

ABSTRAK

Penelitian ini menganalisis implementasi komunikasi interpersonal dalam kemitraan bisnis kopi antara petani kopi Manglayang Timur binaan Mang Ihsan dan UMKM Makmur Jaya. Berfokus pada persepsi dan pengalaman petani terhadap program *direct trade*, studi ini menggali dampaknya terhadap pemberdayaan petani dan perkembangan UMKM. Menggunakan pendekatan kualitatif dengan metode studi kasus, penelitian ini secara mendalam memahami dinamika hubungan, tantangan, dan potensi *direct trade* dalam meningkatkan kesejahteraan petani serta kualitas kopi di Manglayang Timur.

Hasil penelitian menunjukkan bahwa pola komunikasi yang dominan bersifat langsung dan informal, terutama melalui kunjungan tatap muka ke kebun petani. Keberhasilan komunikasi dipengaruhi oleh faktor internal seperti kepercayaan, transparansi, dan keterampilan komunikasi petani, serta faktor eksternal seperti fluktuasi pasar kopi dan budaya lokal. Implementasi *direct trade* terbukti berdampak positif dalam meningkatkan komunikasi dan kepercayaan antar kedua belah pihak. Atribusi petani terhadap keberhasilan kemitraan cenderung internal, khususnya pada upaya dan tindakan konkret UMKM Makmur Jaya dalam memberikan kepastian pembelian dan harga yang adil. Penelitian ini memberikan pemahaman krusial mengenai peran komunikasi interpersonal dalam membangun kemitraan bisnis kopi yang berkelanjutan dan memberdayakan petani.

Kata Kunci: Komunikasi Interpersonal, Kemitraan Bisnis Kopi, *Direct Trade*, Pemberdayaan Petani, UMKM, Studi Kasus, Manglayang Timur.

ABSTRACT

This study analyzes the implementation of interpersonal communication in a coffee business partnership between Mang Ihsan's Manglayang Timur coffee farmers and the small-medium enterprise (SME) Makmur Jaya. Focusing on the farmers' perceptions and experiences toward the direct trade program, the study explores its impact on farmer empowerment and SME development. Using a qualitative approach with a case study method, the research provides an in-depth understanding of the dynamics, challenges, and potential of direct trade in improving farmers' welfare and coffee quality in Manglayang Timur.

The findings indicate that the dominant communication pattern is direct and informal, primarily through face-to-face visits to the farmers' plantations. The success of communication is influenced by internal factors such as trust, transparency, and farmers' communication skills, as well as external factors such as coffee market fluctuations and local culture. The implementation of direct trade has proven to positively enhance communication and trust between both parties. Farmers' attribution of the partnership's success tends to be internal, particularly regarding the concrete efforts and actions of Makmur Jaya in providing purchase certainty and fair pricing. This study provides crucial insights into the role of interpersonal communication in building a sustainable coffee business partnership that empowers farmers.

Keywords: Interpersonal Communication, Coffee Business Partnership, Direct Trade, Farmer Empowerment, SME, Case Study, Manglayang Timur.