

ABSTRACT

ZAELANI, SAEFUL KARIM. 2026. **THE STRATEGY OF THE NGOPTAS COMMUNITY (NGOPI DI TASIKMALAYA) IN ENHANCING BARISTA SKILLS IN TASIKMALAYA CITY.**

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This study aims to analyze the community service strategies implemented by the Ngoptas Community in Tasikmalaya City to improve the skills of baristas. The study is based on Higgins' strategy theory as presented in Strategy: Planning and Execution. A qualitative research method with a case study approach was employed. Data were collected through in-depth interviews, observations, and documentation. The research informants consisted of the Head of the Ngoptas Community, community mentors, and active members who regularly participated in various community activities. Data were analyzed through data reduction, data display, and conclusion drawing, while data validity was ensured through source triangulation and technique triangulation. The findings indicate that the Ngoptas Community has implemented three strategic stages based on Higgins' framework in developing baristas' skills. In the planning stage, the community identifies members' needs as the basis for designing programs, including coffee discussions, cupping sessions, training, workshops, competition mentoring, professional certification, and collaboration with various stakeholders. During the implementation stage, all programs are conducted using a participatory approach that emphasizes hands-on practice, knowledge sharing, and mentoring, thereby enhancing members' knowledge, technical skills, communication abilities, and self-confidence. In the evaluation stage, the community regularly conducts discussions and provides feedback to assess program effectiveness, identify implementation challenges, and improve future programs in accordance with members' needs and the evolving coffee industry. Overall, the strategies implemented by the Ngoptas Community have successfully improved the competencies of baristas while strengthening the community's role as a non-formal learning platform for skill development and professional networking among baristas in Tasikmalaya City.

Key words: Strategic Management, Higgins Strategy Theory, Ngoptas Community, Barista Competency, Coffee Industry