

ENHANCING THE COMPETITIVENESS OF LOCAL COFFEE THROUGH INNOVATION IN PROCESSING, BRANDING, AND MARKETING IN GENGCELANG VILLAGE, NORTH LOMBOK

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ABSTRACT

Genggelang Village in North Lombok Regency, West Nusa Tenggara, holds significant potential as a coffee-producing region, with over 50% of its land dedicated to coffee farming. However, most farmers continue to sell unprocessed green beans, missing the opportunity to increase value through post-harvest processing, branding, and market access. This community service initiative, carried out under the KKN Universitas Sebelas Maret (UNS) program, aimed to enhance local awareness and capacity in coffee innovation. Socialization activities were conducted directly in the village's residential centers to ensure accessibility and participation. Findings revealed that farmers face cognitive and systemic barriers, including limited knowledge of fermentation, roasting, and marketing strategies. Many were unaware of the potential income boost from processing and branding. However, the involvement of local practitioners (a café owner and a coffee exporter) and the interactive format encouraged high engagement and motivation. Participants expressed a willingness to collaborate on product development and marketing, signaling a positive shift toward self-sufficiency. This initiative demonstrates that targeted, community-based outreach can uncover and address key developmental gaps, laying the groundwork for a sustainable local coffee industry.

Keywords: Coffee Processing, Community Empowerment, Participatory Approach, Value Addition, Village Development

INTRODUCTION

Indonesia is an agrarian country blessed with abundant natural wealth. With this wealth, every region holds unique potential that can be developed to improve community welfare. One such region is Genggelang Village. Genggelang Village is located in North Lombok Regency, West Nusa Tenggara. It is one of the largest coffee-producing areas in North Lombok Regency (Lombok News, 2021). Approximately 50% of the land in this village is planted with coffee, and more than 90% of the residents work as farmers (Hadi 2024). Overall, coffee production in the area reaches 10,573.34 tons per year, with a productivity of 1,064.52 kg per hectare and a total plantation area of 13,980.50 hectares (Faturrahman et al., 2021).

Despite its abundant coffee plantation potential, Genggelang Village has yet to fully optimize this wealth. Most of the local community still sells their harvest in the form of raw coffee beans (green beans), without further post-harvest processing such as fermentation, special drying, or roasting. In fact, with proper processing, coffee can become a value-added product such as roasted beans, instant coffee powder, or even derivative products like cold brew and packaged coffee. The selling price of processed coffee can increase two to five times compared to raw beans, thereby significantly improving farmers' income.

The authors aim to contribute to unlocking the potential of Genggelang Village by raising awareness among the community about the importance of coffee bean processing, especially transforming green beans into value-added products. Based on previous community service work by Adi Nugroho et al. an effective approach was providing educational outreach to villagers (Nugroho et al., 2021). This method proved effective in increasing community awareness. The author aims to achieve a similar goal in this program. Therefore, the approach was adjusted to suit local conditions by conducting the outreach directly within the residential area. This outreach is expected not only to raise awareness but also to foster the development of an independent and sustainable coffee processing industry in Genggelang Village.

METHOD

This community service activity was divided into several stages: problem identification, planning, and implementation. The identification stage involved observation and informal discussions with residents in the Monggal Atas, Monggal Bawah, and Gitak Demung hamlets to uncover problems and local potential in the coffee industry. The results from this stage served as the foundation for designing activities suited to community needs.

During the planning stage, the author developed a socialization program with the theme of coffee processing, branding, and marketing innovation. The materials were prepared to be practical and contextually relevant, and designed to encourage active interaction. To enhance the delivery quality, two experienced practitioners were invited: a café owner from Mataram City and an experienced coffee exporter.

The activity was held on Saturday, February 8, 2025, a day chosen because it coincided with a holiday from farming activities. The event took place in the residential areas of the three most populous hamlets: Monggal Atas, Monggal Bawah, and Gitak Demung. The program consisted of presentations by the speakers, followed by a Focus Group Discussion (FGD) to ensure interaction between the speakers and participants, and to allow residents to share their challenges and experiences directly.

RESULT AND DISCUSSION

The implementation of the outreach program on Innovation in Coffee Processing, Branding, and Marketing in Genggelang Village on February 8, 2025, produced several scientific findings based on evaluations, field observations, and participant interactions during the Focus Group Discussion (FGD) and socialization sessions. A key component of the program was the direct socialization activity, which was conducted in the center of the residential area to ensure accessibility and participation. This activity served not only as a method of information delivery but also as a real-time diagnostic tool to understand the cognitive, behavioral, and structural limitations faced by local coffee farmers.

One major finding revealed through this activity was the community's limited understanding of post-harvest coffee processing techniques. Most participants were unfamiliar with processes such as controlled fermentation, honey processing, and optimized roasting. This knowledge gap reflects a truncated value chain, wherein farmers primarily sell unprocessed green beans with minimal added value. From a scientific perspective, this condition aligns with Porter's Value Chain theory, which posits that economic gains increase significantly with product differentiation through advanced processing. (Zamora, 2016) The low engagement in these processes suggests a systemic bottleneck where potential income is lost due to underutilized resources and know-how.

The reasons behind this phenomenon can be attributed to a path-dependent agricultural system and cognitive lock-in. These communities have long practiced conventional farming methods passed down through generations, making them less adaptive to technological and market innovations. According to the theory of path dependence, once a practice becomes embedded over time, it tends to resist change—even in the face of better alternatives (David, 2007). The socialization activity helped reveal this by providing a space for open dialogue in which participants voiced concerns about the complexity and risks of adopting new methods, especially without technical support. This also reflects bounded rationality, where decision-making is limited by the information available and the simplicity of maintaining the status quo (Hernandez and Ortega, 2019).

Furthermore, the socialization sessions uncovered a second key finding: the perception that branding and marketing lie outside the farmers' domain. Many believed that their role ends at harvesting, with little understanding of the strategic importance of market positioning, packaging, and digital presence. This perception results in limited market reach, as confirmed by discussions during the FGD, where most participants stated that their sales remain confined to local buyers or acquaintances. Scientifically, this can be viewed as a case of market asymmetry, where producers lack access to vital market information and thus operate at a competitive disadvantage (Bergh et al., 2019).

Importantly, the structure of the socialization—featuring local practitioners, such as a café owner and an experienced coffee exporter—proved effective in bridging this knowledge gap. From a pedagogical standpoint, this approach aligns with Vygotsky's constructivist theory, which emphasizes learning through social interaction and real-life context. The participants' positive reception of the material, coupled with their high engagement during discussions, demonstrated the potential for cognitive restructuring. Additionally, Bandura's social learning theory helps explain why observing relatable success stories can shift community attitudes: it enhances self-efficacy by showing that transformation is attainable with available resources.

The socialization also functioned as a catalyst for collective reflection. Many participants expressed a desire to form a local marketing team and explore product innovation together. This kind of spontaneous initiative suggests a shift from passive recipients of aid to active agents of change—an indicator of empowerment and ownership. Such outcomes resonate with previous findings by Adi Nugroho et al. (2021), who reported similar changes in community behavior after targeted educational interventions.

These results directly address the problem identified in the introduction: the underutilization of Genggelang Village's coffee potential due to gaps in knowledge and market access. The outreach and socialization program effectively uncovered and addressed these issues by aligning scientific principles with practical, community-based delivery methods. The newfound awareness and motivation among participants signal a fertile ground for future interventions, such as hands-on training in processing innovation, branding workshops, and technical assistance in product certification and digital marketing.

CONCLUSION

The outreach activity on innovation in coffee processing, branding, and marketing in Genggelang Village successfully improved community understanding and awareness of the importance of post-harvest processing and strategies to increase the selling value of local coffee. The participants' enthusiasm and active discussions in the FGD session indicate strong potential among the residents, although market access and limited marketing knowledge remain challenges. Therefore, follow-up actions such as technical mentoring, advanced training, and facilitation in branding, packaging, and certification are essential for building a self-sustaining and competitive coffee industry in Genggelang Village.

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