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Sociopreneurship-Based Empowerment Strategies for Enhancing The Economic Welfare and Sustainability of Smallholder Coffee Farmers: A Systematic Literature Review

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ABSTRACT

This study aims to analyze the conditions of smallholder coffee farming and examine the role of Sociopreneurship as an empowerment strategy for enhancing farmers' economic welfare and sustainability in Indonesia. This study employed a Systematic Literature Review (SLR) approach. This study reviews various accredited journals to synthesize obstacles and solutions within the coffee sector. The findings indicate that smallholder coffee farmers still face significant constraints, such as dependency on middlemen, low understanding of post-harvest technology, and market price fluctuations. The role of Sociopreneurship contributes to improving solutions through digital marketing innovation, increasing product value-added through processing methods (natural, honey, and roasting), and strengthening institutions through strategic partnerships. The reviewed literature suggests that the intervention of change agents can improve farmers' income by enhancing supply chain efficiency while strengthening the resilience of rural economies. Furthermore, the integration of managerial, technical, and social aspects is considered to play an important role in transforming farmers from price takers into more competitive business actors in both national and international markets.

INTRODUCTION

Coffee is one of leading commodities in the plantation sector because it possesses a higher level of economic value compared to other types of plantation crops (Purbasari et al., 2024). In addition, coffee plants are commodities capable of growing optimally when cultivated in tropical regions. This condition is supported by the presence of coffee producers from various countries worldwide across America, Africa, and Asia according to Amisan et al. in Syahputra, (2024). Consequently, coffee constitutes an export commodity with substantial economic value (Mulyanto et al., 2024).

Several coffee varieties are well-known in the commercial world and are most widely cultivated, namely Arabica, Robusta, and Liberica (Mulyanto et al., 2024). The characteristics of these three coffees are as follows: Robusta coffee exhibits aromas of corn syrup and caramel, characterized by high bitterness but low acidity. Liberica coffee presents jackfruit and caramel aromas, with moderate bitterness dominated by a sweet taste. These three types of coffee possess a balanced profile across flavor, acidity, body, and aftertaste attributes (Qisthina et al., 2024).

The largest type of coffee production generated by Indonesia is Robusta coffee; in fact, Indonesia ranks second below Vietnam and is recognized as one of the top coffee-producing countries in the world (Mulyanto et al., 2024). Coffee plants are predominantly managed in the form of smallholder plantations, accounting for 99.48%, while the remainder is produced by state-owned enterprises (0.37%) and private corporations (0.14%). The primary actors in this coffee trade activity are smallholder farmers. This is proven by the fact that over 90% of coffee beans originate from local agriculture (Syahputra, 2024; Mulyanto et al., 2024).

Coffee plays an important role as a source of revenue and income for more than 500,000 coffee cultivators in Indonesia (Mulyanto et al., 2024). Coffee also offers unique and diverse flavor profiles influenced by its geographical location. However, despite this potential, the expected benefits have not been fully realized. Furthermore, most of the coffee yield sold by inhabitants is still in the form of raw coffee cherries, which prevents sales revenues from being maximized (Amini et al., 2022).

Farmer characteristics are inherently attached to the attributes possessed by farmers and exert an impact on the managed farm management activities. Farmer characteristics generally encompass age, education level, number of family dependents, and farming experience. The average age characteristic of coffee farmers partnering with companies is 47 years, ranging between 24 and 58 years. Meanwhile, non-partner coffee farmers have an average age of 50 years, ranging from 23 to 65 years. This condition indicates that the average age of partner farmers is younger compared to non-partner farmers. Generally, younger farmers exhibit higher levels of motivation, enthusiasm, aggressiveness, and courage to take risks in developing coffee cultivation (Syahputra et al., 2024).

Sociopreneurship is viewed as a solution for community empowerment, particularly for impoverished communities, by leveraging innovation and technology (Kuntari W et al., 2023). These efforts can be implemented through a number of programs, including the Year 1 (2019) and Year 2 (2020) Fostered Village Program (*Program Desa Binaan*). The activities of the Year 3 (2021) Fostered Village Program focused on community upgrading, production, and marketing strategies, one of which was carried out through export activities (Amini et al., 2022). Furthermore, meetings are held with partners who have the potential to establish future partnerships (Purbasari et al., 2024).

Community empowerment will be more effective if it utilizes the role of Sociopreneurship within the coffee sector. One approach is through the presence of change agents via institutions such as coffee schools to conduct community empowerment, especially for farmers who serve as

crucial instruments of change in society (Purbasari et al., 2024). Moreover, the utilization of digital marketing also serves to increase customer trust toward the company following broader branding efforts implemented through digital marketing applications (Sebayang et al., 2023).

This literature review aims to examine Sociopreneurship among coffee farmers based on the analyzed journal literature. This study is expected to provide an overview of the empowerment strategies that can be executed to enhance the economy and sustainability of coffee farmers.

RESEARCH METHODS

This study employs a qualitative approach using the Systematic Literature Review (SLR) method. This method was selected to examine the concept of sociopreneurship among coffee farmers based on the analyzed journal literature rather than through primary data testing in the field. Secondary data were sourced from various accredited articles and journals, comprising 15 Sinta-indexed journals and 10 Scopus-indexed journals. Publications from the last five to ten years were prioritized to maintain the relevance and novelty of the information, except for conceptual references and regulations that remain applicable. The analysis process was conducted through data reduction by grouping key findings related to the concept of sociopreneurship, mapping current coffee farm management conditions, and synthesizing effective strategies to improve farmers' welfare based on the synthesis of the reviewed literature.

This study employs a qualitative approach using the Systematic Literature Review (SLR) method. This method was selected to identify, evaluate, and synthesize the existing body of scientific literature regarding the concept of sociopreneurship among coffee farmers, focusing on secondary data synthesis rather than primary field testing. To ensure scientific rigor, high transparency, and replicability, the methodology follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework.

Database Sources and Search Strategy

Literature searches were conducted systematically across major academic databases to ensure a balanced representation of both accredited national research and high-impact international peer-reviewed journals. The databases utilized were:

- Scopus (for international peer-reviewed literature)
- Sinta (Science and Technology Index) and Google Scholar (for national accredited literature within the Indonesian context)

The search strategy applied explicit Boolean operators (AND, OR) to combine specific keywords relevant to the research topic. The search string deployed across the databases was formulated as follows:

("sociopreneurship" OR "social entrepreneurship") AND ("coffee farmers" OR "coffee plantation" OR "smallholder coffee") AND ("welfare" OR "community empowerment" OR "supply chain" OR "value added")

Inclusion and Exclusion Criteria

To refine the literature pool and maintain high relevance, strict eligibility criteria were established prior to the screening process. These criteria are summarized in the Table 1:

Table 1 Inclusion and Exclusion Criteria

Criterion	Inclusion Criteria	Exclusion Criteria
Publication Type	Peer-reviewed journal articles indexed in Sinta or Scopus databases.	Book chapters, conference proceedings, dissertations, popular articles, and non-indexed journals.
Time Period	Publications from the last 5 to 10 years (2016–2026) to ensure topical novelty.	Articles published prior to 2016, unless they served as foundational conceptual references or active regulations.
Language	English	Languages other than English.
Research Focus	Studies exploring sociopreneurship models, agricultural empowerment, coffee farm management, and farmer welfare.	Studies focusing exclusively on technical agronomics, biological diseases, or chemical evaluations of coffee beans without socio-economic context.

Article Screening Procedures and PRISMA Flow Diagram

The article selection process progressed through four sequential stages: identification, screening, eligibility, and inclusion. The initial database search yielded a total of 120 potential records. After eliminating duplicates and evaluating the titles and abstracts, 52 articles were assessed for full-text eligibility. Ultimately, exactly 25 articles met all criteria and were included in the final synthesis. The complete systematic selection process is illustrated in the Figure 1:

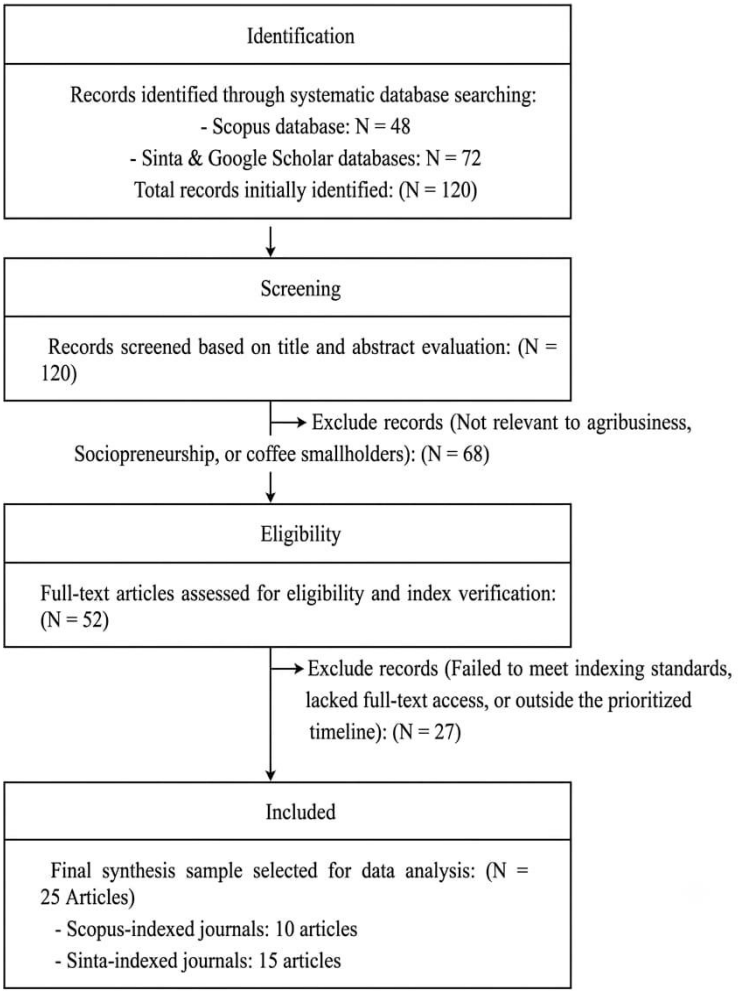

Figure 1 PRISMA Flow Diagram

Data Analysis and Synthesis

The 25 selected articles underwent a qualitative content analysis using a structured data reduction framework. The analytical pipeline was divided into three stages:

1. **Data Reduction:** Extracting and grouping core findings from the selected journals regarding the definitions, traits, and impacts of sociopreneurship in the agricultural sector.
2. **Mapping:** Clustering current coffee farm management conditions, identifying structural constraints, socio-economic variables, and institutional gaps.
3. **Synthesis:** Integrating the gathered data to synthesize effective strategies such as technological support, downstream processing, and digital marketing to systematically improve smallholder farmers' economic welfare.

RESULTS AND DISCUSSION

Coffee Farming Conditions

Farm management is closely linked to the characteristics of the farmers themselves, as these attributes can directly affect ongoing farming management activities. Farmer characteristics generally include age, education level, number of family dependents, and farming experience. These characteristics directly influence decision making patterns and managerial activities in the field.

In practice, coffee farmers are divided into two categories: partner farmers and non-partner

farmers. Partner farmers are those who establish formal or semi-formal cooperative relationships with external parties, whereas non-partner farmers operate their farms independently without being bound by contracts or collaborations with any party. Higher characteristics regarding education levels are expected to make farmers more receptive to innovations in farming activities and more courageous in accepting risks, particularly within partnership systems (Syahputra, 2022).

According to Amini et al. (2022), although the potential for innovation in coffee farming exists, most farmers still sell their coffee yield in the form of raw cherries, meaning that sales revenues remain suboptimal. The economic and educational levels in these villages are also relatively low, with a majority of pre-prosperous families and residents who have not graduated from elementary school. Additionally, there is an disparity in access to infrastructure that hampers the distribution of harvests. Although the community is socially cohesive, individual farmers remain trapped in a dependency on middlemen due to the immediate need for funds to cover daily living expenses (Sia et al., 2025).

Obstacles to Increasing Income

The coffee industry in Indonesia has currently become a trend and a lifestyle, as indicated by the proliferation of coffee shops across various regions. However, obstacles persist in increasing the income and welfare of coffee farmers. Based on the journal literature obtained, we identified several gaps and obstacles faced by farmers in farm management:

1. According to Aulia et al. (2023), the problem faced by the coffee industry in West Aceh Regency is generally the difficulty in downstreaming coffee products due to a lack of understanding regarding coffee business development. The coffee farmers in West Aceh Regency, who were the targets of community service, do not yet properly understand the potential of coffee downstreaming and lack adequate entrepreneurial competencies.
2. According to Syahputra (2024), farming activities involve risks stemming from both external and internal factors. Uncertain climate conditions, farmers' social circumstances, selling price fluctuations, the Farmer Terms of Trade (NTP), and export policies constitute external factors in coffee farming. Conversely, the farmers' willingness to farm represents an internal factor in the coffee farming system, according to Siadari et al. and Supriyadi et al. in Syahputra (2024). Other matters, such as the sales process of harvested yields, serve as key considerations for farmers to obtain maximum income. The cash income obtained by company-partnered coffee farms amounts to Rp 32,716,602.25, whereas non-partnered coffee farms generate Rp 15,361,783.86. This condition demonstrates that the income of company-partnered coffee farms is greater than that of non-partnered ones.
3. The economic condition of small-scale coffee farmers is often trapped by financial capital constraints, which prevents them from investing in post-harvest processing technologies that meet specialty market standards. Low education levels and limited technical understanding regarding international quality standards serve as primary barriers preventing farmers from escaping dependency on conventional commodity markets (Aragon-Guzman et al., 2024).
4. In North Toraja, which is famous for its high-quality Arabica coffee, coffee farmers face significant barriers to sustainability, including poor infrastructure, limited adoption of modern agricultural technology, and socio-economic disparities among farmers. These issues threaten long-term viability, which is a vital contributor to local livelihoods and the regional economy (Sia et al., 2025).

This highlights the conditions and problems faced by farmers in enhancing their income and welfare, where farmer characteristics such as age, education level, number of family dependents, and farming experience serve as critical considerations. Overall, the various journal literatures underscore that farmer characteristics are not merely data points but act as determining variables in identifying these barriers. An ideal farmer condition is supported by the presence of

partnerships in farming as well as the role of sociopreneurs; this can break the chain of existing problems to improve the welfare and income of smallholder farmers.

Empowerment Strategy Through Digital Marketing and Assisted Village Programs

Based on the journal literature reviewed, several forms of community empowerment have been implemented through the following approaches:

Providing digital marketing outreach as an effort to increase coffee sales.

In the initial stage of the outreach program, participants were provided with material on the importance of digital marketing. Digital marketing is relatively easy to implement, requires minimal capital investment, is widely recognized by the public, and enables faster message delivery compared to conventional marketing techniques. In the current era, marketers are increasingly seeking marketing strategies that require low budgets while generating significant impacts. These advantages provide business actors with opportunities to innovate in attracting new customers and retaining existing potential customers. The final stage of the outreach program involved providing training on optimizing the use of social media as a platform for marketing MSME products.

The concept of Social Media Optimization (SMO) is understood as a strategic effort to maximize the various features available on social media platforms to achieve marketing objectives. Digital media is no longer viewed as a complementary marketing strategy; rather, it has become a primary communication tool that supports various business operations through networking activities and interactions among individuals within digital platforms.

Implementation of the Assisted Village Program (PDB)

The empowerment activities carried out under the Assisted Village Program (PDB) included the presentation of materials on quality control and product value enhancement. During these activities, participants were introduced to the concept of Good Agricultural Practices (GAP), which encompasses all efforts undertaken by producers to achieve optimal production through the proper use of seeds, land, fertilizers, crop protection measures, energy, and water. GAP also aims to minimize negative environmental impacts while ensuring the health and well-being of workers and the surrounding social environment.

In addition, participants received training on post-harvest processing as a strategy to increase the added value of coffee products. This training was designed to enable farmers to independently perform post-harvest processing, thereby reducing their reliance on selling coffee solely as a raw commodity. Several processing methods were introduced, including the natural (dry) process, honey process, washed process, and full-washed process. Each method possesses distinct characteristics that influence the flavor profile and final quality of the coffee produced.

As a form of technological support, a greenhouse technology grant was provided in the form of a greenhouse drying facility with a hut-shaped roof designed for coffee drying and curing processes. The greenhouse coffee-drying facility enables natural drying while maintaining higher temperatures, resulting in a faster drying process. On sunny days, the temperature inside the greenhouse can reach 60–70°C, compared to the fluctuating temperatures in open-air environments.

Furthermore, coffee dried inside the greenhouse is protected from external factors such as rain, dust, insects, and birds, which can often damage the product during traditional drying processes. The use of this technology contributes to improved drying efficiency and helps maintain the quality of coffee throughout the post-harvest processing stage.

Business Management, Supply Chain Transformation, and the Socio-Economic Impact of Sociopreneurship

The financial management assistance program emphasized the importance of financial

management in supporting the performance of coffee businesses. Through this program, participants were provided with knowledge regarding production cost calculations, including fixed costs, variable costs, and equipment depreciation throughout the coffee processing stages. This capacity-building initiative aimed to enable business actors to conduct financial recording and analysis in a more structured manner, thereby supporting rational decision-making and promoting business sustainability.

Business Potential Utilization and Product Marketing. This activity highlighted the importance of maximizing the potential of Robusta coffee by processing only fully ripe red coffee cherries. It addressed the issue of mixing red and green cherries during processing, which can negatively affect the flavor and overall quality of the coffee. By assisting the target group in understanding and implementing strategies to optimize the business potential of Robusta coffee, the program provided valuable insights into product quality improvement and market value enhancement.

Entrepreneurial Assistance and Development. This component focused on fostering entrepreneurial ideas through downstream processing activities. It addressed consumer concerns regarding traditional drying methods and introduced the use of *ancak* (drying racks) to ensure more hygienic coffee production. This innovative approach contributed to improved processing techniques while supporting the development of Robusta coffee entrepreneurs in West Aceh Regency.

Overall, the program provides both conceptual and practical contributions by offering solutions related to financial management, business potential optimization, and entrepreneurial development within the Robusta coffee sector. The proposed strategies are oriented toward increasing farmers' income, improving product quality, and strengthening the competitiveness of the local coffee industry. By integrating managerial, technical, and entrepreneurial aspects, this approach is expected to promote the sustainable development of coffee enterprises.

The Role of Sociopreneurship in Enhancing Value Addition

One of the key findings is that sociopreneurship contributes significantly to increasing the value added of coffee through innovations in processing and marketing. Farmers who previously sold coffee in the form of cherries or green beans have been encouraged to undertake post-harvest processing activities, such as the honey process, natural process, and small-scale roasting. Through these processing methods, the selling price of coffee has increased significantly compared to the sale of raw coffee products.

Sociopreneurs also promote certifications such as Fair Trade and Organic Certification, which provide access to export markets offering premium prices. This transformation has shifted farmers from being price takers to becoming business actors with greater bargaining power. Furthermore, the utilization of digital marketing and direct trade practices has shortened the distribution chain. Farmers can connect directly with coffee roasters and end consumers, allowing them to retain a larger share of the profit margin that would otherwise be absorbed by multiple intermediaries.

Economic Welfare Transformation and Social Impact on Communities

The most tangible contribution of sociopreneurship in the coffee sector lies in its ability to improve community livelihoods through inclusive economic empowerment. In the Kerinci region, the presence of coffee entrepreneurs has not only created new employment opportunities but has also established an ecosystem that supports broader community welfare through strong entrepreneurial orientation and appropriate policy support (Syofya, 2024). Investment in technical aspects, such as the development of a more ergonomic coffee roasting machine with an increased capacity from 400 grams to 2 kilograms, demonstrates how social entrepreneurial interventions can enhance productivity and work efficiency among coffee farmers and MSME actors.

Furthermore, this economic sustainability has been strengthened through the adoption of digital technologies in marketing systems, enabling market expansion at both national and international levels. For example, the implementation of digital marketing strategies through social media platforms and websites has been shown to significantly increase income, ultimately providing greater price stability and market assurance for the harvests of assisted farmers (Sebayang et al., 2023). Through the sociopreneurship approach, economic benefits are not solely enjoyed by capital owners but are redistributed through enhanced farmer capabilities, strengthened social capital, and increased value creation across every stage of the coffee supply chain. As a result, this approach contributes to the development of a more independent and sustainable rural economic resilience (Desiana et al., 2022).

Supply Chain Transformation and Production Efficiency Optimization

Sociopreneurship plays a crucial role in redesigning coffee supply chains that have long been considered inefficient and disadvantageous to smallholder farmers at the upstream level. The transformative innovations introduced by social entrepreneurs aim to simplify distribution channels and identify bottlenecks within production processes in order to achieve maximum efficiency (Irjayanti et al., 2025). Through the techno-sociopreneurship model, collaboration among stakeholders within local economic institutions, such as cooperatives, is strengthened to ensure that resources, including labor and technology, are utilized optimally to create added value (Yonaldi et al., 2025).

In addition to streamlining distribution channels, a key focus of this strategy is enhancing production capacity through equipment modernization while maintaining the principles of community empowerment. For example, modifications to production facility layouts and the optimization of workflow at workstations have been shown to improve operational performance and strengthen the competitiveness of coffee producers in increasingly competitive markets (Irjayanti et al., 2025). This efficiency not only reduces production costs but also ensures consistent quality standards throughout the coffee production process, from harvesting and fermentation to drying. With a more transparent and efficient supply chain, profit margins that would otherwise be absorbed by intermediaries can be returned to farmers, thereby supporting the long-term economic sustainability of the entire coffee industry ecosystem.

Based on the literature reviewed, sociopreneurship serves as an effective community empowerment strategy for improving the welfare of coffee farmers through capacity building, processing innovation, and the utilization of technology. Empowerment programs are implemented through digital marketing outreach, Good Agricultural Practices (GAP) training, post-harvest processing education, financial management assistance, and entrepreneurial development programs. Through these initiatives, farmers are encouraged not only to sell coffee as a raw commodity but also to engage in value-added processing activities that increase product quality and market value.

Furthermore, the utilization of digital media and direct trade systems helps expand market access and shorten distribution channels. Consequently, the implementation of sociopreneurship not only enhances the quality and competitiveness of coffee products but also drives economic transformation within rural communities through increased income, improved supply chain efficiency, and the sustainable development of local coffee enterprises.

CONCLUSION

Based on the literature review conducted, it can be concluded that smallholder coffee farming possesses great economic potential but is still hindered by various structural constraints. Farmers are generally still trapped in a dependency on middlemen, capital limitations, and low understanding regarding post-harvest processing technology and downstreaming strategies. This condition causes most farmers to sell coffee in the form of raw cherries at a low selling value.

The presence of sociopreneurship serves as a strategy to empower farmers' economies through innovation. The role of these social entrepreneurs encompasses educating on product processing to increase value-added, introducing digital marketing to expand market access, and simplifying the supply chain to eliminate intermediaries. By integrating business profit aspects and social impacts, sociopreneurship is capable of transforming the position of farmers into more independent business actors, significantly increasing income, and ensuring the long-term sustainability of the smallholder coffee sector.

From an academic perspective, this study contributes to the literature on agricultural economics and rural sociology by synthesizing how social enterprise frameworks can restructure traditional supply chains and shift smallholders from passive price takers to competitive, value-adding market actors. In terms of policy implications, these findings underscore the need for government agencies and agricultural stakeholders to transition from providing isolated financial aid to supporting comprehensive ecosystems that foster change agents, institutional partnerships, digital literacy, and localized infrastructure investments such as shared post-harvest facilities. Furthermore, to build upon these insights, directions for future research should expand beyond qualitative reviews. Future studies should employ empirical approaches to evaluate the effectiveness of sociopreneurship interventions across different coffee-producing regions.

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