-technical actors in coffee agro-tourism which refers to the geographical, economic, and social conditions of the local community, local tourism and agriculture authorities, and local coffee industries.

## 2. Literature Review

**Coffee Agrotourism**

As a tourism product, agrotourism is visited by tourists related to the relationship between visitors and plantation nature, visitors to their plantations, and the authentic relationship between visitors and the authenticity of agriculture in a destination [8]. One of the agro-tourism commodities is coffee production which has become a global trend in society.

Almost every country has its own specialty coffee. In Indonesia itself, coffee has long been a leading commodity. Indonesia ranks fourth as the world's largest coffee exporter [9]. This is evidenced by the proliferation of modern coffee shops that offer more local coffee, such as Aceh coffee, Toraja coffee, Lampung coffee, and so on. Indonesian coffee plantations are dominated by smallholder plantations. Coffee agrotourism management includes processes in plantations, where according to research results [10] transfer of Arabica coffee plant maintenance technology (pruning and fertilization)

and harvesting technology supported by wet coffee processing technology has succeeded in increasing the production and quality of coffee beans. rice.

Furthermore, the post-harvest process includes the process of peeling the skin of coffee beans with a pulper machine, removing the epidermis with a huller machine, the fermentation process, grading the size of wet coffee beans (grading), and roasting. The results of research conducted by [11] state that the type of raw material will affect the taste of the product produced. Green bean is a product produced from processing cherry beans. While the second alternative product chosen after green beans is roasted coffee. This process requires skills and experience to produce roasted coffee according to consumer demand, and can already be sold in powder form to resellers or direct stores [12].

After the coffee beans have undergone a roasting process, the next step is to market them to coffee shops, then the grinding process is carried out and then made into coffee drinks using an espresso machine or manual brew. In this stage the determinants are coffee shop facilities [13], coffee taste and service quality dimensions such as research conducted by [14] that physical evidence, reliability, responsiveness, assurance, and empathy has a positive and significant effect on the satisfaction of visitors to Bali Pulina agro-tourism. This means that the better the physical building of Bali Pulina agro-tourism, the satisfaction of visitors at the tourism object will be higher, and vice versa, the worse the physical evidence of Bali Pulina's agro-tourism, the lower visitor satisfaction.

### Actor-Network Theory (ANT)

ANT is described as a conceptual framework for exploring collective sociotechnical processes, paying particular attention to scientific and technological activities [15] [16] [1] [17] [18]. Actor-Network Theory does not distinguish between science (knowledge), technology or artifacts [4], and equivalence between human and non-human actors [19] [20].

It is assumed that nothing has a reality or form beyond the validity of the relationship [17]. The study explores and characterizes the web and the practices that carry it. Like other material-semiotic approaches [21], the Actor Network Theory approach describes heterogeneous material and non-material relationships that generate and remodel all kinds of actors including the microcosm and macrocosm of the universe [22] [23] [24] [25]. In this study, tourism destinations as technological products as artifacts, non-human actors, are used as the root of the ontology of tourist destinations where an alternative and special opportunity, not mass tourism activities presented by humans.

There is a relationship between human and non-human in tourist destinations [2], and a relationship between destination artifacts and tourism [5]. Actor Network Theory in tourism also involves stakeholders in the tourist area, so that the elements of network, actor, actant, translation, and intermediary in tourism research are an inseparable unit (Latour, 2004) in [7].

### Conceptual framework

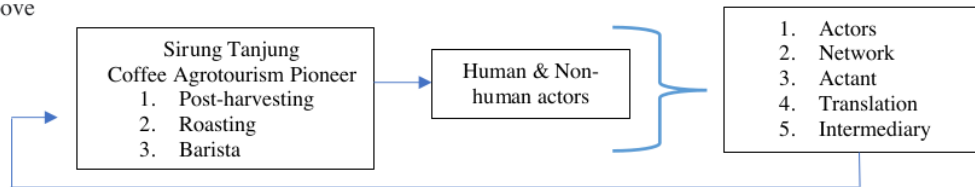Figure 1 is the theoretical framework in this research that conceptualized after literature review above



Figure 1 Conceptual framework

## 3. Material & Methodology

This research takes a phenomenological study at the Sirung Tanjung Coffee Agrotourism Pioneer, Coffee Farmers Group Cipasung Community-based Tourism, Darma District, Kuningan Regency as one of the attractions of agro-tourism. The theoretical description shows that this research is a socio-technical writing, qualitative participatory method used to identify the value of the contestation [26] , between the actors involved in the management [27] [28] of this agro-tourism.

The profile of the actors included in the primary data source information obtained by means of interviews. An in-depth semi-structured interview guide was designed, and respondents were asked individually to open-ended questions, based on a review of the literature in agrotourism management in the village, and also defined that qualitative research is used to address a number of different types of objectives in the research process and some participants were conducted in small numbers and sometimes in informal situations [29].

Research on the Actor-Network Theory using an inductive phenomenological method [30] to analyze the contested actors and also using 'notes from the field' story, introduces the idea of Actor Network Relations in sustainable tourism in Kuningan Regency with five characteristics as field work; (1) 'the field', (2) Acting in a network, (3) Following human actors, (4) Following non-human participants, and (5) Identifying and tracing 'tokens' [31]. The research schedule is carried out in 2021 by taking the research location in Kuningan Regency, West Java Province from September 2020-August 2021.

## 4. Results and Discussion

The network on the Sirung Tanjung Coffee Agrotourism Pioneer begins with the undeveloped tourism activity in the Cipasung Community-Based Tourism. Several members of Pokdarwis (local tourism community) Sirung Anjung make innovation efforts to be able to bring in visitors, including the coffee community in this village. The coffee farmers community in this village started with a get-together activity in Saung (hut) while discussing and serving coffee as an agricultural commodity which turned out to be able to also bring in visitors through the concept of coffee education. This concept of coffee education takes part from agriculture (growing), post-harvest, roasting, and serving coffee (cupping), 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.

1. Network on the Sirung Tanjung Coffee Agrotourism Pioneer

This section has agreed that ANT revealed a convergent trajectories networking [17] [25] [20] between human actors (academician, business, government, community, and media) and non-human actors (coffee science, processing technology of post-harvesting, and espresso). The concept *"from seeds to cup"* by this community is well understood so there is a strong desire to make it in a more serious form, especially in the post-harvest process which so far has only relied on simple technology, for example the processing of peeling coffee cherry skin is done by simple manual methods, drying until it becomes green beans. After that, the existing green beans are roasted using only the concept of roasting using a frying pan which of course the results are not as good as using a special roasting tool. Likewise, the process of becoming a coffee drink using only the manual brew method will be different from the results using the espresso machine process (shown in Figure 2)
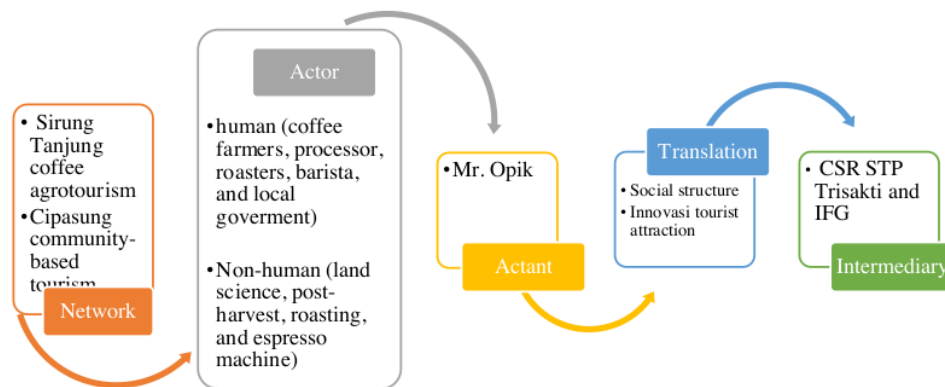


Figure 2. ANT on Coffee Agrotourism Sirung Tanjung

In the agricultural stage, the Saung (hut) coffee farmer community with several members of other community groups discussed the coffee plantation process, especially the Liberica and Excelsa coffee variants which became the theme for this community. Since then, the theme of the Cipasung Community-Based Tourism coffee community has declared with the tagline Kopi Liberica Cipasung, *I am Liberica*, and the like by using social media such as Face Book and Instagram. The main reason is that the Liberica and Excelsa variants are coffee variants that are rarely seen by people but have an interesting taste with the aroma of jackfruit, so they are known as jackfruit coffee.

The concept of networking is practiced with a broader and deeper understanding when there is an offer to obtain Corporate Social Responsibility (CSR) funds from a subsidiary of a state-owned company in the financial sector. The process of using the concept of science and technology (as non-human actors) is realized in a proposal which is then tested by question and answer through a zoom meeting between STP Trisakti and the Indonesia Finance Group (IFG), and also strengthened by the role of social actors by conducting field visits at Cipasung Community-Based Tourism in September 2020.

CSR funds are used to purchase equipment according to coffee processing specifications (post-harvest, roasting, and barista), and to prepare coffee shop locations and space for post-harvest equipment placement. In this Pilot Project trajectory, the network of social and non-human actors adjust to each other to achieve the goals of the coffee farmer group community and also pay attention to the specifications of the equipment needed by considering the budget and quality of the equipment.

2. Actors in the Sirung Tanjung Coffee Agrotourism Pioneer

Actors involved in farming processes include social and science & technology actors. The role of farmers in managing coffee plantations from planting, maintaining, and harvesting red cherry coffee cherries is a must for farmers. The process of growing coffee also involves sians in terms of superior seeds (especially Liberica). Without superior seeds, the results of planting will produce red cherries that are less than expected. But uniquely, at the Liberica farm in Cipasung, the trees have been around for a long time and new ones have not been planted. Likewise, coffee tree care requires a strong variant of the disease that often damages coffee trees, namely leaf rust. This part of research has agreed that ANT empowered and contested human and non-human actors in delivering coffee culture at the village [20] [22] [6].



Figure 3. Contestation of human and non-human actors in Coffee Agrotourism Cipasung Village

The actors involved in the post-harvest process are divided into two, the post-harvest process which consists of the grader, pulper, huller, and roasting processes. The grader process (sorting of cherry seeds according to size) is done manually by sorting the seeds that have been harvested by farmer groups. The pulper and huller process is carried out by manually peeling the coffee cherry from the seeds using a pestle and using a rice husk peeler rented from the farmer.

The roasting process prior to the procurement of a roasting machine from NOR Jember, this group of coffee farmers only used a gas stove and a frying pan for the roasting process which was carried out in the kitchen of the head of the Poktan Kopi (coffee farmer community). With simple equipment in a household kitchen, the process is carried out without an estimate of the temperature of the roasted coffee beans and also the heat of the roasting container (frying). The risk of roasting

with this simple tool is that the roasting process will take too long, causing the coffee beans to over burn.

The next processes is the services of coffee drinks, which is better known as a coffee shop and the profession of the person who drinks this coffee is called a Barista. Prior to the Conti espresso machine, coffee performers in this farmer group only served coffee using the manual brew method, and also used the Vietnam Drip technique, and also served ground coffee. A serving like this must always prepare hot water from a thermos that is always filled with hot water. The results of the coffee served are certainly not as good as if the coffee was processed with an espresso machine. Coffee presenters (baristas) as social actors interact and network with simple technology actors in serving coffee drinks.

3. Actant at the Sirung Tanjung Coffee Agrotourism Pioneer, Cipasung Community-Based Tourism
Actans are actors who are able to control and dominate the process of interaction and praxis in all social actors and technical actors in pioneering coffee agrotourism in Cipasung Community-Based Tourism. From the process of starting the Saung Kadu community, farmer groups and pioneers of Aktan coffee agro-tourism have started to show their role. The actant here is the head of the coffee farmer group, namely Mr. Taufik Hermawan (Mr. Opik). This research has agreed that ANT contested an actor that has the ability and competency in coffee culture management, so called actant [16] [7]. The actant played an important role to connect all stakeholders (human actors) and operating the coffee processing non-human actors.



Figure 4. Mr. Opik as an actant (red-white batik shirt with head band)

Evidence that the actant plays a very important role 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. It is this social communication ability that attracts researchers to raise the Sang Kadu coffee group by applying for CSR funds.

The scientific and technical ability of the actant (Mr. Opik) was 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 actant's desire to introduce Liberica 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. Liberica coffee is a strategy in introducing Cipasung coffee products.

The actant 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. Serving 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.

4.  Translation of the Sirung Tanjung Coffee Agrotourism Pioneer

The translation of the agro-tourism pioneering process is found in the elements of the social actors of Sirung Tanjung coffee farmer groups and technical (non-human) actors of 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 [17] [18] [16] [15] [21]

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 Liberica coffee taste from this shop (Assurance) [14].



Figure 5. Translation of science and technology coffee processing

Members of the coffee farmer group and the Cipasung village community must accept a paradigm shift from just getting together to drink coffee for free without paying attention to coffee quality and service, so with the concept of coffee agrotourism, the community must realize that later guests will come who buy green bean service products, roasted beans, and espresso drinks, where guests demand satisfaction with the products purchased from this agro-tourism.

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

5.  Intermediary on the Sirung Tanjung Coffee Agrotourism Pioneer, Cipasung Community-Based Tourism

Trisakti School of Tourism (STP Trisakti) and IFG became an intermediary because it played a role in providing assistance and guidance to the Cipasung Community-Based Tourism. Actually the role of STP Trisakti is to focus on tourism activities in this village. However, in its journey from 2018, Cipasung Community-Based Tourism has not shown significant results to bring in visitors and tourists who stay. Something is not working properly. It is suspected that community participation and the value of togetherness have not been well established in this village. The research has agreed that ANT constructed intermediary actors [27] [28] in bridging between coffee farmers, CSR initiator and all coffee processor technology (from post-harvesting, roasting to espresso machine).

By looking at conditions like this, STP Trisakti, represented by researchers, saw that there was a need for an innovative tourism system that was easier to recognize in a community, especially about coffee. The coffee commodity was able to have an impact on visiting Saung Kadu as the forerunner of the Sirung Tanjung Coffee Agrotourism Pioneer. The visitors who came turned out to be fellow coffee lovers and people who already understood coffee culture.

Figure 6. Trisakti Institute of Tourism (Mrs. Asmaniaty) and IFG (Mr. Adrian) as the intermediary

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 CSR to find out the background of the proposal submission and ensure the benefits and benefits for recipients of CSR funds (as shwon in Figure ). There is an important message from the CSR funders during the due diligence with the zoom meeting, that CSR fund is intended for coffee farming and for coffee farmer groups, not for tourism yet.

STP Trisakti and IFG as the intermediaries play roles in establishing relationships with interested parties in the management of this coffee agro-tourism Pilot Project, so that communication both in writing and verbally to the Conti Espresso machine distributor team, post-harvest coffee machine distributor, CSR IFG, Kuningan Regency management (Regent, Regional Secretary, Head of Bappeda., Kadis. Porapar, and Kadis. Agriculture), Cipasung Village officials, and including the coffee community in Kuningan Regency.

## 5. Conclusion

Based on the discussion about the Sirung Tanjung Coffee Agrotourism Pilot Project, it can be concluded that: (1) the network that occurs in this phenomenon shows the existence of 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 coffee drinks; (2) the social actors involved in this phenomenon are included in the concept of the Indonesian tourism pentahelix which consists 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 scientific concept of plantations, and post-harvest, roasting, and barista coffee processing technology; (3) the actan in this phenomenon is the Chairperson of the Sirung Tanjung coffee farmer community who has the capacity for social communication, especially among the coffee community, especially Liberica. Likewise, technical skills regarding the use of post-harvest, roasting, and barista tools, and even plantation science. So for Mr. Opik, establishing social communication and technical communication is not a difficult thing; (4) the translation process is triggered by the willingness of farmer groups (translational social elements) to innovate coffee groups in a real and extreme manner, namely accepting the technological elements offered by CSR in the form of technical actor elements (translational technical elements) post-harvest coffee processing tools, roasting , and an espresso machine, and (5) the intermediary in this phenomenon is the Trisakti School of Tourism (STP Trisakti), which has played a role in Cipasung Community-Based Tourism since 2018, amd IFG that share their CSR fund. STP Trisakti sees an opportunity to develop tourism activities through the coffee community, thus bridging funds CSR with Cipasung Community-Based Tourism, in this case is farmers community Sirung Tanjung.

**Research Limitations**

This research has limitations in the follow-up process after the Sirung Tanjung Coffee Agrotourism Pilot Project was inaugurated, and also limitations on post harvesting of coffee products offered as plantation products and tourism package products.

**Future Research**

Further research suggested in this paper is about the management of coffee agro-tourism managed by the Sirung Tanjung Farmers Group, especially in creating coffee culture and coffee tourism education of Kuningan Regency.

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