

EMPOWERING SIMALUNGUN COFFEE FARMERS FOR COMPETITIVES IN GLOBAL MARKETS

(Socio-economic Supply Chain Analysis and
Diaconic Strategies for GKPS Church in Indonesia)
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SUMMARY

The main purpose of this research is to find a strategy how to empower coffee farmers to compete in the global market. Farmers are one of the actors of the coffee trade supply chain, but they are often ignored and often only considered as machinery for material suppliers in International trade. Farmers tend to unconnected to developments occurring at the global level because of their position that is always impoverished by their weaknesses in capital, information, infrastructure and government support. Farmers are often disadvantaged because of their inability to add value to agricultural products, this is more exploited by traders.

The steps undertaken in this research are: (1) analysing socio-economic context of farmer's life and process of supply chain marketing of their agricultural product (coffee). This analysis illustrates the general condition of farmers (coffee farmers) in Indonesia who are still living in poverty. The interview has conducted in some coffee farmers to hear more closely about their feelings, obstacles and expectations. (2) Analyse the idea of a competitive market to find suitable values implemented with Christian theology values. Economic - theology integration will occur when values such as efficiency, productivity, innovation, and individual freedom, go hand in hand with values of Christian such as love, freedom, justice and the common good.

The encounter of farmers' context and values is the way to find the GKPS Church strategy in empowering them to become professional, prosperous, and have ethical behaviour towards others and nature. Through the implementation of this strategy it is expected that poor farmers in developing countries can compete fairly in the local and international trade arena.

Keywords : *empowerment farmers, competitive, global market, socio-economic, supply chain, diaconic strategy.*