

Preserving Local Knowledge Amid The Strong Current of Coffee Product Commodification

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Introduction

The rising demand of coffee leads to uniformity of coffee processing. Many coffee-producing areas introduce their farmers with coffee-processing machines to replace traditional ways of local knowledge gained from previous generations.

Meanwhile, on the other hand, there are also many coffee-growing areas where farmers are trying to maintain traditional and traditional ways of processing coffee by reason of maintaining local knowledge.

Problems

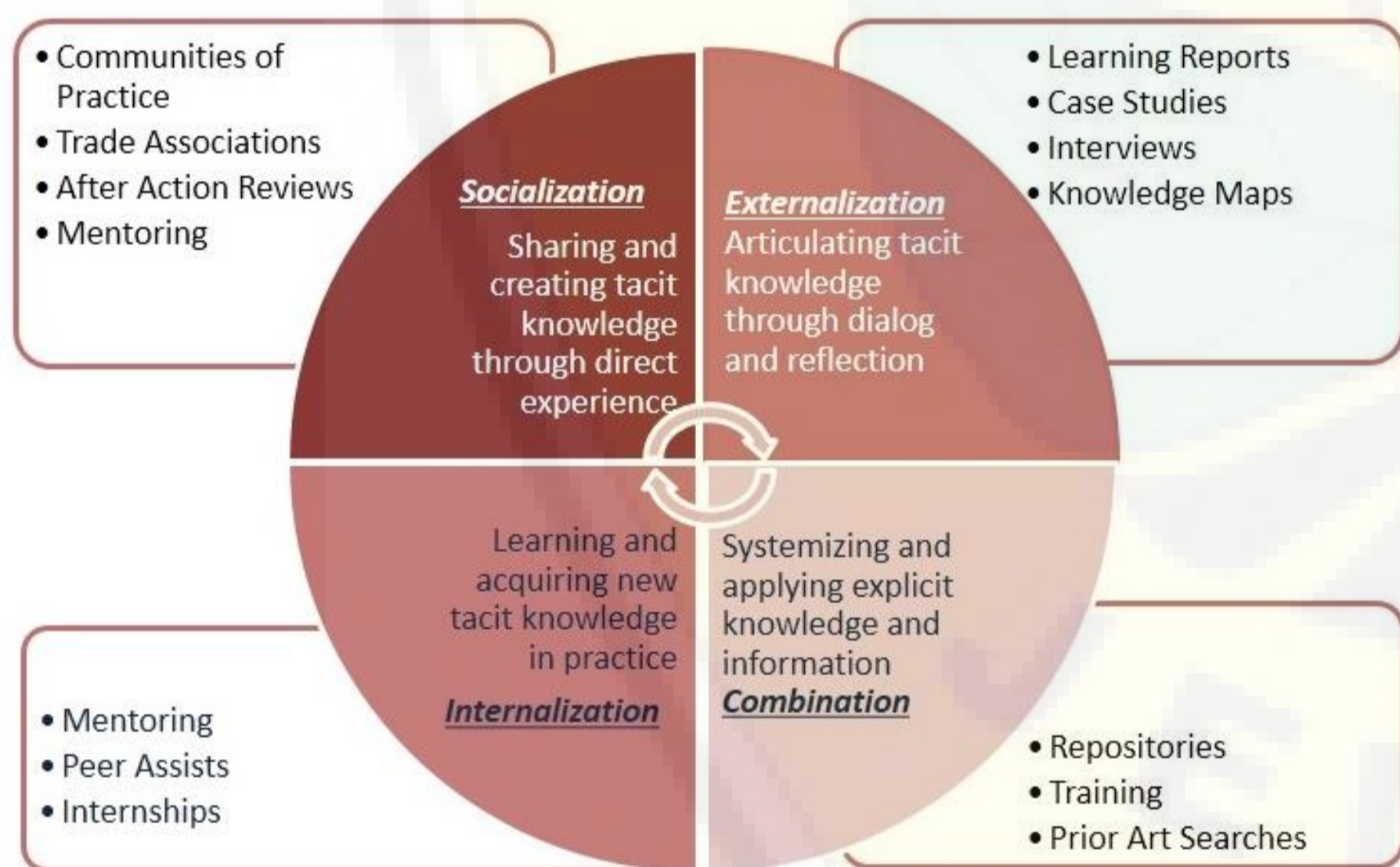
The use of coffee processing machines can simplify the process of processing coffee, but this is considered to threaten the loss of local knowledge obtained from the previous generation. Why preserving local knowledge is important for local coffee farmers?

Literature Review

Miller and Shamsie, (1996).... knowledge is a strategic asset widely recognized by managerial literature, and organizational literature in particular, as a valuable resource for organizational growth and sustained competitive advantage.

Nonaka (1994) develops the concept of a spiral of knowledge creation to show how knowledge is created and shared in organizational settings through social interactions and collaborative processes.

Nonaka et al. (2000); Nonaka and Toyama (2003) identifies four processes of knowledge creation (known as the SECI model): socialization, externalization, combination, and internalization.



Romhardt (1997); Leidner (2001); Lazaric et al. (2003) Probst et al. (2006); Davidavičienė and Raudeliūnienė (2010); Maina (2012) knowledge preservation has been recognized as one of the crucial steps in managing and processing knowledge in organizations. How to avoid losing knowledge is one of the biggest everyday challenges for organizations and managers.

Agrifoglio (2015).... a community of practice (CoP) is viewed as a group of people informally connected by shared expertise and a common interest in a particular domain or area. Its represents a natural setting enabling members to preserve the various forms of knowledge in organizations.

CoP could be considered a crucial tool for preserving knowledge because it allows the retention of knowledge and technical skills about technology that otherwise might be lost over time.

On the other hand, the preservation of practice also allows the creation of new knowledge and technical skills concerning the same technology, with important results for both knowledge preservation and knowledge creation.

Methods

This paper is qualitative explorative and resulted from in-depth study in the cities of Banyuwangi and Bondowoso.

Objectives

This paper discusses the efforts to maintain local knowledge in rural coffee farmers in the middle of the strong pull of commodification in global coffee commodity.

Results

Coffee processing using machineries is creating a faster processing time and provides a consistent output in terms of quantity. Some argued that using the machine does not change the coffee quality and taste while others believe that manual processing will provide uniqueness.. This uniqueness should be the competitive advantage that separates them from other farmers.

Manual #1



Machine #2



Coffee farmers, they are generally not equipped with knowledge of cultivation and processing coffee properly. They are traditional farmers who mostly run their profession only in order to meet the needs of everyday life and not in order to produce high added value.

In the meantime there are also small farmers who develop local knowledge in traditional coffee processing based on local values and traditions so that the claim can produce coffee products that are considered typical both the way and the taste.

Increased demand for coffee commodities encourages farmers to produce large quantities of products in a relatively quick time. The process of processing coffee in part replaced with the machines so that the production process can be done more easily and more efficiently.

The replacement of the manual process makes it easy for coffee farmers to process their coffee products. The farmers just simply read the manual and then run the coffee processing machine.

Proses pengolahan kopi dengan menggunakan mesin ini akan mengakibatkan proses olah kopi menjadi seragam dan tidak memiliki keunikan karena didasarkan pada standart dan manual yang sudah diciptakan.

In the long term this process can eliminate the ability and knowledge of farmers in processing their coffee products traditionally based on local values and typical local.

Conclusions

The excessive dependency on machineries could prevent the knowledge transfer process among the farmers. In the long run, the precious local knowledge can be lost and the farmer will be stripped of their valuable skills. Therefore it is very important to preserve the local knowledge in order to maintain the uniqueness of the process, products, taste.

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