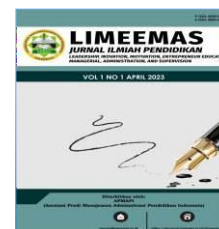


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COMMUNICATION MANAGEMENT OF TELUK AGUNG VILLAGE FARMER GROUP IN MARKETING COFFEE CROPS (Case Study in Teluk Agung Village, Mekakau Ilir District, South OKU Regency)

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Abstract: Coffee is one of Teluk Agung Village's leading commodities and has high economic potential for farmers. However, limited market access and weak communication strategies cause crop yields not to be fully optimal. This study aims to find out how the farmer group in Teluk Agung Village communicates in the marketing of coffee crops and to understand the dynamics that occur within the farmer group. This study uses a qualitative approach with a descriptive method. The informants in this study consisted of five people, including chairpersons, secretaries, and members of farmer groups in Teluk Agung Village, Mekakau Ilir District, Ogan Komering Ulu Selatan Regency. Data collection techniques are done through observation, in-depth interviews, and documentation. The theory used in this study is *group achievement theory*, which emphasizes members' contribution, cooperation, and the collective achievement of results. The study results show that communication in farmer groups is active and functional through discussions, division of roles, and coordination in marketing coffee. Group dynamics shown through participation, trust, and mutual awareness also strengthen the effectiveness of cooperation, thereby supporting the achievement of group goals in increasing the selling value of coffee crops.

Keywords: Communication, Marketing, Farmer, Coffee

Abstrak: Kopi merupakan salah satu komoditas unggulan di Desa Teluk Agung yang memiliki potensi ekonomi tinggi bagi para petani. Namun, keterbatasan akses pasar dan lemahnya strategi komunikasi menyebabkan hasil panen belum sepenuhnya bernilai optimal. Penelitian ini bertujuan untuk mengetahui bagaimana komunikasi kelompok tani Desa Teluk Agung dalam pemasaran hasil panen kopi serta untuk memahami dinamika yang terjadi di dalam kelompok tani tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Informan dalam penelitian ini berjumlah lima orang yang terdiri dari ketua, sekretaris, dan anggota kelompok tani di Desa Teluk Agung, Kecamatan Mekakau Ilir, Kabupaten Ogan Komering Ulu Selatan. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Teori yang digunakan dalam penelitian ini adalah teori pencapaian kelompok (*Group Achievement Theory*) yang menekankan pada kontribusi anggota, proses kerja sama, dan hasil yang dicapai secara kolektif. Hasil penelitian menunjukkan bahwa komunikasi dalam kelompok tani berjalan aktif dan fungsional melalui diskusi, pembagian peran, dan koordinasi dalam memasarkan kopi. Dinamika kelompok yang ditunjukkan melalui partisipasi, kepercayaan, dan kesadaran bersama turut memperkuat efektivitas kerja sama, sehingga mendukung tercapainya tujuan kelompok dalam meningkatkan nilai jual hasil panen kopi.

Kata kunci: Komunikasi, Pemasaran, Tani, Kopi

INTRODUCTION

Humans are, by nature, social creatures who always need interaction and communication with others. Through communication, humans can convey information and ideas and express the impulse for self-actualization, an essential part of daily life (Hariadi, 2022). Communication allows a person to establish relationships, understand others, and contribute to his or her social environment.

The axiom of communication states that "We Can Not Communicate," which means that every individual must be involved in communication activities, either formally or informally, directly or indirectly (Karimuddin, 2012). Communication is vital in human life, including in group activities, such as in organizations, workplaces, and business communities. One of the tangible forms of group communication can be seen in the activities of farmer groups in Teluk Agung Village, Mekakau Ilir District, South OKU Regency. This group is engaged in coffee farming as a form of community empowerment. The function of this group is not only to improve production efficiency but also to reduce unemployment and improve the welfare of the local community (Rizky Wahyu Setiani, 2019).

Coffee is one of the mainstay commodities in South Sumatra. South OKU Regency is the largest Robusta coffee-producing area, with a land area of 89,260 ha and production reaching 62,339 tons annually (Alhababy, 2024). In particular, Teluk Agung Village shows an increase in coffee production from year to year. Data shows that 2019 production reached 54.40 tons with a land area of 1,887 ha, increasing to 84.20 tons in 2023 with a land area of 1,967 ha (Mekakau Ilir District in Angka, 2024).

This increase is inseparable from government support through the application of agricultural technology and land expansion. However, farmer groups still face challenges in the marketing aspect. The increasingly competitive coffee market competition encourages farmer groups to be able to adapt marketing strategies in order to compete and maintain their existence (Ningsih, 2010)

In practice, the farmer group of Teluk Agung Village markets the crops in the form of raw coffee beans and ground coffee. Sales are carried out through coffee collectors and social media such as Facebook, WhatsApp, and Instagram (Inge, 2024). In addition, marketing is also carried out at various local events such as exhibitions, festivals, and regional events (Purwanto et al., 2024). However, the effectiveness of this marketing still needs to be improved to provide optimal economic value for farmers (Fitria Marisya et al., 2025; M Bambang Purwanto et al., 2025).

Based on these conditions, it is important to examine the role of group communication in the coffee marketing process in Teluk Agung Village. This study aims to explore the dynamics of communication within farmer groups and how such communication can support the effectiveness of marketing strategies

(Netti Herawati et al., 2025; Purwanto et al., 2025). Thus, the results of this study are expected to contribute to increasing the productivity and economic value of farmer groups in the future.

Based on the background of the problems that have been described above, the researcher is interested in drawing the formulation of the problem related to the title of this research, namely:

1. How is the Teluk Agung Village farmer group communicating in the coffee crop marketing?
2. What are the dynamics of the communication between farmer groups in the marketing of coffee crops?

The objectives of this research are related to the problem of the application of group communication in the marketing of coffee crops in Teluk Agung Village, which have the following objectives: 1) To find out how the communication of farmer groups in Teluk Agung Village in the marketing of coffee crops, and To find out how the dynamics in the communication of farmer groups in the marketing of coffee crops.

METHODOLOGY

This research uses a qualitative method with a constructivist paradigm to uncover the meaning of individual social actions in daily life. Qualitative research focuses on in-depth and easy-to-understand descriptive explanations, with an interpretive approach to each subject matter. The location of the research was conducted in Teluk Agung Village, Mekakau Ilir District, South OKU Regency.

The data collected consists of primary and secondary data. Primary data was obtained through interviews with the chairman, secretary, and three Teluk Agung Village farmer group members. Meanwhile, secondary data is obtained from agency documents, journals, articles, books, theses, and other relevant sources. Data collection techniques include direct observation, interviews, and documentation in the form of field notes, photographs, and recordings.

Data analysis was carried out using semi-structured interviews, which allowed researchers to explore information flexibly according to the focus of the problem. Documentation also amplifies data, such as conversation recordings and other supporting documents. All data is presented descriptively and narratively arranged systematically to make it easy to understand and convince readers and other researchers.

RESULT AND DISCUSSION

Result

1. Communication of Farmer Groups in Marketing Coffee Crops

The study results show that the communication established in the farmer group in Teluk Agung Village is active and functional. This The communication process occurs through group meetings, informal discussions, and coordination

through social media such as WhatsApp. Group communication conveys information about cultivation techniques, market prices, sales strategies, and the division of roles between members in marketing activities.

The informants explained that the success of the farmer group in marketing their Robusta coffee was supported by participatory and open communication. Group members collectively determine the direction of marketing policies, such as when is the best time to sell crops, whether to sell raw coffee beans or processed coffee grounds, and promotional strategies when participating in local and regional exhibitions.

These findings reinforce the Group Achievement Theory, which emphasizes the importance of group inputs, processes, and outputs. Input in this context is in the form of each member's contribution through ideas, experiences, and resources. The process includes active interaction in group communication, while output increases the group coffee's selling value and distribution reach.

2. Group Dynamics and Communicative Interaction

Farmer groups show positive communication dynamics. The active involvement of each member creates a high level of solidarity and belonging. This is evidenced by the high participation in decision-making and the equal division of tasks.

Some communication challenges, such as differences of opinion and potential internal conflicts, can be solved with a deliberation and democratic leadership approach. The group leader is an important factor in keeping communication channels open and bridging the aspirations between members.

Local cultural aspects such as cooperation and deliberation also strengthen group dynamics. These values strengthen the social structure within the group and form a cohesion that allows the group to work efficiently in the face of market challenges and crop distribution.

Discussion

The study results show that farmer groups in Teluk Agung Village, despite various limitations, have tried to optimize communication management in marketing their coffee farms. They use a direct communication approach between members and utilize simple technologies such as social media to establish coordination with outside parties. Although not fully professionally structured, these efforts help to increase efficiency in the marketing process. The group leader plays a vital role as a mediator between the group members and the outside. He is in charge of conveying market price information, regulating distribution, and bridging technical and non-technical problems. Good leadership is one of the keys to success in marketing coordination.

However, there are several obstacles that farmer groups still face in implementing effective communication management. Some of them are the limitations of digital infrastructure, such as unstable internet networks, the

inability of members to use digital devices, and the lack of understanding of the right marketing communication strategy. This causes market information to often not be obtained quickly and product distribution to be less optimal (Hidayad et al., 2024; Irawan et al., 2024). Farmer groups use a direct communication strategy with buyers at the local level (Sinta Bella Agustina & M Bambang Purwanto, 2025). Some members have also begun to build networks with buyers outside the region through the help of agricultural extension workers (Hatidah et al., 2025). This strategy strengthens the direct relationship between producers and consumers, although it has not been supported by systematic promotion.

One of the important recommendations that can be implemented is the need for marketing communication training for members of farmer groups. Through this training, they can gain basic skills in building relationships with buyers, effectively conveying product information, and using digital platforms to expand market reach (Muhammad Iqbal et al., 2025; RA Rodia Fitri Indriani et al., 2024). This will go a long way in increasing the competitiveness of local coffee products in the broader market.

In addition, strengthening digital infrastructure is also one of the important factors in supporting the effectiveness of farmer group communication. Stable internet access and the availability of adequate communication devices will facilitate the internal and external coordination process. With good infrastructure support, farmers will more easily get real-time market price information, making marketing decisions more quickly and accurately (M. Bambang Purwanto, 2024; Purwanto & Umar, 2024).

The researcher suggests collaboration with third parties such as MSMEs, training institutions, or agricultural extension workers as a follow-up step. This collaboration can help farmer groups in developing their capacity, both in terms of business management and marketing strategies. In addition, with assistance from more experienced parties, farmer groups will have easier access to a broader market and build a sustainable business network.

CONCLUSION

Based on the results of this study regarding the communication of farmer groups in the marketing of coffee crops in Teluk Agung village, by using qualitative methods and by conducting observations and interviews with informants of farmer groups in Teluk Agung village, the researcher concluded that the communication of farmer groups in Teluk Agung Village in the marketing of coffee crops reflects the existence of structured social interactions, collaborative, Moreover, they are charged with strong collective expectations. Social interaction is formed through regular discussions, cooperation, and information sharing has formed a solid foundation for cooperation between members. Collective actions such as role sharing, distribution of results, and joint decision-making are concrete indicators of the synergy fostered within the group. On the other hand, common expectations that include the desire to

improve the quality of crops, expand the market, and maintain the group's sustainability are motivations that continue to strengthen solidarity between members. These dynamics can be analyzed through a group achievement theory approach consisting of three main ideas: Member *inputs*, *mediating variables*, and *group outputs*. Member input is seen through discussion activities and the exchange of ideas in groups to achieve common goals; intermediary variables are manifested in the process of identifying the roles and responsibilities of each member to ensure practical cooperation, while group output can be seen from the creation of an inclusive and fair work environment and increasing agricultural productivity through intense and mutually supportive communication among farmer group members. The dynamics of farmer groups are also the foundation for success in implementing group achievement strategies. The process of group dynamics in this researcher was measured by knowing four components, which include group structure, cohesiveness in the group, group effectiveness, group coaching, and maintenance. Cooperation between members allows farmer groups to compile marketing messages based on Teluk Agung Village coffee products' characteristics, thereby increasing market competitiveness. The group communication process also encourages innovations in marketing, such as engaging product packaging and customer relationship management. Overall, the success of the marketing of coffee crops in Teluk Agung Village depends not only on an integrated communication strategy but also on group dynamics that support collaboration, innovation, and marketing sustainability. This research emphasizes the importance of strengthening internal and external communication between farmer groups to increase product-added value and expand market reach.

Based on the results of the study, there are several suggestions written by the researcher: 1) Farmer groups are advised to expand the application of *Integrated Marketing Communication* (IMC) by utilizing digital *platforms* more optimally, such as *e-commerce*, social media, and local marketing applications. This can help reach a broader range of consumers. 2) Farmer groups need to collaborate with other parties, such as cooperatives, MSMEs, or institutions, to support the marketing of crops in a more structured and sustainable manner. 3) To the next researcher, it is recommended that the influence of digital technology on the marketing success of farmer groups be focused on so that it can provide new insights related to innovation in the agricultural sector. 4) To the next researcher, the results of this research can be used as a reference. They can be developed again and deepened in the references that will be used as a comparison for better results.

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