

Abstract

Indonesia is number four larger coffee production in the world, however coffee farmer doesn't get the recognition and value that supposed to get. Coffee farmer is one of the important people in the coffee industry for become the man in the bottom, coffee farmer problem cannot be seen just from the outside because many factor that involve. Distribution chance become one of the main problem that farmer had, other than that coffee farmer doesn't know how to sell and find a market so they can find variative price for their product. With all the problem that coffee farmer had Skoppi as digital coffee hub has a mission to do a greater good not for just coffee farmer but everyone in the coffee industry. One of the coffee farmer who work together with them is Didi Supriyadi said that skoppi have many program that have a positive impact for coffee farmer such as direct trade, taste test for coffee, marketing & branding and fair trade. Documentary film "Salience of Taste" discuss about cooperation between Skoppi and Didi Supriyadi so coffee farmer can get better value and can make coffee farmer had a better life.

Keyword: Coffee, Coffee Farmer, Documentary Film