

**Socialization and Discussion of South Sumatra Coffee with Jack Runners
Roastery at Livin' Fest 2025 Palembang**

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Abstrak

Kegiatan sosialisasi dan diskusi kopi pada Livin' Fest 2025 Palembang dilaksanakan sebagai upaya memperkenalkan potensi kopi Sumatera Selatan kepada masyarakat luas melalui pendekatan edukatif yang interaktif. Urgensi kegiatan ini didasarkan pada kebutuhan peningkatan literasi publik terhadap kualitas, proses pengolahan, serta karakteristik cita rasa kopi lokal yang selama ini belum sepenuhnya dipahami oleh konsumen. Tujuan kegiatan adalah memberikan pemahaman komprehensif mengenai kopi Sumsel sekaligus membuka peluang kolaborasi antara pelaku industri, komunitas, dan institusi pendidikan. Metode pelaksanaan menggunakan pendekatan kualitatif deskriptif melalui observasi langsung dan diskusi bersama Jack Runners Roastery, serta melibatkan interaksi aktif antara narasumber, pelaku kopi lokal, dan pengunjung. Hasil kegiatan menunjukkan bahwa penyampaian materi melalui demonstrasi penyeduhan, penjelasan karakteristik kopi, dan sesi tanya jawab berhasil meningkatkan pemahaman peserta mengenai perbedaan teknik pengolahan, potensi rasa, dan tantangan produksi kopi Sumsel. Kegiatan ini turut memperkuat apresiasi publik terhadap produk lokal dan membuka ruang pengembangan jejaring pelaku kopi. Simpulan dari kegiatan ini mengindikasikan bahwa pendekatan edukasi berbasis festival mampu menjadi strategi efektif dalam mendukung peningkatan kualitas, promosi, dan daya saing kopi Sumatera Selatan.

Kata Kunci: Kopi Sumatera Selatan; Sosialisasi; Edukasi Publik; Livin' Fest; Roastery

Abstract

The community engagement activity conducted at Livin' Fest 2025 Palembang aimed to introduce the potential of South Sumatra coffee to the broader public through an interactive educational approach. The urgency of this activity lies in the need to improve public literacy regarding local coffee quality, processing techniques, and flavor characteristics that are not yet fully understood by consumers. The objective was to provide comprehensive insights into South Sumatra coffee while creating opportunities for collaboration among industry actors, communities, and educational institutions. The method employed a descriptive qualitative approach through direct observation and discussions with Jack Runners Roastery, involving active interactions between presenters, local coffee practitioners, and festival visitors. The results indicated that material delivery through brewing demonstrations, explanation of coffee profiles, and question-and-answer sessions successfully enhanced participants' understanding of processing differences, flavor potential, and production challenges. The activity also strengthened public appreciation for local products and

supported network expansion among coffee stakeholders. The conclusion highlights that festival-based educational activities can serve as an effective strategy to improve the quality, promotion, and competitiveness of South Sumatra coffee.

Keywords: South Sumatra Coffee; Socialization; Public Education; Livin' Fest; Roastery

INTRODUCTION

Coffee is one of the plantation commodities that has high economic and social value in Indonesia's agricultural landscape (Brilliantina et al., 2023). In recent decades, coffee has not only been seen as a consumer product, but also as part of culture, regional identity, and a symbol of the creativity of the national creative industry (Gumulya & Helmi, 2017). The growth of the coffee sector is driven by increasing interest in specialty coffee, the development of quality-based value chains, and the growth of coffee loving communities that encourage innovation from upstream to downstream (Jannah et al., 2022). This change requires improving the quality of production as well as strengthening the capacity of local business actors to be able to compete in the domestic and global markets (Ruhjana et al., 2022).

In South Sumatra, coffee is a strategic commodity that contributes significantly to the community's economy, especially in highland areas such as Lahat, Pagar Alam, Empat Lawang, and Muara Enim (Susanti & Putra, 2022). South Sumatra robusta coffee has distinctive taste characteristics, influenced by the agroclimatic conditions of the Bukit Barisan mountains (Ministry of Law and Human Rights, 2024). Challenges in the form of quality inconsistencies, traditional post-harvest methods, and lack of dissemination of modern technology are still obstacles in the process of increasing the added value of local products (Destiadi et al., 2025). This challenge is often related to the lack of access to quality-based coffee processing literacy and limited space for collaboration between the government, academics, industry players, and communities (Iren Ajeng et al., 2025).

In recent years, efforts to modernize coffee processing have begun to show positive developments through applied research innovations, such as the use of solar dryer dome, the Internet of Things, and machine learning-based control systems to improve drying efficiency and maintain the consistency of coffee bean quality (Tempo, 2025). These innovations open up great opportunities for South Sumatra coffee business actors to adjust processing standards to the needs of the increasingly competitive specialty coffee market (Otten, 2025).

The Livin' Fest 2025 Palembang activity is one of the strategic meeting rooms to introduce the potential of South Sumatran coffee to the wider community. This festival is not only an entertainment venue, but also a vehicle for collaboration between financial institutions, creative business actors, the coffee community, and higher education institutions. Jack Runners Roastery's involvement in Livin' Fest activities, also known as a national roastery with a focus on the development of flavors and the use of local and foreign beans,

provides significant added value to the educational process publik mengenai kualitas, teknik pengolahan, dan peluang pemasaran kopi daerah yang memiliki ciri khas.

Through this approach, this activity directs the focus on socialization activities and discussions related to service and the importance of integration between promotion, education, and capacity building of South Sumatra coffee actors. The theoretical study of coffee quality, value chain, and the role of multi-stakeholder collaboration provides a basis for an in-depth analysis of how socialization activities at Livin' Fest 2025 can contribute to improving the quality, visibility, and competitiveness of South Sumatra coffee at the national level. Thus, this activity places the socialization and discussion activities as part of continuous efforts to strengthen the South Sumatra coffee ecosystem in a more comprehensive and inclusive manner.

METHOD OF IMPLEMENTATION OF ACTIVITIES

This activity uses a descriptive qualitative approach with direct observation methods and structured discussions. Observations were carried out in the Livin' Fest 2025 Palembang activity area to see the dynamics of interaction between coffee players, visitors, and resource persons from Jack Runners Roastery. The observation process included observation of the socialization flow, delivery of material about South Sumatra coffee, demonstration of brewing techniques, and spontaneous response of visitors to the information provided. This approach allows for comprehensive documentation of the real situation on the ground, including how participants understand the characteristics of South Sumatra coffee and how the material is presented to the public.

The discussion was conducted directly with resource persons from Jack Runners Roastery, the discussion aimed to explore views on the quality of local coffee beans, post-harvest challenges, consumer preferences, and marketing opportunities for coffee products on a wider scale. The activity informants consisted of stand guards at the location who are also roasters and also one more coffee MSME business actor who also has q grader coffee certification, and visitors who have an interest in coffee and general visitors. All information obtained is processed descriptively to produce a complete picture of the relevance of socialization activities and their contribution to increasing public insight about South Sumatra coffee.

IMPLEMENTATION OF ACTIVITIES AND DISCUSSIONS

The implementation of activities at Livin' Fest 2025 Palembang which took place on November 13-16, 2025, shows how large-scale festivals can be an effective public education space, especially in introducing South Sumatra coffee to the wider community. Over the course of four days, a series of activities involving many parties were able to attract the attention of visitors through an approach that combined demonstrations, discussions, and coffee tasting sessions. The dynamic atmosphere of the festival supports active

interaction between resource persons, the coffee community, business actors, and visitors who want to understand more about the characteristics of local and global coffee.

The implementation of activities also shows the role of multi-stakeholder collaboration in conveying information in a more comprehensive and easy-to-understand manner. The implementation of the activity was attended by many booths and tenants, one of which attracted the most attention was Jack Runners Roastery which presented a technical explanation of several coffee variants and the practice of processing it directly into coffee drinks with the v60 method and its explanation, while local coffee actors provided a direct overview of the production conditions in South Sumatra. The presence of the public from diverse backgrounds adds a wealth of perspectives to the discussion.



Figure 1. Livin' Fest' 2025 Activities in Palembang City

Livin' Fest 2025 activities in Palembang City were carried out with high enthusiasm from visitors who came to the festival area. The atmosphere of the event showed active interaction between participants and various booths that displayed various activities such as public services, travel fairs, culinary and creative products, including the coffee sector which was one of the activities. The presence of the community opens a wide space to introduce the potential of South Sumatran coffee and from outside also in the context of large-scale public events in the middle of Palembang city center.



Figure 2. Discussion and Introduction to Jack Runners Roastery

Visiting the booth and having a discussion with Jack Runners Roastery took place with the delivery of material that was easy to understand and supported by a direct demonstration related to the characteristics of coffee beans and the coffee processing process with the V60 method which was previously from coffee beans and grinded with machine tools. Speakers from Jack Runners Roastery provided an explanation of the coffee profile, quality standards, and processing practices applied in the modern roastery industry. The two-way interaction between the speakers and participants resulted in a better understanding of the quality of local coffee as well as collaboration opportunities between industry players and the community.



Figure 3. Socialization of Honduras Coffee Whiskey Jack Runners Roastery

The socialization of Honduras Whiskey Coffee attracts attention because it offers a unique taste experience that is different from commercial

coffee in general with a process that is delivered comprehensively. The presentation of the material included an explanation of the fermentation process in a direct and communicative discussion from Jack Runners Roastery which gave special characteristics to the coffee, so that participants could understand the factors that affect the final taste. Visitors also could taste the results of the brewing or *sampling product*, which strengthens the visualization of the material that has been described.



Figure 4. Socialization of Cuvee Arabica Coffee from South Sumatra

The socialization and introduction of Cuvee brand coffee with Arabica varieties from Semendo from South Sumatra emphasized the importance of improving processing quality to strengthen the competitiveness of local coffee. The exposure of the material showed that South Sumatra Arabica beans have great potential if processed to the right standards, especially from the aspects of post-harvest and quality management, it was also explained that this Cuvee brand coffee is the result of lecturer research.

Discussion

The discussion of the activity shows that Livin' Fest 2025 Palembang is an effective space to expand public literacy about South Sumatra coffee. Direct interaction between coffee industry players and visitors provides an opportunity for the public to understand the quality of local coffee through technical explanations that are delivered in a simple manner. The open festival situation encourages participant involvement in the form of questions and answers, observations, and coffee tastings, so that the information transfer process takes place more naturally and easily understands.

The role of Jack Runners Roastery, which is one of the exhibitions in the exhibition, is seen as strong in building a bridge of understanding between the concept of specialty coffee and the processing practices carried out by coffee players in the region. An explanation of Honduras Whiskey and Cuvee Arabica

shows how different fermentation, roasting, and post-harvest handling processes can produce different flavor characters. Participants get an idea that coffee is a complex product and requires a scientific approach in its processing to achieve optimal quality.

This activity also revealed the great potential of South Sumatra coffee which has not been fully promoted so far. Festivalgoers show a keen interest in local coffee after being explained about its origins, geographical conditions, and distinctive taste characteristics. This situation indicates that public education can increase appreciation for regional coffee and give rise to new demand for products that have measurable quality.

CONCLUSION

The implementation of South Sumatra Coffee Socialization and Discussion activities at Livin' Fest 2025 Palembang makes a real contribution to strengthening public understanding of the potential of regional coffee through an interactive educational approach. Explanation from Jack Runners Roastery, brewing demonstrations and the involvement of coffee entrepreneurs in the activity created an inclusive and easily accessible learning space for the wider community. This activity shows that collaboration can open new opportunities in improving the quality, promotion, and competitiveness of South Sumatra coffee at the national level. The results of the activity are one of the activities of the education and collaboration program so that the development of regional coffee can run more in a more directed and sustainable manner.

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