

Optimizing The Role of BUMDes Gemilang through Barista Training for Community Empowerment in Gagaksipat Village, Boyolali

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ABSTRACT

Gagaksipat Village, Ngemplak, Boyolali, has local economic potential through various micro-enterprises, particularly in the coffee business sector. However, limited skills and knowledge among the community have hindered the optimal utilization of this potential. To address this issue, a community service program conducted by the Faculty of Economics and Business implemented participatory-based barista training and coffee business mentoring. The program involved 35 local participants through interactive workshops, hands-on practice, and group discussions. As a result, participants demonstrated improved competencies in coffee brewing techniques, product innovation, and business management skills. Approximately 80% of participants (28 individuals) expressed motivation to explore coffee-related business opportunities. Furthermore, the program strengthened the institutional role of BUMDes Gemilang as a local economic driver by initiating collaborative marketing strategies. These findings indicate that participatory capacity-building activities not only enhance human resources but also contribute to sustainable local economic growth. This program may serve as a model for similar rural entrepreneurship development initiatives in other regions.

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INTRODUCTION

BUMDes Gemilang was established in 2020 as a form of institutionalizing the village economy with the aim of improving community welfare. Given the growing trend of coffee consumption in Indonesia, Gagaksipat Village is considering the development of coffee businesses as a strategic opportunity. Observations show that the majority of micro-enterprises in this village are still home-based industries, and not many have ventured into modern culinary sectors like coffee shops.

Sustainable village development requires synergy between local potential and economic institutions capable of managing resources effectively. One form of institution mandated by Law No. 6 of 2014 concerning Villages is the Village-Owned Enterprise (BUMDes), which functions as an instrument for empowering the village community's economy. Yulisa & Rahmi (2022) highlight that the role of BUMDes extends beyond economic contributions, as their success fosters better community welfare and builds stronger social resilience within villages. Gagaksipat Village, located in Ngemplak District, Boyolali Regency, has responded to this policy by establishing BUMDes Gemilang in 2020. This establishment is the result of community service activities carried out by a team from the Faculty of Economics and Business, who had previously conducted a situation analysis and identified the needs of the village community.

BUMDes Gemilang was established with the aim of collectively managing the village's economic potential, increasing Village Original Income (PAD), and becoming the driving force for local economic growth. In its implementation, BUMDes Gemilang has facilitated various community micro-enterprises, such as grocery stores, food stalls, laundry services, and snack food businesses. However, the main challenges faced are the limitations in business innovation and the low technical skills of the community in managing businesses that align with market trends.

As coffee's popularity grows as part of the Indonesian lifestyle, the culinary sector, particularly coffee businesses, is showing significant growth. Data (Siahaan, 2025) shows that the number of coffee shops in Indonesia has increased sharply in recent years, including in the Boyolali Regency area. This phenomenon opens up significant opportunities for villages to participate in the coffee industry, both through the development of local coffee shops and packaged coffee products.

Seeing the opportunity, the community service team designed a barista training program and coffee business mentoring as a form of human resource capacity building in Gagaksipat Village. This program employs a participatory approach based on community empowerment, directly involving members of BUMDes Gemilang in all stages of the activities. The main objectives of this program are to create professional coffee entrepreneurs, enhance the competitiveness of local products, and strengthen the role of Village-Owned Enterprises (BUMDes) as drivers of the village economy.

Gagaksipat Village, Ngemplak District, Boyolali Regency, is an area with significant local economic potential, particularly through micro-enterprises based on home-based industries. Since the establishment of BUMDes Gemilang in 2020, various initiatives have been undertaken to promote economic empowerment for the village community. However, despite the institutional structure being in place, the main challenge faced by partners is the limited human resource capacity to manage businesses relevant to current market trends.

One sector showing significant potential is the coffee industry. Based on data and trends for 2025, coffee consumption in Indonesia continues to rise as societal lifestyle shifts make coffee a part of social and cultural activities (Purwanto, 2025). The growth in the number of coffee shops in various regions, including Boyolali Regency, indicates that this sector has great potential for development at the village

level. However, the people of Gagaksipat Village do not yet have the technical skills to professionally brew coffee, nor do they understand sustainable coffee business management.

Besides skill limitations, there are also challenges in terms of knowledge transfer and institutional strengthening. In 2022, the community service team, along with BUMDes Gemilang, built a basecamp as a center for community activities and discussions. However, the utilization of the basecamp has not been optimal because it has not been integrated with a sustainable capacity-building program. This highlights the need for more systematic intervention in the form of coffee business training and mentoring, which not only improves individual skills but also strengthens the institutional function of BUMDes as the driving force behind the village economy.

The partners' problems can be formulated in three main aspects:

- Limited technical skills in brewing coffee and professionally managing a coffee business.
- Limited access to training and mentoring relevant to coffee industry trends.
- Suboptimal utilization of institutional facilities such as the BUMDes basecamp as a center for education and business development.

By comprehensively identifying these issues, the community service program is directed toward providing targeted solutions through a participatory and community empowerment-based approach. Although BUMDes Gemilang has a good institutional structure, technical skills in professionally brewing coffee are still limited. Additionally, the community does not yet have access to sustainable coffee business training and mentoring. This poses an obstacle to the development of a competitive and attractive coffee business for both tourists and local consumers.

Based on the problems faced by Gagaksipat Village, the community service team offered a solution to conduct barista training for members of BUMDes Gemilang to improve human resource competencies in the coffee industry. This barista training aims to provide an in-depth understanding of basic techniques in professionally serving coffee, including manual brewing methods and coffee shop business management. With this program, it is hoped that BUMDes Gemilang can apply its skills to the coffee business, making Gagaksipat Village more economically empowered and able to join and compete in the increasingly competitive coffee industry.

Additionally, the community service team also provided guidance to assist BUMDes Gemilang with planning, managing, and marketing their coffee business. One of the mentoring sessions was conducted through a WhatsApp group created for communication between members of BUMDes Gemilang and coffee business enthusiasts. This aims to support the sustainable operation of the business. The community service team also plans to hold discussions with members of BUMDes Gemilang and the surrounding community regarding facilities that can be provided to support the use of the basecamp. It is hoped that through service activities such as training, mentoring, and the active use of the basecamp, the role of BUMDes toward the village community can be enhanced and the village's economic potential can be realized.

METHOD

The method used in implementing this optimization program is a participatory method based on community empowerment. This method was carried out using several approaches. The first is the training and mentoring approach, which focuses on improving skills through direct training and guidance. The second is the Participatory Action Research (PAR) method, defined as "research by, with,

and for the people" rather than "research on the people" (Rahmat & Mirnawati, 2020). In this program, members of BUMDes Gemilang were involved in the planning, implementation, and evaluation stages.

A total of 35 participants were selected purposively, consisting of BUMDes Gemilang members and local community representatives who had expressed interest in coffee-related business activities. The program began with an in-person training session for a day and followed up with mentoring as participants needed.

The steps taken in implementing the community service activities in Gagaksipat Village are as follows:

- **First**, the community service team visited the management of BUMDes Gemilang to discuss problems, interests, and needs related to barista training and the potential of coffee shops in Gagaksipat Village.
- **Second**, the team coordinated activities with village officials, BUMDes management, and the Gagaksipat community.
- **Third**, the team collaborated with coffee business experts and practitioners, such as professional baristas or coffee industry business owners, who served as resource persons and demonstrated professional coffee brewing techniques.
- **Fourth**, the team and the experts conducted barista training attended by members of BUMDes Gemilang.
- **Fifth**, the team provided assistance in planning coffee shop management, including marketing strategies, to ensure that the business could run sustainably under BUMDes Gemilang.
- **Sixth**, the team and BUMDes Gemilang jointly evaluated the program implementation to assess its effectiveness, success, and impact.

All steps in this participatory method aimed to empower members of BUMDes Gemilang by enhancing their skills and creating new business opportunities in the coffee sector. The expectation is that participants will not only acquire knowledge but also be able to apply and share it with the wider community, thereby maximizing the potential of BUMDes to strengthen the economy of Gagaksipat Village.

RESULT AND DISCUSSION

Results of Activities

The service activity was held on June 13, 2025, in Gagak Sipat, Ngemplak, Boyolali, with a total of 35 participants consisting of members of BUMDes Gemilang and the surrounding community. The activity consisted of coffee training led by coffee business practitioner Renggo Putro Widyarta.



FIGURE 1. Introduction to Coffee Varieties and Coffee Brewing Training
Source: Personal Documentation

The initial beginnings of the coffee business actually started with something simple: tubruk coffee, which has long been a popular drink among various groups. As times change and the tastes of the younger generation evolve, the types of coffee that are selling well in the market today are shifting. For example, iced Americanos and iced coffee with milk are popular because of their light flavor and ease of preparation. Starting a coffee business doesn't require owning your own coffee plantation or being a coffee farmer; it can be started with packaged coffee products that are easier to market. Boyolali, for example, has significant potential for raw milk materials that can be explored to support the fresh milk coffee businesses currently trending.

In Gagak Sipat, approximately 196 angkringan (street food stalls) have been recorded, scattered across the area and serving as popular community hangout spots. This creates significant opportunities for new business ideas to emerge, one of which is introducing a "fresh milk coffee" menu as a distinctive alternative to the typical angkringan offerings. Mapping the potential for new coffee businesses can be supported by utilizing regional resources, such as the Gagak Sipat Map, which highlights the number of toll exit points around Boyolali and indicates broader market access. Coffee businesses no longer need to rely solely on permanent angkringan setups; instead, they can operate more flexibly for instance, through mobile bicycle carts that can be easily relocated as needed.

According to the Foreign Agricultural Service under the United States Department of Agriculture (USDA), Indonesia itself ranks fourth as the world's largest coffee producer (Alfathi, 2025), but nationally, the development of coffee commodities still needs to be continuously encouraged to compete with rival countries like Vietnam. When 196 angkringan in this area can join a community or have a cooperative working group, the exploration of new coffee businesses entering through the angkringan route will be easier to implement due to the presence of a solid distribution and promotion network.

The art of coffee presentation is also heavily influenced by consumer preferences. One common standard for coffee preparation is the ratio of coffee grounds to water, which is 1:15, to achieve the right flavor that is neither too weak nor too strong. If applied at an angkringan, each serving of coffee can be packaged practically with the right amount, and it's also recommended to state the percentage of the type of coffee used, for example, robusta or arabica, so that customers know the flavor characteristics they will enjoy.

Robusta coffee remains the most readily available type of coffee in the market due to its abundant production. Nevertheless, it tends to taste harsher and have a stronger bitterness compared to other types of coffee. Besides robusta, there are three other types of coffee that are also worth considering: arabica, excelsa, and liberica, each with its own distinct flavor characteristics. Some important indicators of coffee bean quality to consider include aroma, body, acidity, flavor, sweetness, bitterness, and the

aftertaste left after drinking. All these elements can be explored to enhance the appeal of coffee menus at *angkringan* and packaged coffee businesses.

The program resulted in approximately 80% of participants (28 participants) expressing motivation to explore coffee-related business opportunities. Participant feedback indicated that hands-on practice was the most beneficial component, as it allowed them to directly apply theoretical knowledge. This strong motivation reflects not only the relevance of the training content but also its effectiveness in fostering entrepreneurial interest. Moreover, this initiative emphasized the strategic role of BUMDes as a business incubator, which provides stronger institutional support for scaling up community-based enterprises.

Beyond the training session, the program also facilitated networking through the creation of a WhatsApp group that connected participants with coffee practitioners. Compared to similar community-based coffee empowerment programs in other provinces (Saragi et al., 2020; Arzani et al., 2024), the Gagak Sipat training demonstrates an advantage in that it not only provides direct outreach and training but also facilitates further consultations and discussions with practitioners as needed. This further consultation is designed to support business sustainability. This platform has been actively used for sharing recipes, discussing business strategies, and providing continuous mentoring, thereby extending the benefits of the program beyond its formal duration.

Implications and Future Plans

The barista training held in Gagaksipat Village had a positive impact on improving the community's skills in professionally brewing coffee and opened up new insights into coffee business opportunities relevant to market trends. Going forward, this program is planned to be continued with intensive mentoring, both online and offline, to ensure participants are able to develop their coffee businesses independently. In addition, the utilization of BUMDes basecamps as centers for education and business incubation will be optimized, and networking with coffee industry players and *angkringan* communities will be strengthened to expand market access and increase the competitiveness of local products.

CONCLUSION

The community service program through barista training in Gagaksipat Village demonstrated that a participatory approach can effectively empower the community. The results showed that approximately 80% of participants (28 people) expressed motivation to explore coffee-related business opportunities. In addition to enhancing technical skills in coffee brewing, the training also strengthened the institutional role of BUMDes Gemilang as a key driver of the local economy. With active community involvement and support from coffee industry practitioners, the program opened new business opportunities aligned with market trends and contributed to sustainable local economic growth. Despite these positive outcomes, the program faced a limitation in terms of its short duration. Nevertheless, the establishment of a networking platform between participants and coffee practitioners provided ongoing mentoring opportunities, which may help sustain the program's long-term impact. Future research is recommended to apply this model in villages with different characteristics, which would offer valuable insights into its adaptability and broader relevance.

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