



# A Documentary Design of Coffee Farmers' Resistance Through Grassroot Movement

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**Abstract.** This study aims to develop a documentary film related to the resistance of coffee farmers in Jember, Indonesia. This documentary is expected to provide history education of the village community struggle in keeping and taking advantage of the plantation for the community's economy. Data were collected by interviewing key informants and witnesses involved in the struggle during the period. Results provided an overview of the resistance of the community in keeping and cultivating coffee plants on the government's soil which was in dispute at that time. Through this documentary, it is expected that people of Sidomulyo and surrounding areas can reminisce the struggle of their elders in empowering their economy particularly in coffee plantations which potentially become export commodities and widely known across the globe.

**Keywords:** Documentary · Coffee Farmers · Grassroot Movement

## 1 Introduction

The village of Sidomulyo, Selo District, Jember Regency is one of the villages that produces coffee commodities. The village has made a significant contribution to the improvement and welfare of the community [1]. Sidomulyo coffee is one of the leading commodities in Jember Regency. In fact, Sidomulyo coffee is not only famous at the local level, but also in the international league with thousands of tons exported per year. Sidomulyo coffee is the first foreign exchange in Jember Regency (radiojember.com).

The existence of Sidomulyo coffee is not as attractive as what people enjoy now. The struggle of the previous farmers to achieve Sidomulyo coffee's success must be commemorated. A long history that needs to be known in the journey of Sidomulyo coffee farmer's success.

During the reign of President Abdurrahman Wahid (Gus Dur) changed the way of life of the people in this village. Because at that time there was a statement by Gus Dur who said that 'the forest is for the people'. The president's statement became a reason for the community to take forest products arbitrarily. This includes logging forest timber and looting coffee planted by PTPN. The incident opened up space for the community to be involved in managing forests with the Community Forest Resource Management (PHBM) system that has been running since 2001. In order for the system to work in

a participatory manner, an institution called the Forest Village Community Institution (LMDH) was formed. After getting the opportunity to participate in forest management, mainly farming on Perhutani land. People in Sumber Candik have started to grow coffee. The first wave to take advantage of this opportunity occurred in 2003.

Documentary video is audio-visual media that contains information, education, motivating about a reality [2]. The theme raised in the documentary video served within a certain time. With a documentary video, it can be shown go back to what happened at different times and places – anytime and anywhere.

The purpose of this research is to develop a documentary video about the development of what happened in Sidomulyo Village. Information like this can serve as an educational example at the same time motivating which can be accessed by other villages who want to follow the same development [3]. This video is useful for information media for generations successors to get good practices from empowering a village [4–6]. Hope village youths do not leave the village and choose to work in the city, but working to advance his village.

## 2 Methods

This documentary film development research applies development style 4-D from [7]. The reason for choosing the model is its usage adaptability in designing a documentary movie. The model allows researchers to follow the stages of 4-D and evaluate each activity. This study aims to develop a documentary video role model of economic development in Sidomulyo Village, Silo District, Jember Regency.

This research procedure adapted the 4D Development Model from Thiagarajan. Adaptation is done because the original model is more directed to the realm of learning, and in this case it is adapted to the conditions for the development of a documentary video that will be implemented.

The production of this documentary went through three stages based on the book by Rabiger. Pre-production stage, production stage, and post-production stage.

### 2.1 Pre-production

In the pre-production documentary stage where thorough research related to all production needs is carried out. And it is included in the selection of subjects; research; who will be the subject of the film; crew formation; tools used; approach; details; and production schedule [8].

### 2.2 Production

As a director, your responsibility is to ensure you use the right tools, direct what is in front or behind the camera, and maintain control even when the unexpected happens [8].

### 2.3 Post Production

This is the stage where the materials obtained are formed into a complete story [8]. After carrying out the production stage, all the results that have been obtained will be selected and then arranged according to this documentary in order to convey the contents effectively. Making transcripts made from images can make it easier to compose and take pictures. Image editing according to script editing is made by the maker as a director, as well as sound editing to harmonize existing sound recordings. Color editing is done to match the color of the image that has been obtained.

## 3 Results and Discussions

Documentary films are films that provide an overview of reality in the form of films. This film is an illustrative presentation of a fact from a wide audience. In making the film, it also involves characters who are related to the event. The process of making the location documentary film shown is a location that is in accordance with the facts on the ground, therefore the film is made with a storyline that must be in accordance with reality [9].

Documentary films for Gierson are “creative treatment of reality” [10]. What is meant by creative treatment of reality is to use reality itself in the formation of the film, and creativity in the process of making this documentary film. Weber defines a documentary as a film that has specific trait and an unavoidable structure, crafted into an objective reality. Documentary explains directly and not implied [10]. Documentary is a unique medium used by ordinary people to raise important and big issues that affect society [8]. Referring to the above understanding, a documentary film can be interpreted as a film based on an experience or event with creative treatment but still upholds real facts directly.

Sidomulyo Village in Jember Regency is one of the villages famous for coffee commodities. The coffee produced by farmers in this village is of export quality. Until 2022, the cooperative that collects coffee plantation products has succeeded in exporting 1500 tons per year to America. This is of course not necessarily the case, the people of Sidomulyo Village had previously been at a low point in terms of the economy. In 1997, many residents migrated to the city in search of a living, and there were even many criminals in this village due to the economic crisis plus the onslaught of the monetary crisis that year. From 1998 to 2001, the community started by the Farmers Group took the initiative to be able to find a decent living in Sidomulyo Village.

They started to grow coffee on land owned by Perhutani. Not a few clashes with the government (Perhutani) when they started to grow this coffee commodity. Until finally the regulations on People’s Owned Forests began to be ratified, and in 2003 the people of Sidomulyo began to get results from this coffee plantation business. From the beginning they only planted, in the next decade they were able to manage and sell their own coffee from upstream to downstream. Until 2010 they received an award as the 1st Winner of People’s Coffee with the best taste at the International People’s Coffee symposium in Bali. From there, the economic revival in Sidomulyo Village began to emerge until now known as the First Foreign Exchange Village in Jember with its coffee commodity.

The story that the people of Sidomulyo Village went through to rise from this economic downturn can be an inspiration for others. Until finally the author was interested in making it into a documentary film because the documentary is a medium that can be used to disseminate an important issue, where the information conveyed can be useful for many people.

Possible narrative strategies in a documentary film include expository; that is 'lecturing, overtly didactic, for instance using a personal presenter or an explanatory voice-over [11]. The writing team will produce a 20 min documentary film entitled *Desa Sidomulyo, A Story of Togetherness* with a discussion divided into 5 segments, namely:

### **3.1 Scene 1 Opening Scene**

Tells the background of the establishment of Sidomulyo Village. Interviews with a number of stakeholders and important figures were conducted to review how the process of land clearing for growing coffee took place. In addition to being carried out in the form of in-depth interviews, to make this documentary look more interesting, it will show the scene designs and the appearance of the scenery of the forests that are transformed into coffee fields and a rural atmosphere. The interview process is carried out by taking settings according to the background of the informant, for example, a farmer group will be interviewed in an agricultural setting (farming process, etc.)

### **3.2 Scene 2 The Beginning of the Birth of Coffee Farmers**

This scene begins with a conversation in the form of a scene design regarding an agreement on the choice of coffee cultivation against the backdrop of a significant increase in coffee prices during the monetary crisis. In addition, the story also shows how the challenges at the beginning of coffee cultivation occurred, one of the strengths of the community is togetherness and an agreement to use the forest as a tool to increase community economic activity. Coordination with Perhutani was also the key to land use in the early days of coffee cultivation.

### **3.3 Scene 3 Coffee Entrepreneurs**

This scene begins with a very minimal village economy, then goes around the village and includes interviews with external stakeholders, such as academics from the University of Jember who historically have contributed to providing lessons regarding the ketakasi coffee industry that will be exported. Interviews will be carried out in a check and balance manner, one of which will also review the responses of residents or coffee farmers regarding their ability to export and connect with the hope of advancing the village. The background of the struggle of the Sidomulyo Village parties is also shown in the scene design to advance Sidomulyo Village into an Export Village in Indonesia. In order to make it easier for the audience to understand, photo documentation and graphic performances of 4 stages of Sidomulyo's development will be displayed, consisting of the Tripe Alas & Struggle Phase, Planting Phase, Industrial Phase & Export Phase.

### 3.4 Scene 4 Global Coffee

Tells about the success process of peasant warriors in the past that has been felt until now, until making Sidomulyo Village a coffee center in Jember, starting from the return of the nomads to their hometowns, sustainable regeneration and involving the millennial generation not as laborers on coffee farms, but as a farmer. In this scene, it is also told, that many scholars have started to join to take care of coffee in Sidomulyo Village. Scene 4 will be made a cinematic about how between generations and between villagers have a strong bond to help each other and strive to improve and continue to increase economic activity through the coffee industry.

### 3.5 Scene 5 Closing

In this final scene, brief highlights will be given in the form of video clips from the previous scene and then show the current situation of Sidomulyo Village. Conclusion words in the form of togetherness in the struggle will be discussed in this scene explaining the key message conveyed in this film, namely the reason for the success of the coffee industry in Sidomulyo Village. This closeness is also illustrated by showing the beauty of the village along with superior products and other industries/products owned by Sidomulyo Village and then showing the togetherness of coffee farmers by sipping coffee and chatting in the middle of the coffee garden. Apart from that, this scene will also feature interviews with coffee farmers as evidence that togetherness makes the village advanced and strong in the economy through the coffee industry. In addition, the last interview will complement the future plans for the development of Sidomulyo Village from various stakeholders.

## 4 Conclusion

The design of Sidomulyo coffee documentary highlights the farmer grassroot movement in keeping and maintaining the coffee plantations. The documentary reveals the history of Sidomulyo coffee, increasing trends of coffee entrepreneurs, and the future of Sidomulyo coffee. Through the documentary, Sidomulyo community are expected to continuously improve coffee productions. In addition, the documentary serves as one of economic empowerment best practices which can be adopted in similar rural communities.

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