



**1<sup>st</sup> JICC (Jember International Coffee Conference) 2017**

**TABLE OF CONTENT**

<b>FOREWORD</b> .....	8
<b>OBJECTIVE</b> .....	9
<b>THEMES AND SUB-THEMES</b> .....	9
<b>PROGRAM</b> .....	10
<b>IMPROVING THE QUALITY OF IJEN ARABICA COFFEE THROUGH ARTIFICIAL FERMENTATION USING <i>LACTOBACILLUS PLANTARUM</i> AND CURD PAPAIN IN CONTROLLED FERMENTER</b> .....	12
ASMAK AFRILIANA <sup>1)</sup> , TRI ANGGA MAULANA <sup>1)</sup> , ALY FIRDAUS <sup>1)</sup> , BAGAS RIZKY ALDIANO <sup>1)</sup>	
<b>THE FORMULATION ROBUSTA COFFEE BARK JEMBER INDONESIA FOR CHARCOAL BRIQUETTES AS ALTERNATIVE ENERGY: THE COMPARISON ORGANIC STARCH ADHESIVE AND ANORGANIC ADHESIVE</b> .....	13
HONEST DODY MOLASSY <sup>1</sup> , ANITA DEWI MOELYANINGRUM <sup>2</sup> , INTAN KARTIKA SETYOWATI <sup>3</sup>	
<b>GREEN SUPPLY CHAIN MANAGEMENT FOR SUSTAINABLE AGROINDUSTRY IN INDONESIA: A CASE OF SMALL COFFEE PROCESSING UNIT</b> .....	14
I.B. SURYANINGRAT, ELIDA NOVITA AND AULIA VIRDA VERINTA	
<b>POTENTIAL USE OF SPECTROSCOPY MEASUREMENT TECHNIQUES FOR ACCURATE QUANTITATIVE DETERMINATION OF COFFEE'S QUALITY PARAMETERS: A REVIEW</b> ..	15
AULIA NASUTION <sup>1</sup> , HERY SUYANTO <sup>2</sup>	
<b>MOTRAMED (IN ENGLISH: THE MEDIATED PARTNERSHIP MODEL) FOR MORE SUSTAINABLE COFFEE PRODUCTION IN INDONESIA</b> .....	16
ATIKA WIJAYA	
<b>THE EFFECT OF COFFEE COMSUMPTION ON SUPEROXIDE DISMUTASE (SOD) ENZYME EXPRESSION IN WISTAR RATS INDUCED BY <i>HYPER LDL</i></b> .....	17
PRASETYA, C. R., FATIMATUZZAHRO, N.	
<b>THE EFFECT OF POLIFENOL ROBUSTA COFFEE BEANS (<i>COFFEA ROBUSTA</i>) IN THE SUPEROXIDE DISMUTASE (SOD) ON NEUTROFIL INVITRO</b> .....	18
TANTIN ERMAWATI,, ZAHARA MEILAWATY, HAPPY HARMONO, DESSY RACHMAWATY	
<b>SUSTAINABILITY IN COFFEE CULTIVATION IN MALNAD REGION OF SOUTH INDIA</b> .....	19
NAFEES AHMED <sup>1</sup> , NASEER ABBAS <sup>2</sup> , MUYEZ UR REHMAN <sup>3</sup>	
<b>COMPETITIVENESS OF INDONESIAN COFFEE EXPORT TO ASIA MARKET</b> .....	20
WILDA FITRIYANI, DIJAN RAHAJUNI, RATNA SETYAWATI GUNAWAN	
<b>THE COMPETITIVENESS OF STUDY COFFEE COMMODITY</b> .....	21
FAFURIDA, AVI BUDI SETIAWAN, SUCIHATINGSIH DIAN WISIKA PRAJANTI	

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**THE ROLE OF COOPERATIVE FOR STRENGTHENING SELF RELIANCE OF FARMERS IN COFFEE AGRIBUSINESS (A CASES STUDY IN SIDOMULYO VILLAGE, SILO DISTRICT, JEMBER REGENCY, EAST JAVA PROVINCE, INDONESIA).....**

SRI SUBEKTI, DIANA FAUZIYAH, INDAH IBANAH

**POSITIVE PRACTICE OF MOTIVATION FACTORS INFLUENCING THE INTENTION OF SMALLHOLDER COFFEE PRODUCERS IN INCREASING COFFEE PRODUCTION IN JEMBER DISTRICT, INDONESIA.....**

DEWI PRIHATINI

**INHIBITION OF *CANDIDA ALBICANS* GROWTH BY STEEPED ROBUSTA GROUND COFFEE (*COFFEA CANEPHORA*).....**

PURWANTO; YOAN AYUNG SAGITA; PUJIANA ENDAH LESTARI

**COFFEE CONSUMPTION ELEVATE BLOOD SERUM ADRENALIN IN PERIODONTITIS RAT MODEL.....**

RAHARDYAN PARNAADJI, MOCHAMMAD FAHMI, I DEWA AYU SUSILAWATI

**COFFEE CONSUMPTION ELEVATE BLOOD SERUM ADRENALIN IN PERIODONTITIS RAT MODEL.....**

RAHARDYAN PARNAADJI, MOCHAMMAD FAHMI, I DEWA AYU SUSILAWATI

**MYTH OF COFFEE IN KOMPASIANA'S SOME SELECTED SHORT STORY.....**

L. DYAH PURWITA WARDANI, AND SRI WAHYU WARJATI,

**DECISION SUPPORT SYSTEM FOR ELIGIBILITY OF COFFEE'S CULTIVATING LAND AT PERKEBUNAN NUSANTARA X USING WEIGHTED PRODUCT (WP) METHOD.....**

YANUAR NURDIANSYAH

**THE EFFECT OF CAFFEINE CONSUMPTION ON BONE REGENERATIONS.....**

BUDI YUWONO<sup>1</sup>, AGUS SUMONO<sup>2</sup>, ABDUL ROCHIM<sup>3</sup>

**FARMERS STRATEGIES IN COMPETING BIG PLANTATION (PTPN XII) AT "SEGITIGA EMAS IJEN" AREA AT BONDOWOSO REGENCY.....**

LATIFATUL IZZAH, HAIRUS SALIKIN, BAMBANG SAMSU BADRIYANTO, IG. KRISNADI

**BASED BIOMASS BRIQUETS AND BIOPELLET SOURCED COFFEE PELL SIDOMULYO VILLAGE JEMBER.....**

ORIZA KRISNATA WIWATA, NUR MUHAMMAD BAGUS P, ANGGA ALFIYADI, RIFKY MAGHROBI PUTRA P, DEFI MAULIDA, FATMAWATI WILUJENG, ALFIN FAHRIZA P P, SUHARNO AHMAD ZAMROJI

**DESAIN AND STRESS ANALISYS CEMENT COMPOSITE ON TURNING TOOLS STRUCTURE.....**

SANTOSO MULYADI, YUNI HERMAWAN, DWI DJUMHARIYANTO, SALAHUDDIN JUNUS

**BUILDING ACCESS OF EDUCATIONAL EDUCATION ON WOMEN COPPER WOMEN IN JEMBER REGENCY.....**

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**FARMERS STRATEGIES IN COMPETING BIG PLANTATION (PTPN XII) AT  
“SEGITIGA EMAS IJEN” AREA AT BONDOWOSO REGENCY**

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**ABSTRACT**

This study discussed coffee farmers endeavor in competing with big plantation (PTPN XII) “Segitiga Emas Ijen” area, specifically at Sumberweringin, Bondowoso Regency. The strategies were aiming at improving the earning. This study is interesting to research as the strategies are the same as plantation strategies, that is “Cluster Kopi Arabika”. However the methods they apply are different. PTPN XII applies the modern method while the farmers use the traditional one. This study uses “Dualisme Ekonomi” theory applying historical method which is used to research and reconstruct the coffee farmers to survive in competing PTPN XII specifically at Sumberweringin, Bondowoso regency. The “Dualisme Ekonomi” theory is applied to find out why the coffee farmers still live at PTPN XII area in harmony. The work with different agricultural system in which coffee farmers apply traditional method while PTPN XII uses the modern one. This study is conducted based on two different data that are primary data and secondary data. The primary data are collected by having participant observation and interviewing the coffee farmers while secondary data are collected from different documents such as publication, research report, and government reports related to the study conducted.

**Keywords :** coffee farmers, plantation, PTPN XII, segitiga emas