

**MARKETING DEVELOPMENT STRATEGY AND INNOVATION  
EMPOWERMENT OF ROBUSTA COFFEE IN BASEH VILLAGE,  
KEDUNGBANTENG DISTRICT, BANYUMAS REGENCY, CENTRAL JAVA  
PROVINCE.**

Ahwa'l Mahway\*, Robby Agung Al Fajri

UIN Sunan Kalijaga Yogyakarta.

\*ahwalmahway04@gmail.com

**Abstract** - Baseh Village has local coffee products which are managed by the Village-Owned Enterprises (hereinafter BUMDES). One of the obstacles faced by BUMDES managers is the continuous marketing and product innovation process. The strategy that can be done is the marketing mix. The expected result of this strategy is an increase in marketing and market expansion that can be achieved by Baseh Village coffee products. The marketing mix strategy for Robusta baseh coffee includes six things namely Product, Price, Place, People, Process, and Promotion. First, the products in the form of ground coffee and coffee beans. Price, the selling price for ground coffee per 100 gram is Rp. 15,000, while the selling price for coffee beans per kilogram is 50,000. Place, where the production of Baseh Robusta Coffee is centered in the BUMDES office which is managed by the BUMDES team. While the place to market the product, there are stalls in Baseh village, coffee shops and rest areas in Baseh village, Baturagung fruit gardens, and cafes that are buyers of Baseh Robusta Coffee. People, the human resources involved are the baseh coffee farmer group, the BUMDES coffee production team, and the Baseh village youth group. Process, the production process starts from coffee fruits become ground coffee that is ready to be consumed. Promotion, promotional innovations that will be carried out are through blogs, web, social media, initiation to cafes, and promotions to every guest who visits the village hall or to the village apparatus house. Another strategy used as a solution to the problem of product innovation is the empowerment of the creative digital marketing team for coffee products.

**Keywords:** Coffee, Baseh, Marketing, Innovation.

## **1. INTRODUCTION**

### **A. Background**

Local coffee products are one of the important assets that support Indonesia's export commodities in the food sector. Local coffee in Baseh village is a potential coffee commodity in Banyumas because the area is located on the slopes of Mount Slamet. The Baseh Robusta coffee production program began with the village innovation exchange program initiated by the Ministry of Villages (Kemendes) of the Republic of Indonesia in 2017. In this program, each village is required to create a village innovation program to explore village potential things. Incidentally Baseh village has great potential in the agricultural sector, so decided to start growing coffee. The production of Baseh robusta coffee began in 2019. In October 2019 the coffee production team from the BUMDES of Baseh village visited Temanggung city to take part in a coffee tree cutting training activity. In early 2020, BUMDES was given village funds to buy coffee seeds with a total of 8,000 seeds. The seeds come from Ambarawa city and from other areas which are then processed by cuttings with original coffee from the village of Baseh.

The first coffee harvest produced two quintals of red cherries at the end of 2020. The sales process begins by selling dried beans or green beans and which has become powder. Green beans sales per kilogram resulted in a net profit of Rp. 10,000,-. Meanwhile, the sale of ground coffee per kilogram resulted in a net profit of Rp. 80,000,-. This condition has changed since 2021 when the marketing of Baseh robusta coffee has experienced problems due to the lack of demand. This is the impact of the PSBB and PPKM policies. One strategy that can be used to help local product marketing is the marketing mix system. Marketing mix is one of the important aspects in business management (Fahmi et.al, 2013; Rachmawati, 2011; Rahmah, 2014). Marketing mix is a set of ways to integrate the offer, logistics, communication of a company's products or services (Kotler, 2009). Product is the main thing in the marketing mix, selection the product to be produced and marketed will determine the promotional activities, prices and distribution methods. Things that need to be considered in product manufacturing are design, durability, attractiveness, packaging, and brand.

Price (price) is an aspect that requires in-depth analysis. Pricing objectives include profit orientation, volume, imaging, stabilization, and other special purposes. Place (place) is the placement of the product in such a way that it can be purchased by consumers. The place must be strategic and easily accessible by consumers. People (human), is the aspect of resources that run business processes ranging from production, distribution, marketing. Human resources need self-quality both ethically, skills and abilities in managing a business. Process (process) is a production mechanism from start to finish. Promotion (promotion), effective promotion using the principles of good communication, targets, persuasive abilities, excellent service, and innovation (Soebijanto and Kunto, 2013).

Physical evidence (physical environment). The physical environment is a state or condition which also includes the atmosphere. Characteristics of the physical environment is the most visible aspect in relation to the situation (Loekito et.al, 2014). Another strategy that can be used to increase the innovation of Baseh Robusta coffee products is to create an innovation empowerment program by

forming a digital marketing creative team. The team is tasked with providing continuous innovation ideas every year. With a marketing development program carried out using the marketing mix method and an innovation empowerment program carried out by forming a digital marketing creative team, it is hoped that it will be able to solve the problems of marketing and innovation of Robusrta Baseh coffee.

## **B. Literature Review**

Research by Wachidatul Linda Yuhanna, et al (2017), This study aims to determine the implementation of the Suweru hamlet community empowerment program in marketing local coffee products with a marketing mix strategy. The research method uses qualitative methods. The results of the study indicate that the objectives of this research have been fulfilled.

Muhammad Zakki's research (2020), this study aims to find out how the coffee development and marketing strategy in East Java is viewed from the aspect of farmers' cultural transformation and agricultural governance. The research method uses qualitative methods, because to explore and understand the meaning ascribed to social problems (2014). The results of the study indicate that in developing the coffee business and marketing, an alternative and strategy is needed to encourage the development of the national coffee business, especially in East Java, by revitalizing plantations, supporting capital, adding value to coffee, and increasing the productivity and quality of human resources.

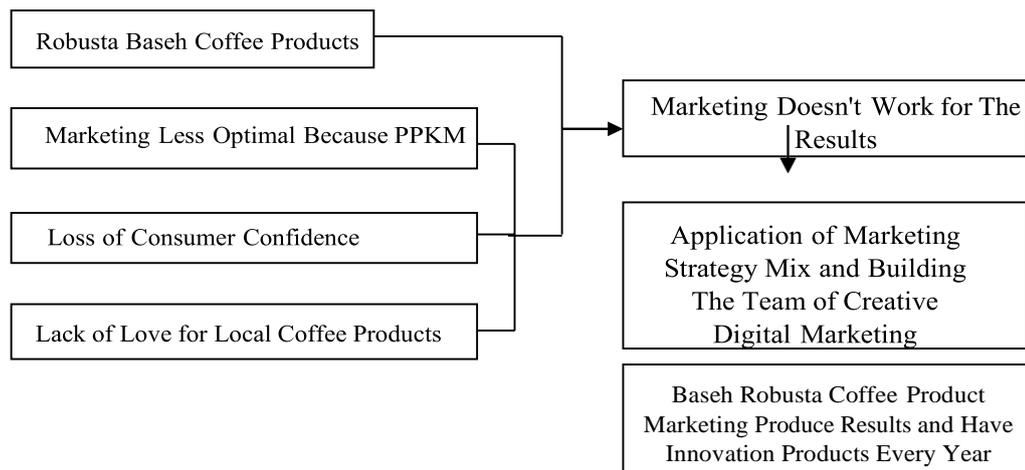
Research by Bambang Herry Purnomo (2015), this study aims to increase the profit of the fostered partners by empowering the fostered partners to be able to produce yeast using a simple dryer for seed production. mongoose in vitro, empowering partners to master the formulation technology for civet coffee production in vitro instant in sachets two in one, improve the business management of the fostered partners through the improvement of production, marketing, and financial management capabilities. The activity method uses a goal-oriented approach (cybernetics), meaning that a series of activity processes leads to the achievement of efficient results.

## **C. Framework**

The marketing process for Baseh robusta coffee that has been carried out is by way of socialization via social media and initiation process to cafes in Banyumas or cafes outside Banyumas that are connected to one of the BUMDES members. Even the BUMDES has made an agreement with several consumers regarding coffee orders, but when the BUMDES followed up on the agreement by preparing green beans stock, suddenly the consumer or the ordering party cancel the purchase due to the decline in sales and interest caused by the PPKM policies in 2021. In addition, there was a problem in 2020 when the promotion of Baseh robusta coffee products was too intense but not matched by paying attention to the coffee stock, so resulting in demand exceeding the amount of available stock.

The impact of this event is the unfulfilled demand from consumers and the loss of consumer confidence to make purchases again in this year. The inhibiting factor in the marketing of Baseh Robusta coffee also comes from the people of Baseh

themselves who lack a sense of love for their own local products. Suboptimal marketing due to PPKM condition, loss of trust from some consumers, and then lack of love or pride for local products by the local community are the causes of marketing problems and innovations for Baseh Robusta coffee. Therefore, it is necessary to develop marketing with a marketing mix strategy and empower innovation by forming a digital marketing creative team to improve marketing and make sustainable innovations from Baseh Robusta coffee products. Based on the description above, the framework of thinking in this study can be described as follows:



#### D. Research Formula

The formulation of the problem from this research is how the development of marketing for Baseh Robusta coffee products is carried out and how the empowerment of innovation for Baseh Robusta coffee products is carried out. Meanwhile, the purpose of this research is to find out the strategies used in marketing development and empowerment of Baseh Robusta coffee product innovation.

### 2. RESEARCH METHOD

In the implementation of this study using qualitative methods because the research method used examines natural conditions where the researcher is the key instrument. Qualitative research begins with gathering information in appropriate situations, to be formulated into a generalization that can be accepted by human common sense (Sugiyono 2010:205). Research informants are people who know or are directly involved with the problems of this research. The placement of the informants was determined based on a research study, namely the BUMDES of Baseh Village.

### 3. RESULTS AND DISCUSSION

The marketing mix program for Robusta Baseh coffee includes product, price, place, people, process, promotion and physical evidence with the following explanation:

## **A. Product**

The product that will be developed under this strategy is Baseh local coffee. Local coffee which was originally only sold in the form *Kopi Beras* (the name for the type of coffee ground product that has been mixed with various other ingredients) or Green Beans and ground coffee, in the future it will be developed into roasted coffee beans and original ground coffee as well as mixed coffee with various flavours. Diversification of coffee products aims to attract consumer interest and expand the market (Nurhikmawati and Yuhanna, 2016). Various forms of coffee presentation include Black Coffee, Ginger Coffee, Espresso, Latte Coffee, Mocca Coffee, Americano, Cappuccino, Macchiato, Frappe, and Melya (Rukmana, 2014). Brand is an important factor in product initiation in the market (Soebijanto and Kunto, 2013).

The brand used is “Kopi Baseh” which indicates the place of origin of the coffee. Black ground coffee can be consumed as brewed coffee with an original taste. Ginger coffee is coffee mixed with sugar and ginger. This ginger coffee can also be added with milk to add flavour. Espresso is a coffee drink that is extracted quickly (Express) using an espresso machine with hot steam at high pressure. Latte is a type of espresso coffee drink that is added with milk and foam. The aroma of milk mixed with coffee makes latte a much-loved drink because of its light taste. The ratio of coffee and milk in a latte is 3:1. Mocca coffee, is processed coffee with the composition of coffee, sugar, milk and chocolate. Mocca coffee is also often referred to as Moccachino.

This mocca coffee can also be enjoyed cold with added ice. Cappuccino, is a coffee drink made from espresso coffee mixed with a third of milk, and more foam than a latte. This cappuccino variant is the most popular with a variety of toppings such as chocolate, creamer and so on. Americano is espresso coffee which is added with hot water for a more delicious taste. Macchiato, this coffee is almost the same as a cappuccino with the addition of more coffee than milk, so the coffee aroma is sharper. In addition to the form of coffee serving, an important aspect in product development is packaging. Coffee packaging aims to maintain the aroma and taste of coffee (Yuhanna and Nurhikmawati, 2016). Packaging can be done on *Kopi Beras*, ground coffee, and flavoured coffee. Good packaging and in accordance with standards in addition to maintaining quality, can also attract consumer interest, increase selling prices and public trust (Soetriono, 2014; Hamniet.al, 2013). Packaging can be done using aluminium foil packaging by pressing it with a high temperature hand sealer machine. Important things to consider during the packaging process are packaging materials, design, oxygen, labelling and finishing. Packaging materials must have low transmittance properties to water vapor, low penetration power to oxygen, low permeable properties to aroma, odor, CO<sub>2</sub>, and not easy to tear. Oxygen levels should also be reduced (Rukmana, 2014).

## **B. Price**

The selling price of the product is vital to the marketing process. Price is often used as a consideration in making transaction decisions. The selling price for coffee beans per kilogram is Rp. 50.000, - while the selling price of original ground coffee products per kilogram is Rp. 150,000. The coffee variant per small sachet is Rp.

1.000,- This shows that coffee after being processed into powder and other coffee flavour variants can increase the selling price of Baseh coffee.

### **C. Place**

The criteria for a good marketing place are places that are easily accessible, strategic and relevant for doing business (Loekito et.al, 2015; Wahyuningsih et.al, 2014; Rachmawati, 2011, Fahmi et.al, 2013). This Baseh robusta coffee production site is centered in the production house as well as the Baseh Village BUMDES office which is managed by the Baseh coffee production team. Meanwhile, the places to market products are stalls in Baseh village, coffee shops and rest areas in Baseh village which will be projected as tourist centers in Baseh village, Baturagung fruit gardens, and cafes that are buyers of Baseh Robusta coffee. So the coffee display place is very strategic and is visited by many people outside the village.

### **D. People**

Human resources are the driving force (motor) in the development of a business, especially aspects of production and marketing of a product. Business people must be tenacious, creative, unyielding and total in trying (Loekito et.al, 2015). Business people or human resources in the management of Baseh robusta coffee are members of the BUMDES of Baseh Village which carry out all business aspects ranging from production, promotion, marketing and product distribution to various regions. Human resources also need to be equipped with the ability and skills to develop their business. Programs that need to be carried out are activities such as training, comparative studies, workshops and other management courses to improve skills and experience in entrepreneurship. This supplies of course will be the initial strength in the development of the Baseh Robusta coffee business.

### **E. Process**

The Baseh robusta coffee processing process uses manual and automatic tools, such as a manual roaster with a capacity of ten kilograms, Huller, and Electric Grinder. The coffee processing process consists of drying the cherry, sorting which is the separation of the cherry skin from the seeds that will become green beans, then the stages of roasting, grinding, and packaging.

### **F. Promotion**

Promotion is one of the most important marketing mix tools for distribution companies, because through promotion consumers can get to know and know about a product (Wahyuningsih et.al, 2014; Rahmah, 2014). Promotional media that can be used in this business include advertising, sales promotion, publicity and public relations, and direct marketing. The determination of the promotional media to be used is based on the type and form of the product itself. Promotional innovations carried out are through blogs, web, social media, initiation to cafes, angkringan and coffee shops in Banyumas.

## **G. Physical Evidence (Physical Environment)**

Physical conditions in the marketing mix include decoration, room, sound, aroma, light, weather, placement and layout of the visible or important environment as objects of stimuli (Loekito et.al, 2015). Showrooms and displays in the form of coffee shops and rest areas that will be made comfortably with the concept of nature in Baseh Village. Physical evidence is still under development going forward. Community empowerment in developing the potential of Baseh Robusta coffee with the marketing mix is carried out thoroughly and systematically.

The community is expected to be enthusiastic in participating in various trainings and further development efforts. The community must also be committed to continuing to develop various aspects of the marketing mix for the development of the Baseh local coffee business. Another strategy used as a solution to the problem of product innovation is the empowerment of the creative digital marketing team for coffee products. The expected result of this strategy is the existence of innovative ideas that continue to emerge every year by the team marketing of Baseh robusta coffee so that business remains stable and has value in the hearts of consumers.

## **4. CONCLUSION**

The conclusion of this study is to increase the knowledge of the Baseh coffee production team in marketing local coffee products with a marketing mix strategy through various kinds of training and hands-on practices that need to be held. Marketing mix for Baseh local coffee which includes products in the form of coffee beans, ground coffee and coffee with various flavours. Price, the selling price for coffee beans per kilo is Rp. 50.000, - while the selling price of original ground coffee products per kilo is Rp. 150,000. The coffee variant per small sachet is Rp. 1,000,-.

Place, this Baseh coffee production site is centered in the production house as well as the Baseh Village BUMDES office which is managed by the Baseh coffee production team. People, competent HR is the Baseh coffee production team that comes from BUMDES members. Process, The production process starts from coffee fruits or cherry become ground coffee in various flavours that are ready for consumption. Promotion, promotional innovations carried out are through blogs, web, social media, and initiation to cafes, *angkringan* and coffee shops in Banyumas. Physical evidence, so far it is still in the process of being developed. Innovation Empowerment is carried out by forming a digital marketing creative team tasked with providing new innovation ideas every year.

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