



## Constructivism Analysis of Mandailing Coffee as a Coffee Brand Known in the World

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### ABSTRACT

This research is to describe how mandailing coffee is the most targeted coffee in the international market, using in-depth analysis and interviews with several people who certainly already have knowledge related to mandailing coffee. In this study, of course, applying qualitative methods with a phenomenological approach to the world-known mandailing coffee brand, even though coffee development is not in the first mandailing but in several other regions it has been done a lot. However, how is mandailing coffee the target in the international market? This research will certainly make observations first to map each location to be studied in the field and at the same time make observations at the research location, the informants who become resource persons are of course those who already have involvement in mandailing coffee which has been quite long and years in the coffee world. Documentation of the research to be carried out so as to provide a clearer picture to the reader so that they get a clearer picture apart from the explanation that the researcher describes from the writing by the researcher. After the data is collected, researchers will analyze data from research that has been carried out starting from data reduction to selecting and select data that has been collected, either recorded through the field or obtained during interviews, that data presentation, and conducting a series of information organization and a complete narrative form picture which will certainly make this research conical, To draw conclusions from all research results conducted by researchers so as to provide a systematic explanation in accordance with the formulation of the problem that has been ram bunched.

## INTRODUCTION

Coffee is one of the agricultural products that has become a community that is highly desired in various circles ranging from young people to the elderly, coffee that is drunk is the result of the process of coffee beans that have undergone a long process until it reaches our glass to drink. If quoting from Neil's book, Coffee is a strategic plantation crop that is commonly consumed in the form of refreshing drinks. At the beginning of its development coffee was only limited to being produced and consumed in Middle Eastern countries such as Saudi Arabia, but now it is widespread throughout the world and widely consumed in Europe and America (Grigg, 2013). Coffee as a drink that has a special taste quickly becomes a necessity and even becomes a trend in everyone's daily life, in addition to the taste that is quite different from other drinks, coffee also provides a sensation of calmness and increased focusing ability that we have when drinking coffee. Coffee that is munum will certainly not have a bad impact on the drinker because like alcohol and others, until now coffee already has a variety of flavors and uniqueness of each based on the geographical location where the coffee is grown. According to Atmawinata (2014), in general, coffee drinks are consumed not because of the nutritional value contained in them, but because of the value of taste and physiological influences that can cause people to stay awake, add freshness, reduce fatigue, and make feelings more excited. Therefore, the value of coffee beans is not only determined by their physical appearance but rather determined by the value of taste. So in coffee importing countries, one way to determine the quality of coffee is by taste test. Mandailing coffee is a trade term for Arabica specialty coffee that grows in the Mandailing Natal highlands. This coffee has a characteristic fragrant and thick aroma so that coffee drinkers do not need to mix Mandailing coffee with other coffees to get a high viscosity. The slightly sour but concentrated taste with a strong aroma makes it popular abroad (Mandailing Natal Regency Plantation Office, 2012).

Mandailing coffee has been around worldwide for a long time in 2004 mandiling coffee began circulating abroad, this coffee has a fairly distinctive taste because the taste of coffee that gives a sour taste and distinctive aroma but the acidity level of mandailing coffee is quite low compared to other coffees in North Sumatra. Harahap (2004). If viewed this year, of course, the spread of the internet and communication is still not so fast, but mandailing coffee has been targeted by the world. It has long been undeniable that mandailing coffee is targeted by the international, and coffee farmers who already have a large enough land to be able to export coffee abroad must be on behalf of mandailing coffee before 2017-san. Of course, it can be seen that by only using the name mandailing some farmers can penetrate this international market. Based on the above phenomena, this research is formulated as follows: How the development of mandailing coffee so that it is known in the world.

## LITERATURE REVIEW

### 2.1 Brand

The brand is a differentiator between the brand or identity of a product owned by a person or group of people, the band certainly has several characters

and their respective names so that when this brand is seen or the name is heard by others, it will immediately know what product is meant. In Ritoga's book (2018) Brand is a name, term, sign, symbol, design, or a combination of all of these that is intended to identify a product or service of one or a group of sellers and distinguish it from competitors' products. Of course, branding is a central issue in product strategy. Branding is expensive and time-consuming and can make the product succeed or fail. Consumers will view the brand as an important part of the product, and brand designation can add value to a product.

## **2.2 History of Coffee**

Including of course groups in shrub plants with the genus *Coffea*, family Rubiaceae, subfamily Ixoroideae, and tribe Coffeae. In the 10th century coffee beans were included as a food group by several tribes in Ethiopia. Based on research, coffee has the potential a medicine and a sleep agent. Coffee is a plantation commodity that is widely traded internationally. The top three coffee producers in the world are Brazil, Colombia, and Vietnam. Indonesia is ranked 4th largest coffee producer after Vietnam. The target of coffee exports originating from Indonesia is generally to America, Japan, the Netherlands, Germany, and Italy. Around 90% of coffee production in Indonesia comes from smallholder coffee plantations. Several factors that affect the stability of people's coffee plantation production include farmers' habits, economic factors, and environmental safety factors. The inadequate mapping of coffee-producing centers that describe the characteristics of each region and the lack of counseling (education) in overcoming pests of coffee plant diseases are some of the causes of coffee production from smallholder plantations that have not been widely exported. Panggabean (2011).

## **2.3 Mandailing of Coffee**

Mandailing coffee better known abroad as mandheling coffee is a type of arabica coffee. This coffee was first introduced by the Dutch in 1833. It was once named the best in the world, as well as having the highest price in the international market. The location of the coffee plantation is cool because it is close to the Bukit Barisan mountains gives its own advantages. Although planted in an area that is not too high, which is about 900-1,400 meters above sea level, the richness of volcanic soil and tropical climate make this coffee variety superior. Mandailing is taken from ethnic names in Sumatra, not wilaya. In the past, there was a misunderstanding between Japanese soldiers and local coffee sellers. The soldier asked where the coffee he was enjoying came from, the salesman thought he was asked where it came from and replied "Mandhailing".

## **2.4 History of Madailing Coffee**

In 1833 the Dutch Colonial entered the Mandailing area through the Port of Natal, Natal, Mandailing Natal, the coffee economy began in 1835 The Dutch Colonial brought coffee seeds from Java through the NHM company owned by

King Willem 1 and conducted a nursery in Tano Bato, South Panyabungan, Mandailing Natal in 1840. Through the Forced Planting system, the seeds were then distributed to Mandailing areas such as Pakantan, Mandailing Natal, and Angkola areas. In 1848 there were 2,800,000 coffee sticks with coffee bean production of 9.3 tons. Coffee products are collected at the Dutch warehouse in Tano Bato and then brought to Natal port by road via Tapus, Lingga Bayu, Mandailing Natal. In transportation, the Dutch Colonial made use of indigenous people by carrying from Tanobato to Natal Port which took 15 days round trip. In 1886, the coffee transportation line was diverted from Natal Port to Sibolga Port. Agustono (2019).

## 2.5 Constructivism

The constructivist approach is a state in which individuals create their own understandings based on what they know, as well as the ideas and phenomena to which they relate. Learning that uses a constructivist approach requires that an educator be able to create learning in such a way that students can actively engage with student material with social interactions that are established in the classroom. Constructivism is a philosophical explanation of the nature of knowledge. According to constructivists, knowledge is generated by a person from beliefs and experiences that they believe in and experience. It is constructed from what individuals create and express in their daily activities. Each individual makes his or her own meaning out of personal beliefs and experiences; in this way, constructivists hold knowledge not as a universal truth, but rather as something akin to a working hypothesis. Setiani (2014). Constructivism is the formation of knowledge based on the experience of each individual, be it direct experience or learning with others (teachers) or alone by searching the literature of books or journals that have been widely circulated on the internet. Constructivism was born along with the development of the era that was happening in its time, of course, constructivism will be influenced by the times because this theory is a theory in the education of every individual that examines how a person's process in building an understanding and seeing a certain object or idea.

## METHODOLOGY

This study uses qualitative methods in this study, researchers conduct qualitative research with a phenomenological approach with a constructivist paradigm. Certainly, a phenomenological approach that uses life experience as a tool to better understand the socio-cultural, political, or historical context in which the experience occurred. Samsu (2017). This qualitative research aims to understand the natural phenomena that occur at the research site, how the subjects will act, and to carry out each activity of the subject.

Data collection techniques used in this study are 1) This observation is carried out by observing the activities of each activity of farmers who live in the Hutapungkut area of Mandailing Natal Regency, observing every activity that is done between farming and selling their agricultural products either in the form of cherries/fruit or already in different forms 2) The interview is carried out with a conversation containing certain intentions carried out by two parties,

namely the interviewer (interviewer) who asks a question and an interviewee who provides an answer to that question. Interviews in the study were conducted using in-depth interview techniques. Researchers can ask informants about the facts of an event in addition to their opinions about the event. 3) Documentation is used to obtain data that is available in the form of archives or books that support research. Data collection was obtained from the results of reports and written statements in pictures, as well as printed. This research uses data analysis techniques, namely descriptive analysis, data obtained by observation, interviews, and documentation. All data that has been obtained and then collected afterwards is described at the stages of data analysis.

## **RESEARCH RESULTS**

### **The History of the Early Development of Mandailing Coffee and Its Development to the Present Day**

Mandailing coffee at the beginning of its development was in 1833 when the Dutch came to Mandailing land through Batang Natal, until in 1835 the coffee brought by the Dutch was planted on Mandailing land with a forced cultivation system. In 1848 coffee grown in Mandailing and Angkola now reached 2,800,000 coffee sticks so in the same year A.P.Godong came to visit the warehouse located in Tanobato Godong Village and saw that there were 4,100 pikul or about 2 tons of coffee in this stored warehouse. Mandailing coffee at that time became the most expensive coffee in the international market, at that time this coffee was also known as Mandailing coffee which had taste characteristics with good aroma, low sourness, astringent taste, and moisture content of 11% to 12.4%. This is one of the things that made this coffee a target in the colonial period, during this colonial period the Dutch got a considerable profit, and coffee with the name Mandailing was also crowned with the most expensive coffee and high demand in the international market. Entering the present, mandailing coffee still has the same character and race as the past with its astringent taste, in 2016 mandailing coffee received its Coffee Geographical Indication with ID number G 000 000 048 with IG certification status. Coffee grows on this plateau with an altitude of 900 to 1,400 meters above sea level.

The IG (Geographical Indication) of mandailing coffee will give mandailing coffee more legal power in maintaining and protecting every mandailing coffee product and later provide the condition and originality of every coffee that will be removed from mandailing natal. In 2016 a contract was signed for the export of Mandailing Arabica Coffee to South Korea Diplomatic relations between Indonesia and South Korea began with relations at the consular level which began in May 1966 and was marked by the signing of consular agreements. The Consulate General of the Republic of Korea in Jakarta was officially opened on December 1, 1966. 15 Relations between actors of this State began on September

17, 1973. Cooperation between the two countries has made significant progress in recent years. Currently, Indonesia and South Korea are each other's main trading partners. Indonesia is South Korea's eighth-largest trading partner for export purposes while South Korea is Indonesia's fourth-largest trading partner. Coffee is a plantation commodity whose role in the national economy is very important.

This mandailing arabica coffee purchase activity is in the form of beans/green beans. This purchase is carried out with a trade contract for the next three years, calculated from March 2016 to March 2019. The process of signing the mandailing coffee export agreement to South Korea was carried out on March 2, 2016, at the Directorate General of National Export Development (PEN) of the Ministry of Trade located in Jakarta. The export process of mandailing arabica coffee is in the first year with a total volume of 2,204 kg or about 2 tons with an export value of 1 million USD. Of course, there are many factors that make South Korea have to import coffee from Indonesia, this is because Indonesian coffee has a distinctive taste, especially for specialty coffee, mandailing arabica coffee. The export of mandailing coffee in South Korea because it sees the demand for coffee in South Korea and the number of coffee shops/coffee shops that increase every year, this is one form of ITPC work in promoting coffee commodities in Indonesia to enter the Coffee market in Korea which every year experiences an increase in the value of coffee imports in the country and this coffee export cooperation is carried out because it increases the cooperation of non-oil and gas exports of Indonesia ± South Korea.

Farmers continue to cultivate and harvest mandailing coffee which is still continuing, if in the past coffee was picked and processed into grain or green beans then the Dutch would store and send it. Now different people already have the ability to process coffee to be drinkable. In the past until around 2005 farmers could only sell grain or green beans, but now farmers can do the process with their own equipment. There are several notes that are done by farmers to process this coffee starting from giving to several business groups or developer groups such as Banamon, and some small processes carried out by each farmer. Banamon which is a coffee development group in the Hutapungkut area has been managed and developed since 2013 by Rasyid until now the Banamon group already has its own coffee processing equipment. Farmers who process their coffee up to green beans can also ask or use services from Banamon to roast green bean coffee owned by farmers, of course, by paying for services according to how much green beans will be roasted.

Furthermore, the development of technology is getting better and the process of delivering information that is getting easier every day makes farmers more advanced so that they can learn anywhere by using the communication

equipment they have to be able to learn. Now farmers are starting to be able to process their coffee until it becomes coffee that is ready to be brewed and enjoyed, farmers are also able to do packaging with the equipment they have.

## CONCLUSIONS AND RECOMMENDATIONS

Coffee farmers who used to only be able to act under orders from the Dutch, turned into farmers who sold their crops in the form of grain or green beans with the increasing demand for this mandailing coffee. Farmers continue to make increasingly advanced developments by starting to use second parties or coffee development groups that already have adequate coffee equipment, further, now farmers are very independent by being able to process their agricultural products and become ready-to-eat products and are already in packaging that can be sent outside the region.

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