

Kopi Caviar Development for Community Participation

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ABSTRACT Kopi Caviar are considered to be a popular beverage ingredient among young people today. In which the development of the Kopi Caviar has brought the wisdom of Kopi Betong, a drink that is the identity of people in the area. In the past, Betong District was one of the most important Kopi production sites in the Southern of Thailand. As it is delicious and has been produced for a long time. In the research of Kopi Caviar Development for Community Participation, the objective is to develop Kopi Caviar to the commercial market and to develop the participation process of youth towards conservation of Kopi Betong local wisdom. This study was conducted by a group of 30 Ka-Pae-Kor-tor housewives and youth groups in the southern border provinces by using in-depth interview, group conversation and the transfer of operational knowledge techniques. The researchers analyze and synthesizes information by using the analytical techniques and content synthesis.

The results found that the development of Kopi Caviar to the youth market, they do not have knowledge of business management, especially corporate

management, accounting and marketing. Including the determination of the selling

price that they do not calculate the probably cost of profit. Therefore, the developing business administration knowledge to the youth groups is important. In addition, the use of principles is participation in all processes of activities, will make the business development stronger and sustainable. In the development of youth participation process towards conservation of Kopi Betong local wisdom, Researchers found that the youth are interested in the Kopi Caviar productive process because it is new and modern as well as being popular youth groups nowadays. Moreover, the members of the group brought their knowledge from the cooperation of the Kopi manufacturer to integrate them with learning and organizational development in various fields, including the application of local wisdom to promote income during the study. Therefore, the emphasis should be placed on training young people to practice and learn from real places.

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The suggestions for this research are the action to help and develop youth groups to be sustainable is activities which needed to increase knowledge of youth. Youth development activities should be promoted by interpolating cultural and local wisdom. The youth group development process is still a participatory process. In addition, there should be a policy development to educate about increasing income from local wisdom and building a network of youth groups both the public and private sectors

to achieve holistic development and lead to the youth development and the inheritance of local wisdom.

Keywords : Kopi Caviar, Community Participation, local wisdom

Background

The living culture of Betong people (Yala Province, Southern part of Thailand) is diverse, especially Chinese culture which is popular to drink kopi (ancient coffee) as a very popular drink for people in the past. It has

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the unique aroma and taste properties of coffee. It contains caffeine that affects the active body system of coffee drinkers. It causes them to wake up and do not drowsy. In addition, caffeine's property makes people who drink coffee often, addict on it as we call "coffee addiction". For local people, they will have to buy kopi (ancient coffee) from a regular store due to the taste and brewing recipes. According to the technique of each kopi (ancient coffee) shop, it is a behavior that likes to exchange ideas, criticize various stories in the local coffee shop. Besides, Betong District is famous for its natural attractions. The wisdom of making kopi (ancient coffee) that has been along with Betong history has been famous and passed down for a long time since the Chinese people arrived in the area. The wisdom of making kopi (ancient coffee) has been passed down for many decades.

From the culture and the need for kopi (ancient coffee), this is the spark of ideas for housewives' group, to gather in their leisure time from their main occupation that is rubber plantation. This is the way to solve the problem for housewives who want to generate extra income from their main occupation and unemployment. Therefore, they realized the importance of kopi (ancient coffee) and joined the group to add value to kopi. The local Robusta coffee beans were used to produce kopi (ancient coffee). It has a mellow sweet taste. They take coffee beans preparing with sugar and simmered them together, then sting it for the result of kopi powder with ancient craft process. It is packaged in ready-to-brew sachets for sale with silver foil bag pattern to send to a customer such as coffee shops in the city. Betong ancient coffee has become another important souvenir from Betong visitors. Moreover, Betong ancient coffee that we called "Kopi" has been placed on the list of one district, one product of Yala province as well.

Currently, the Ka Pae Kor Tor Nai Housewives Group (Kopi Wang Kao Brand) is a group that has a unique kopi (ancient coffee) production process by using traditional local wisdom in its production. The context of the community has a history and can be developed into a coffee village to support further tourism. Which in the past, the villagers of Ka Pae Kor Tor are popular to drink coffee as well. By having to travel to buy coffee outside the village, Mrs. Jeminoh Tabasau had the idea to produce kopi (ancient coffee) for drinking in the community. Also, in the village, coffee was grown. Therefore, she figured out how to make kopi (ancient coffee) to drink by herself by using local ingredients. Mrs. Jeminoh tried to bring fresh coffee beans to roast mixed with sugar and cane sugar, then pound it thoroughly with a mortar and sift it to a powder and bring to brew with hot water, milk and sugar. After that, She persuaded the neighbors of Ka Pae Kor Tor Nai to produce kopi (ancient coffee) for drinking by themselves until it has

been known. There were 50 of group members, but the producer is only 25 people. Later, when Mrs. Sitikariyah Tabasau (her daughter learned the process from childhood. Therefore, it is inherited the traditional wisdom of kopi (ancient coffee) from generation-to-generation. Lately, the chairman of the group has gathered women farmers by housewives in the community of Ka Pae Kor Tor Nai gathered to form a group of farmers initially officially registered with a total of 17 members in the year 2002, It was called "Ka Pae Kor Tor Nai Women Farmer Group". Additionally, in 2015, the group was also certified as a community coffee blended product standard and have been selected for the best products in One District- One Product (OTOP) of 4 stars rating.

Statement of Problem

In the year 2016, the group faced many problems, due to the lack of academic knowledge in group members management. People turned to plant rubber that causes less coffee raw materials to produce kopi. Also, the lack of market, they had to order raw materials from outside the area which increases the cost of production. This directly affects the motivation of group members to develop a stronger group. This is affected to some members of the group resign and request to withdraw money from the group. Other than that, there were lack of continuity kopi consumers. Most of them are the elder of ages. Therefore, the distribution of products in the market has limited consumer.

From the above problem, researchers study and conduct cooperative action research based on principles and theories related to community development and community participation for the development of the kopi Betong production group to be strengthened. It can be developed to generate income for members continuously. It started with the participation process of community members in the area for the development of group management. Including the development of youth groups for the conservation of Kopi Betong local wisdom. Moreover, the upgrading of the old Kopi products by processing it into kopi pearls or KOPI Caviar, it will expand the consumer group to be more diverse. In addition, the commercial development of the product, it will lead to additional income for the group member.

Objective of the Study

1. To develop Kopi Caviar pearl products to the commercial market.

2. To develop a process for youth participation in the conservation of kopi Betong local wisdom

Methodology

The sample of this study are Ka Pae Kor Tor Nai Housewives Group at Betong Municipality, Betong District, Yala Province and kopi pearl production interested youth in the three southern border provinces which announcements for those interested in the production of kopi pearls via online media, totaling are 30 people. Researchers use In-dept interview and focus group process for data collection and analyzing the problems and solutions. In order to cooperation research, firstly, researchers organized a participatory activity to educate the community on kopi pearl production by organizing 2 training sessions for kopi pearl production, which are for youth leaders and people who interested in the Ka Pae Kor Tor community area. Secondly, we develop the commercial kopi pearl production tools and analyze the nutritional information of kopi pearls. Finally, we monitor and evaluate the feasibility of the youth business development approach.

Result

The results of the study by synthesizing the information obtained from the said process, researchers summarize the content points according to the research objectives as follows:

1.The Development of Kopi Caviar products into the commercial market.

1.1 Producing of Kopi pearls

Producing kopi pearls by spherification is part of the Molecular Gastro technique. It uses the properties of hydrocolloid, sodium alginate reacts with calcium lactate. The appearance will be a small round gel and flexible from producing kopi pearls in such a way. The appropriate proportion was used to calculate the production cost with 99 percent of the output. The production cost was 102.28 baht per 750 grams of kopi pearls. Which, when added to the kopi beverage at 30 grams, costs 4.09 baht, most of

which is the labor cost of producing kopi powder, sodium alginate, granulated sugar and calcium lactate respectively where the calculations were calculated from the experimental size. If there is actual production in the future, the cost of production can be reduced by reducing the cost of raw materials.

1.2 Commercial product development

Researchers develop the Kopi Pearl brand by developing the brand of the group to be unique, modern, create more attractive and attracting consumers through the process of community participation. Moreover, we modified the brand design according to the needs of group members. The group members decided to the new brand of kopi pearl as called “Kopi Caviar by Kopi Wangkao”. Researchers and designers had been sharing the history of kopi and existing kopi products with representatives of the youth group. The research team together with the group organized discussions, brainstorming groups, using the key identity question issues tool. The next step, the group member selected the logo to use in the package of kopi pearl as below picture:



Logo of Kopi Caviar by Kopi Wangkao

2. The Development of the youth participation process to preserve the local wisdom of Kopi Betong.

From the study of the development process of youth participation towards conservation of local wisdom, Kopi Betong found that the youth group interests in kopi pearl production. Most of them want to earn extra income during their studies. In addition, the pearl drink is a popular drink in nowadays. Thus, it makes people in Betong area interested in producing and learning through applying and participate in the kopi pearl production training. The research team has chosen a method for developing youth groups and interested parties through the establishment of a kopi pearls group to achieve the conservation of local

wisdom, with a systematic management that is able to support the development of Betong district, especially tourism and in the policy of developing a model city area, stable, prosperous and sustainable. The research team uses the principles of group development under the Department of Community Development with 5 elements which are (1) group members (2) activities (3) committees (4) rules And (5) funds

Discussions and Conclusions

The purpose of this research is to develop Kopi Caviar pearl products into the commercial market and to develop the youth participation process towards preserving the local wisdom of Kopi Betong. That will lead to an increase the income of Ka Pae Kor Tor farmer housewife group members in the kopi (ancient coffee) producer of the Kopi Wangkao brand through an in-depth interview process, focus group, bringing youth to study in Betong area in order to gain knowledge and understanding about the local wisdom of Kopi Betong. The research team has summarized the research results according to the research objectives as follows.

According to the product development of Kopi Caviar pearls to the commercial market, the study found that the youth of group member do not have knowledge of business management, especially in accounting And marketing. In addition, the determination of the selling price that they do not calculate the cost of profit. As a result, there is a delay in trading operations because there must be additional training to increase knowledge for the youth and due to the epidemic situation of the coronavirus 2019. Therefore, the development of business management knowledge for the youth group is important. Other than that, the use of the 4P marketing development approach, consisting of product, price, place, and promotion as a key to the business development.

Moreover, the use of principles is involved in all processes of activities. This will make the development of the business stronger and more sustainable, such as the participation process of designing the logo, packaging and product name. It will give members to develop their own virtual group products. The process of development the vision of youth, studying and visiting to the successful group will guide the group member to know more of their development. Moreover, the consultants or government agencies which support and educate them will make the group develop sustainably.

The development of youth participation process towards conservation of kopi Betong local wisdom, the study found that young people are interested in the kopi pearl production process. This is because it is new and modern as well as being popular in youth groups nowadays. The group members brought their knowledge from the cooperation of Kopi manufacturers to integrate them into the teaching and learning process. Also, the application of local wisdom to promote their income while studying. In addition, youth groups are aware of historical stories and local wisdom through a study visit process in Betong district and kopi Betong production group in order to see the unique manufacturing process. The development of strong youth groups can use the 5 principle of group development which consists of group members, activities, committee, rules, and funds. It can reduce conflicts within the group, and be able to produce and sell continuously. Additionally, group management directors are trusted by the group members and increased working capital in the group.

However, the youth group development process is still a participatory process. There should be a policy development to educate about increasing income from local wisdom. Moreover, they should build a network of youth groups, Also, the public and private sectors should achieve holistic development and lead youth to the inheritance of local wisdom.

The suggestion of this study is the action to help youth groups to be sustainable are activities to increase knowledge of youth. The attitude adjustment and operating concept, it may be necessary to give members the opportunity to learn from experienced people and have to give a period of time to adjust. For the future research, youth development activities should be promoted through interpolation of local culture and wisdom. Also, the development of kopi pearls or create new products containing kopi as an ingredient for adding higher value.

Biography

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