

Sekolah Teh: Strategi Peningkatan Kualitas dan Daya Saing Industri Teh Indonesia

Tea School: Strategy for Improving Quality and Competitiveness of the Indonesian Tea Industry

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ABSTRAK

Program Sekolah Teh 2024 bertujuan untuk meningkatkan pengetahuan, keterampilan, dan kesadaran mahasiswa terhadap industri teh, mulai dari proses produksi hingga pemasaran. Kegiatan ini mencakup pelatihan teknis pembuatan teh berkualitas, inovasi produk, serta pengenalan bisnis berbasis teh. Pelaksanaan dilakukan melalui pemberian wawasan oleh dosen ahli, praktik langsung, dan pendampingan untuk mendorong kreativitas serta kompetensi peserta. Hasil program menunjukkan tercapainya beberapa luaran utama, seperti tersedianya modul pembelajaran dan lembar kerja mahasiswa, terciptanya produk turunan teh, serta lahirnya mahasiswa dengan keterampilan dasar sebagai peracik teh (*Chashi*). Selain itu, program juga menghasilkan laporan akhir kegiatan dan publikasi di media massa, yang turut memperluas jangkauan informasi tentang kegiatan ini. Peserta menunjukkan peningkatan pemahaman, keterampilan teknis, serta kreativitas dalam mengolah teh dengan teknik dan metode yang tepat. Kesimpulannya, Program Sekolah Teh 2024 berhasil menciptakan generasi muda yang tidak hanya memahami proses pengolahan teh secara komprehensif tetapi juga mampu mengembangkan inovasi dan bisnis teh yang berdaya saing. Program ini menjadi langkah strategis dalam mendukung keberlanjutan industri teh Indonesia dan memperkuat posisinya di pasar global.

Kata Kunci: peracik, keterampilan, inovasi

ABSTRACT

The 2024 Tea School Program aims to increase students' knowledge, skills and awareness of the tea industry, from the production process to marketing. This activity includes technical training on making quality tea, innovative products, as well as an introduction to tea-based businesses. Implementation is carried out through providing insight by expert lecturers, direct practice, and mentoring to encourage creativity and competency of participants. The program results show the achievement of several main outcomes, such as the availability of learning modules and student worksheets, the creation of tea derivative products, and the birth of students with basic skills as tea brewers (Chashi). In addition, the program also produces final activity reports and publications in mass media, which also expands the reach of information about these activities. Participants demonstrated increased understanding, technical skills, and creativity in processing tea using appropriate techniques and methods. In conclusion, the 2024 Tea School Program has succeeded in creating a young generation who not only understands the tea processing process comprehensively but is also able to develop innovation and a competitive tea business. This program is a strategic step in stopping the Indonesian tea industry and strengthening its position in the global market.

Keywords: compounder, skills, innovation