

***Making Website as a Promotion Media for Recognition of Organizations to
Community in Gapoktan Kopi Majumapan Panti Jember Regency***

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ABSTRACT

The development of Indonesian coffee exports in the form of green beans during the last 5 years has fluctuated. The potential of coffee cultivation in East Java is supported by good geographical conditions, but productivity is still low. Coffee producing areas in East Java are divided into six regions, one of which is in Ijen-Raung-Argopuro (Jember Regency, Bondowoso, Situbondo, Banyuwangi). The community coffee plantations in Jember Regency are scattered in several of them in Panti District. The land managed by smallholder farmers of the Maju Mapan Gapoktan group is owned by Perum Perhutani, a combination of several coffee farmer groups located around Panti and Sukorambi Districts where the location is on the slopes of Mount Argopuro and geographically is a plateau with an altitude of 450 md to 625 masl so that the potential to be planted with coffee, especially arabica, seeing this condition needs to be promoted, Promotion using online media has never been implemented in Gapoktan, promotion with online media (website) can also help marketing that has been done before. The specific objective of Empowerment Work Internship activities (MKP) is to identify SOP weaknesses that are less noticed by coffee farmers. The methods used in the implementation of this MKP are observation, interviews with human resources at the MKP location, and documentation. With the promotion website at Kopi Maju Mapan Gapoktan at the address www.gapoktanmajumapan.com, it can be used as a promotional and information media for a wide range of people, so that the wider community can easily access through smart phones to see, even just monitor the existence of coffee farmer groups located on Argopuro Mountain Slope, Kab. Jember.

Keywords: Coffee farmer group, Arabica coffee, Website