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Chocolate Industry in Puslitkoka Jember is Benefits of Colonial Heritage

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Abstract. In Indonesia, plantations can cultivate industrial crops such as cocoa, coffee, coconut and tea. The plantation system in Indonesia was also introduced through Western colonialism, namely Dutch colonialism. One of the places in Indonesia that has quite extensive plantation areas is Jember Regency, which is located in East Java Province. When compared to other parts of Indonesia, such as Sumatra and western and central Java, East Java was indeed too late to be exploited by the Dutch colonial government at that time. The Dutch sent several colonial researchers such as natural science researchers, especially foreign botanists in the early 19th century or around the 1800s, and traveled to trace the tip of the eastern island of Java called Java's Oosthoek. Cocoa plants were introduced by the Spaniards in 1560 in Minahasa, North Sulawesi. According to van Hall, in 1859 there were 10,000 - 12,000 cocoa plants in Ambon. Of that many trees produced 11.6 tons of cocoa. However, then the plants disappear without further information (Van Hall, 1932 in Pujianto, et al: 2015). According to Graafland (Hall, 1949) cocoa plants have existed in Indonesia during the "culture culture" in 1826, but not yet a company plant. According to Jansen, the resident of Minahasa (Hall, 1949) efforts to make cocoa as a cash-generating plant have been tried in the area. However, it will face difficulties due to disease pests. Indonesia has an Indonesian Coffee and Cocoa Research Center (Puslitkoka). Founded on January 1, 1911 under the name Besoekisch Proefstation (Besuki Research Center) which has an office on Jl. PB. Sudirman No. 90 Jember. But starting in 1987 all activities / operations were transferred to the new office located in Nogosari Village, Rambipuji District, Jember, approximately 20km southwest of Jember City. As a colonial legacy, Puslitkoka now appears to be an educational tourism and become a chocolate industry that contributes a lot in terms of socio-economic conditions of the local community. Because many workers or employees are needed, the surrounding community is made employees with different salaries according to position, education, and years of service.

1. Introduction

Indonesia is an agrarian country where the majority of the population who live in rural areas have an average livelihood as farmers. Plantation is one of the sub-sectors that play an important role in the national economy through contributions in national income, provision of employment, export revenues, and tax revenues. In its development, this is inseparable from various national and global environmental dynamics. Plantation development must be able to solve the problems faced by plantations in addition to being able to answer the challenges of globalization. The history of the plantation itself is often associated with the history of colonialism or colonialism in a country.

In Indonesia, plantations can cultivate industrial crops such as cocoa, coffee, coconut and tea. The plantation system in Indonesia was also introduced through Western colonialism, namely Dutch colonialism. One of the places in Indonesia that has quite extensive plantation areas is Jember Regency, which is located in East Java Province. When compared to other parts of Indonesia, such as Sumatra and western and central Java, East Java was indeed too late to be exploited by the Dutch colonial government at that time. The Dutch sent several colonial researchers such as natural science researchers, especially foreign botanists in the early 19th century or around the 1800s, and traveled to trace the tip of the eastern island of Java called Java's Oosthoek.

The researchers were Horsfield, Junghun, Bosch, and Hageman. Information from the naturalists is actually "paving the way to a new era" for Jember and the Besuki region which will later become a



marker of the administrative region as the Besuki Residency which consists of Jember, Bondowoso, Situbondo and Banyuwangi (Arifin: 2006). Land clearing for plantations soon became a new policy of the colonial government at that time, by giving the private sector the opportunity to establish private plantations in the Jember region and beyond. Until the era of the Indonesian Independence war, there were 50 foreign private plantation companies in Jember and its surroundings. who owns a plantation business in Jember (Aprianto:2011).

The opening of the initial pilot plant of the private plantation business in Jember was George Birnie who on October 21, 1859 with Mr. C. Sandenberg Matthiesen and van Gennep founded NV Landbouw Maatscappij Oud Djember (NV. LMOD) which was originally engaged in tobacco plantations, but later it expanded to various plantations such as coffee, cocoa, rubber and so on. George Birnie's efforts immediately attracted the interest of Dutch businessmen and other European countries to plant their businesses and establish plantations in the area of Jember, so that in a relatively short time stood many private plantations in this area, with a large capital flow (Arifin: 2006).

In addition to Tobacco, Sugar Cane, plants that also develop and are cultivated in Jember are Robusta Coffee, Arabica Coffee, Rubber and Cocoa. Sugar factories and sugar cane currently operate under the auspices of PTPN XI and for tobacco under the auspices of PTPN X as well as coffee, rubber, cocoa and various plants under the auspices of PTPN XII. On January 1, 1911, the Dutch East Indies colonial government built a field research laboratory namely Besoekisch Proefstation or Oppericht Besoekisch Proefstation to support the existence of private plantations in Jember. The Dutch research office which was nationalized in 1957 is now the Indonesian Coffee and Cocoa Research Center which is precisely located in Jember.

Various attempts have been made to develop cocoa commodities. Improving cultivation techniques will ultimately bring great benefits. Efficient nursery techniques, efforts to obtain superior planting material, methods of pruning to form good habitats, spacing arrangements and efforts to protect pests and diseases are aimed at finding a period of efficient cocoa planting and maintenance with production targets both in terms of quantity and quality (Siregar et al., 1997). This is what makes the author interested in conducting research on CHOCOLATE INDUSTRY IN PUSLITKOKA JEMBER, THE BENEFITS OF COLONIAL HERITAGE.

2. Methods

Historical research method according to Ali is the method of research conducted by reviewing a problem from a historical perspective (1985: 117). Research that aims to compile a systematic and objective history story requires a historical method which is a process of critically examining and analyzing recordings and relics of the past (Gottschalk, 1986: 32). Whereas according to Notosusanto, the historical research method is a procedure by historians to write stories of the past based on traces left behind in the past (1971: 17). The tracks are contained in historical sources.

Based on the description above, it can be concluded that the historical research method is the procedure of the work of historians to test and analyze historical sources in the form of logically, critically and chronologically recorded records from the past, then presented as historical stories. Historical research methods use heuristic steps, criticism, interpretation and historiography. The steps will be described below:

3.1 Heuristics (Data Collection)

The first step in historical research is heuristics. Heuristics comes from Greek, *heuristic* means to find (Notosusanto, 1971: 18). Heuristics is a procedure or step in finding and finding historical sources in the form of historical traces that are used to solve problems in historical research. It was reaffirmed by Kuntowijoyo that heuristic steps are activities to search for and collect materials or traces that will be used for historical writing or look for something that is used to retell historical events (1993: 45).

Data collection techniques, this technique can be called heuristics, which is derived from the Greek word *Heurischein*, meaning to obtain. According to G. J. Reiner (1997: 113), heuristics is a technique, an art, and not a science. Therefore heuristics do not have general rules. Heuristics are often a skill and find, regarding and detailing bibliographies or classifying and searching records and data from the literature (Abdurahman, 1999: 55). From the description above, the writer uses library study techniques,

by gathering resources, literature, books and other documents related to the problems being studied. As well as conducting interviews with the speakers at the Jember Research and Development Center.

3.2 Source Criticism (Verification)

After the historical sources in the various categories have been collected, the next stage is variation or criticism to obtain the validity of the source. In this case, the validity test of the authenticity of the source is done through extreme criticism and the validity of the validity of the source (credibility) traced through internal criticism (Abdurahman, 2007: 68).

3.2.1. External criticism

Done to find out the validity and authenticity of sources. The researcher can ask and check the authenticity of the source, such as: checking the date of issuance of documents, checking document material, such as paper and ink, whether the appearance is aligned or not at the time of the event, ascertaining whether the document is genuine or derivative; a kind of photocopy or copy, and ascertain whether the source is still profitable or has changed.

This external criticism requires effort in testing it to determine the truth of this event whether or not the source of the data obtained. In testing the validity of the source, it will be known whether the subjectivity or the role of the author to the writing he made is strong. Where for this purpose it needs to be questioned, time, place, and figures who write or make a source. Through three questions, 1) when the source was made, 2) where the source was published / written, 3) who wrote it. By doing some of the questions above we can find out, is it true that the source is genuine, fake, or adapted.

3.2.2. Internal criticism

Required to assess the level of feasibility or credibility of the source. Source credibility usually refers to the ability of the source to reveal the truth of a historical event. To question the authenticity of the data contained in the source based on the physical characteristics of a spelling source, pattern, alphabetical form and ink used (Abdurahman, 2007: 70).

3.3 Interpretation

The next stage is interpretation, namely in the form of analysis (outlining) and synthesis (uniting) historical facts. This is done so that facts that seem to be separated from one another can be one interrelated relationship. Thus the interpretation can be said as a process of interpreting facts. Interpretation can be done by comparing data in order to respond to events which occur in the same time (Abdurahman, 1999: 65).

3.4 Historiography

The last phase in historical research is historiography. Historiography is the way of writing, presentation or report on the results of historical research that has been done (Abdurahman, 2007: 76). Historiography is the method of writing, presentation, or report on the results of historical researchers conducted. Historical research should provide a clear picture of the research process, from the beginning (the planning phase) to (drawing conclusions) (Abdurahman, 1999: 67). So, from some of the descriptions above, the authors conclude that historiography is the final stage in research. Where the full results of the study become unity in the form of written works based on the rules of historical writing.

The part of the conclusion is to express generalizations from what has been said. Conclusions are the results of the analysis and historical facts of the problem under study. After all that has been achieved, it will become research material that can be accounted for (Dudung Abdurahman, 1999: 70).

3. Results and Discussion

3.1 *History of the Entry of Cocoa into Indonesia*

Cocoa and chocolate, are two words that we often hear and are food ingredients and favorite drinks for everyone, especially for children, adolescents and the elderly. The cacao plant (*Theobroma cacao*) which means food for God / God is a plant originating from South America which is produced from processed seeds that we know as chocolate. Some chocolate products commonly known by the public include cocoa candy (chocolate candy), Ice cream (ice cream), cocoa powder (chocolate powder) and cocoa butter (brown fat).

Some literature explains that cocoa plants originate from tropical forests in Central America and in northern South America. The people who first cultivated it as food and drink were the Maya Indians and the Aztec (Aztec) tribe. They used cocoa before white people under the leadership of Christopher Columbus discovered America. The Maya Indians are tribes that used to live in areas that are now referred to as Guatemala, Yucatan, and Honduras (Central America). When the Spaniards came in 1591, it was the Aztecs who they knew as planters and who cultivated cocoa. At that time, the processing of cocoa beans by Indians was done by storing cocoa beans and drying them in the sun (Pujianto; 2015).

The dried beans are then roasted in a soil pot, but before the seed skin is removed and crushed with stone mortar. This mixture is then mixed with corn and spices and made into a cake or dodol. To make a drink, this piece of cake is stirred with water which can also be added with vanilla. This mixture is called "chocolat". At that time the cocoa beans were not only used as a drink, but also used as a barter tool, tribute payments, also used in religious ceremonies and treatment activities (Aprianto: 2011).

The Spanish nation at that time did not like the processed chocolate from the Aztecs. They began to look for their own processing methods by roasting cocoa beans, then pounding them and adding sugar cane. It turns out that the results of processing in this way are better suited to their tastes. Therefore, in the end the Spaniards introduced cane sugar to Mexico in 1522-1524. Spaniards were also listed as the first cocoa growers in Trinidad in 1525. Beside the nation Spain, the Dutch nation was also listed as a pioneer of cocoa growers in Asia. The first introduction of cocoa to Europeans took place in 1528. The Spaniards brought home some of the cacao they had processed and they offered it to King Charles V. Because it was very delicious, chocolate became famous in Spain as a new food and drink. In the beginning of 1550, the introduction of cocoa expanded to all parts of Europe. Several chocolate factories have been established, such as in Lisbon (Portugal), Genoa, Turin (Italy), and Marseilles (France). Furthermore, the trade in cocoa beans between America and Europe grew rapidly (van Hall, 1932).

Cocoa is increasingly famous after the discovery of methods and tools for extracting cocoa beans into cocoa butter (cocoa butter) and chocolate powder (cocoa powder) by C.J. Van Houten around 1828 in the Netherlands. After 1878 how to make chocolate milk was discovered by M. Daniel Peter in Switzerland (Baon: 2011).

In Indonesia, cocoa plants were introduced by the Spaniards in 1560 in Minahasa, North Sulawesi. According to van Hall, in 1859 there were 10,000 - 12,000 cocoa plants in Ambon. Of that many trees produced 11.6 tons of cocoa. However, then the plants disappear without further information (Van Hall, 1932 in Pujianto, et al: 2015).

Criollo Cacao is the only type of cocoa that was first planted in Indonesia. According to Graafland (Hall, 1949) cocoa plants have existed in Indonesia during the "culture culture" in 1826, but not yet a company plant. According to Jansen, the resident of Minahasa (Hall, 1949) an attempt to make cacao as a cash-generating plant was tried in the area. However, it will face difficulties due to disease pests.

So, Minahasa is the area that first tried cocoa in Indonesia. For the city of Jember itself no data has been found about when cocoa was introduced, but there is already an Indonesian Coffee and Cocoa Research Center which has an office on Jl. PB. Sudirman No. 90 Jember was approved in 1911 precisely on the first of January.

3.2 *The History of the Establishment of the Indonesian Coffee and Cocoa Research Center*

In the beginning, Jember was a small, quiet and isolated area. There are several ethnic groups who lived in Jember from the start, namely: Madura, Java and Osing (Banyuwangi). In the colonial era, Jember was one of the districts of Bondowoso regentschap. However, in a short time Jember became the fastest growing regency compared to the various districts in the Besuki Residency (Panarukan,

Bondowoso, and Banyuwangi. Though the overall existence of Jember is located on the southern coast of the Java coast, including inland areas (Pramudito: 2006)

Maybe the people in Indonesia, not all of them know that in Indonesia there is an Indonesian Coffee and Cocoa Research Center (Puslitkoka). Founded on January 1, 1911 under the name Besoekisch Proefstation (Besuki Research Center) which has an office on Jl. PB. Sudirman No. 90 Jember. But starting in 1987 all activities / operations were transferred to the new office located in Nogosari Village, Rambipuji District, Jember, approximately 20km southwest of Jember City.

History records the beginning of the founding of Besoekisch Proefstation starting with a meeting between the leading tobacco planters at the Besuki Residency on November 26, 1910 which decided the need to establish a research center in the Besuki area and the cost would be largely borne by tobacco workers. Then chose the management, among others, namely David Birne, Teun Ottolander, G.G Schrike, C.A Koning, and A.H Loeff. While the members are E. Du Bois, A.H Clignett, J.F Volkersma, J. Krose and G.G Schrike. The Director General of Agriculture at that time immediately agreed to the decision of the meeting and the next agenda was the establishment of Besoekisch Proefstation. In addition, there were several officials present at the time, Mr. Arends (Chair of the Lumajang Agricultural Company Association), J. Bosman (Resident Besuki), Van Goelik (Besuki Residency Controller), H.Ch Hardeman

(Supervisor of Jember), Dr. C.J.J. van Hall (Head of Agriculture, Ministry of Agriculture, Jakarta), H.J. Lovink (Director General of Agriculture, Ministry of Agriculture), Ritsema van Eck (Head of Forestry Besuki). Subsequently at the December 10, 1910 meeting, decided to establish Besoekisch Proefstation Vereniging on January 1, 1911 (confirmed by Gouvernement Besluit No. 41 dated June 12, 1912) with its research organ Besoekisch Proefstation (Besuki Research Center) based in Jember (Baon: 2011).

After independence, precisely in 1958 nationalization was carried out based on Law Number 86 of 1958 concerning the nationalization of Dutch-owned Plantation companies which were subject to Nationalization, so that there were State-controlled plantations to become PTPNs, there were privately-controlled plantations, and newly issued Cultivation Rights in seventies. State-owned plantation company grouped in the State Plantation Company (PPN), then changed to the State Plantation Company (PNP) and is now a State Plantation

Limited Liability Company (PTPN). The State Large Plantation Company which manages Assorted Plants and in which there are cocoa plants are PTPN XXIII and PTPN XXIX headquartered in Surabaya, and PTPN XXVI in Jember. Now, the three have joined PTPN XII, based in Jember (Arifien: 2015)

Furthermore, after experiencing several changes in both the name and manager, in 2003 the institution changed its name to the Indonesian Coffee and Cocoa Research Center. This institution holds a national mandate to research coffee and cocoa commodities.

The main tasks and functions of the Research Center include:

- Conduct research to obtain technological innovations in the fields of cultivation and processing of coffee and cocoa products
- Conducting service activities for coffee / cocoa growers / growers throughout Indonesia to solve problems and accelerate technology transfer
- Fostering capabilities in the field of human resources, facilities and infrastructure to support research and service activities.
- The vision and mission of the Research Center is:
- Become a reliable and productive research institution in creating and developing technology related to coffee and cocoa plantations
- Being a pioneer in the progress of the coffee and cocoa industry
- Become a business partner with the government in developing new technological innovations.
- Become a center for information and human resource development in increasing competitiveness.

The names of the directors of the Indonesian Coffee and Cocoa Research Center since its inception are as follows:

1. 1911- 1921 : Dr. A.J. Ultee
2. 1921- 1925 : Dr. W.H. Arisz

3. 1925- 1929 : Mag. Sci. J.J.S. Gandrup
4. 1930- 1947 : Dr. J. Schweizer
5. 1948- 1951 : Ir. J.C. van Schoonneveldt
6. 1951- 1952 : Ir. F.F. Leupen
7. 1952- 1955 : Ir. J.C. van Schoonneveldt
8. 1955- 1956 : Ir. F. van Gogh
9. 1956- 1958 : Ir. W. P. van der Knaap
10. 1958- 1960 : Ir. Ong Ang Pang
11. 1960- 1962 : Ir. Lauw Siek Liem
12. 1962- 1970 : Dr. Soenaryo
13. 1975- 1978 : Ir. Mohammaad Saleh
14. 1990- 1992 : Dr. Sukarya Danimihardja
15. 1992- 1999 : Dr. Oskari Atmawinata
16. 2000- 2005 : Dr. Zaenudin
17. 2005- 2015 : Dr. Teguh Wahyudi
18. 2015- 2018 : Dr. Misnawi

3.3. Supporting Factors in the Development of the Chocolate Industry in Jember

As is well known, Indonesia is the third largest cocoa producer in the world after the Ivory Coast and Ghana (Africa) countries. The top three cocoa producing countries are as follows: Ivory Coast (1,276,000 tons), Ghana (586,000 tons) and Indonesia (456,000 tons) in each year. Although most of the results of Indonesian cocoa plantations are exported in the form of raw materials, domestically there are also many cocoa processing industries located on the island of Java. One of them is the chocolate industry at the Indonesian Coffee and Cocoa Research Center located in the village of Nogosari, Rambipuji, Jember Regency.

From the various literatures that the authors read and the results of interviews with several employees, it can be concluded that there are several supporting factors for the development of the Chocolate Industry in Jember, namely:

1. Open industrial development opportunities

The nutritional content and benefits of chocolate are the main factors in the development of the chocolate industry. In addition, chocolate basically has benefits and good nutritional content for the human body. Naturally, cocoa beans contain nutritional compounds that are very necessary for the health of the human body and consist of fats, carbohydrates, proteins, antioxidant compounds, freshening compounds and minerals. The benefits of chocolate content such as caffeine, thyobromine has been proven to treat mood and fatigue so that it can be used as an anti-depressant (Sri, Edy, 2014). Based on the properties of chocolate, this attracts serious attention for industrialists.

2. Increased world demand

It's no stranger that chocolate has now emerged as a favorite food. Not only among children, but also among parents. Moreover chocolate is so rich in benefits, this also makes the demand for chocolate high.

3. Limited producer countries

Not all countries in the world can grow cocoa and produce various foods and beverages from chocolate. Even now cocoa producing countries appear to be sluggish and saturated. Of course this is very good for Indonesia, especially Jember in East Java to increase chocolate production.

4. Availability of researchers and expert staff

At Puslitkoka Indonesia, which is located in Nogosari Village, Rambipuji, Jember Regency, at least there are currently quite a lot, around 15 researchers and experts.

5. Availability of technology

The technology at Puslitkoka Indonesia is quite adequate, from cultivation technology, postharvest to industrial. Not only technology, the Research Center also provides quality production facilities and equipment, such as seeds, seeds, pesticides and others.

Land availability is still available East Java, especially Jember, still has sufficient land for cocoa cultivation.

6. There are special characteristics of chocolate flavor

Chocolate processed by Jember has different flavors than other chocolate preparations. The taste is legit and a little bitter is characteristic of processed chocolate here. In addition, the products produced are in the form of bath soaps which are of course made from chocolateprocessed fatty oils.

3.4 The effect of the existence of Research Center and chocolate industry on the socioeconomic life of the Jember community

With the existence of Puslitkoka and the chocolate industry in Jember, it certainly has a great influence on the economy of the people around Jember. Especially the people in Nogosari Village, Rambipuji, Jember Regency. Because many workers or employees are needed, the surrounding community is made employees with different salaries according to position, education, and years of service. According to Tjiptoherijanto (1992: 95), the number of family members who work will affect the income of a family itself because the size of the number of family members will affect family income.

The influence of tenure on income, shows that the working period of non-employee workers from the Jember Coffee and Cocoa Research Center, on average they work long or are over 5 years of work, from 7 years to 31 years. Those who work have experience and expertise in doing their work in agriculture or plantations, they will work well to provide good results so that their income will also increase. Munir (1998: 41), the longer the work period of a worker or employee in a job he will be more experienced, mature, and professional in the work entrusted to him. For employees who have had a long enough working period in a company, he will be more experienced (in his field) than new employees. Simanjuntak (1998: 74), tenure is a measure in practice practice aimed at improving job skills both horizontally and vertically. Horizontal means expanding aspects or types of work that are known, while vertical means deepening the quality in a particular field. The influence of work experience on income, shows that the work experience of workers in the post-coffee and cocoa harvest section at the Jember

Coffee and Cocoa Research Center, workers who work generally have worked and are experienced for more than 7 years. The experience that exists during the work process in the post-harvest section will provide the ability for those who are there to be able to carry out their work activities quickly, because the faster the workforce is working, the greater the yield of the work produced and it will provide an increase in income from workers. post-harvest at the Jember Coffee and Cocoa Research Center. According to Simanjuntak (1998: 75), the longer the experience of workers the greater the results in getting the results of the work process, because the workers or existing laborers already know the side of work, and more expert in using guidelines in work so that the process of work activities can be carried out with a good pattern of work. The faster the workforce is working and done well, the greater the productivity and income that workers will get.

So, from the explanation above, it can be seen that the main objective of the chocolate industry is for the welfare of its members or employees. But it turns out that in its development, chocolate processed by the Center for Research and Technology was exported to Japan. This certainly raised the name of Jember, especially Indonesia itself as a cocoa producing country in the eyes of the world and increasing revenue in the Jember region.

4. Conclusion

The cacao plant (*Theobroma cacao*) which means food for God / God is a plant originating from South America which is produced from processed seeds that we know as chocolate. Cocoa plants were introduced by the Spaniards in 1560 in Minahasa, North Sulawesi. According to van Hall, in 1859 there were 10,000 - 12,000 cocoa plants in Ambon. It is undeniable that cocoa is one of the commodities that

can contribute to increasing the country's foreign exchange. Indonesia is one of the main suppliers of world cocoa after Ivory Coast (38.3%) and Ghana (20.2%) with a percentage of 13.6%. By processing cocoa into domestic quality products, namely chocolate. Indonesia has an Indonesian Coffee and Cocoa Research Center (Puslitkoka). Founded on January 1, 1911 under the name Besoekisch Proefstation (Besuki Research Center) which has an office on Jl. PB. Sudirman No. 90 Jember. But starting in 1987 all activities / operations were transferred to the new office located in

Nogosari Village, Rambipuji District, Jember, approximately 20km southwest of Jember City. Puslitkoka produces chocolate with the trademark "Vicco", whose raw materials come from Puslitkoka's own garden. Chocolate production carried out by Puslitkoka is still classified as a small and medium scale industry (UKM). "Vicco" chocolate is known to be marketed in the Jember area. Puslitkoka was chosen because Puslitkoka has a comprehensive chocolate processing process, starting from planting cocoa trees, harvesting cocoa beans as raw material, to chocolate production. There are several factors supporting the development of the Chocolate Industry in Jember, namely:

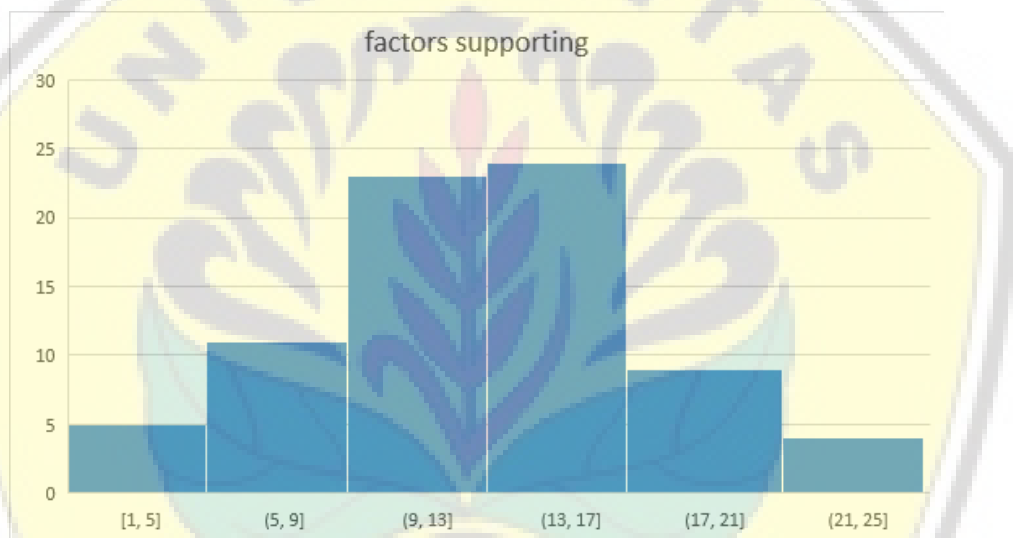


Figure 1. Factors supporting

- a) Open industrial development opportunities
- b) Increased world demand
- c) Availability of researchers and expert staff
- d) Availability of technology
- e) Availability of land
- f) Special characteristics of chocolate taste

In addition, Puslitkoka which has now emerged as a chocolate industry has also contributed a lot in terms of the socio-economic aspects of the local community. Because many workers or employees are needed, the surrounding community is made employees with different salaries according to position, education, and years of service. Workers who work generally have worked and experienced for more than 7 years. The longer the experience of the worker the greater the results in getting the results of the work process, the faster the workforce is working and done well, the greater the productivity and income that will be obtained.

Now, Puslitkoka is not only famous among the Jember people but also to various regions outside of Jember because the processed chocolate products have different tastes. Besides that Puslitkoka also emerged as Edu Wisata, which of course will increase Jember's income in the tourism sector.

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