
Enhancing the Value of *Bajing* Coffee: A Branding Training and Assistance at Girimoyo Village

Novin Farid Styo Wibowo¹, Moch Fuad Nasvian^{1*}, Aditya Dwi Putra Bhakti¹, Radityo Widiatmojo²

¹Communication Department, University of Muhammadiyah Malang, Raya Tlogomas 246, Malang, Indonesia, 65144

²Communication Science Department, Bina Nusantara University, Jakarta, Indonesia, 11480

Correspondence: Moch Fuad Nasvian (nasvian@umm.ac.id)

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Abstract. One of the sectors that contribute to the Indonesian economy is agriculture, forestry, and fishery with around 13.28% of the Gross Domestic Product (GDP). Among them, coffee is known to be one of the essential commodities. Girimoyo village, one of the known coffee producers in Malang Regency, has a special coffee product called *Bajing Coffee*. Pamanjur Coffee Processor, one of the coffee production businesses, wants to make *Bajing Coffee* more popular. However, Pamanjur Coffee Processor fails to recognize the consumer and that makes the business grow slowly. Hence, Pamanjur Coffee Processor needs to raise people's awareness of their products by methods that suit youngsters, especially through appealing social media content. As a result, this community service aims at helping Pamanjur Coffee Processor to gain more awareness. This community service program uses several methods, assessment, training, and assistance. The result shows that Pamanjur Coffee Processor did not have the "energy" to spend on the branding process of *Bajing Coffee*, but all the skills provided by the community service team are used to develop the identity and promotion of their cafe business line. As a result, this community service program was successful at the skill transfer level but failed to increase the branding of *Bajing Coffee*.

Keywords: Bajing Coffee, Coffee Industry, Branding.

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INTRODUCTION

One of the sectors that contribute to the Indonesian economy is agriculture, forestry, and fishery with around 13.28% of the Gross Domestic Product (GDP). Furthermore, the plantation business is among the sub-sectors that rank first. In fact, it contributes around 3.94% of the total GDP in the agriculture, forestry, and fishery sectors (BPS, 2022).

Among the plantation sub-sectors, coffee is known to be one of the essential commodities (BPS, 2022). In fact, Indonesia is among the largest coffee producers in the world with 7.1% of the total market share in 2020 (Desmukh, 2021). The country is also among the largest coffee exporters in the world (Ginting & Kartiasih, 2019). It ranks fourth in the coffee-export volume after Brazil, Vietnam, and Columbia with a total of 636.9 thousand 60-kilo sacks in 2022 (Ridder, 2022).

Most Indonesian areas are suitable for growing coffee trees as the country lies on the Bean Belt (Desmukh, 2021). In fact, Malang regency is among the areas that actively produce coffee beans with a total of 10,284 tons in 2018 for only *coffea canephora* variety (BPS, 2019). Furthermore, details of *coffea canephora* variety productions in Malang regency can be seen as follows.

Table 1. 2018 Coffee Plantation Area by Sub-District in Malang Regency

| District | Local Area (ha) | | | Total | Production (ton) |
|---------------|-----------------|------------|------|-------|------------------|
| | Unripe | Productive | Ripe | | |
| Donomulyo | 11 | 94 | 31 | 136 | 75 |
| Kalipare | 2 | 82 | 9 | 93 | 66 |
| Pagak | 5 | 15 | 12 | 31 | 12 |
| Bantur | 1 | 37 | 7 | 45 | 30 |
| Gedangan | 22 | 67 | 7 | 95 | 54 |
| Sumbermanjing | 29 | 2,286 | 302 | 2,616 | 1,840 |
| Dampit | 36 | 2,965 | 372 | 3,373 | 2,387 |
| Tirtoyudo | - | 2,524 | 280 | 2,804 | 2,031 |
| Ampelgading | 47 | 1,660 | 233 | 1,940 | 1,336 |
| Poncokusumo | 17 | 204 | 40 | 261 | 164 |
| Wajak | - | 110 | 12 | 122 | 88 |
| Turen | - | 30 | 3 | 33 | 24 |
| Bululawang | - | 6 | 10 | 16 | 5 |

| District | Local Area (ha) | | | Total | Production (ton) |
|----------------|-----------------|------------|-------|--------|------------------|
| | Unripe | Productive | Ripe | | |
| Gondanglegi | - | - | - | - | - |
| Pagelaran | - | - | - | - | - |
| Kepanjen | - | 5 | 1 | 5 | 4 |
| Sumberpucung | - | 14 | 8 | 21 | 11 |
| Kromengan | 8 | 340 | 48 | 395 | 274 |
| Ngajum | 27 | 279 | 106 | 412 | 225 |
| Wonosari | 76 | 812 | 150 | 1,038 | 654 |
| Wagir | - | 27 | 15 | 42 | 22 |
| Pakisaji | 4 | 42 | 25 | 70 | 34 |
| Tajinan | - | 20 | 5 | 25 | 16 |
| Tumpang | - | 117 | 34 | 151 | 94 |
| Pakis | 1 | 13 | 1 | 15 | 10 |
| Jabung | - | - | - | - | - |
| Lawang | 8 | 47 | 9 | 64 | 38 |
| Singosari | 77 | 92 | 7 | 176 | 74 |
| Karangploso | - | 167 | 19 | 186 | 135 |
| Dau | - | 50 | 15 | 64 | 40 |
| Pujon | 8 | 165 | 29 | 201 | 132 |
| Ngantang | 31 | 432 | 87 | 550 | 348 |
| Kasembon | - | 77 | 30 | 106 | 62 |
| Malang Regency | 406 | 12,775 | 1,904 | 15,086 | 10,284 |

Girimoyo village is one of the villages in Karangploso, a sub district in Malang regency. It is around 34 km from the capital of Malang regency and 10 km from the center of Batu city. It lies on 620 meters AMSL with average precipitation of 1,000-1,2000 mm/year. There are around 5,108 people living in the village that mainly work as coffee and vegetable farmers, farm workers, and sellers.

There are several coffee production businesses in Girimoyo village, including Pamanjur Coffee Processor which was established in 2010 by Eka Rangga Ramadhan. There are several roles taken by Pamanjur Coffee Processor: (1) connecting the coffee

farmers, small and micro enterprises, and the coffee lovers, (2) processing the coffee beans, from the harvesting until the processes to be readily consumed, and (3) ensuring the quality of the coffee.

From the pre-research data, since 2010, Pamanjur Coffee Processor has become a partner of 20 coffee farmers. The existence of Pamanjur becomes a solution for the farmers to understand market needs, facilitate the selling, and raise the price of coffee beans. Pamanjur educates the farmers to harvest coffee beans that suit the market demand. It also becomes a place to process and distribute coffee beans to small and micro enterprises around Karangploso district.

Relating to the coffee business in Girimoyo village, there are several coffee varieties available, including *Bajing* coffee. *Bajing* coffee is the newest product that is projected to be a special coffee from Girimoyo village. *Bajing* coffee is a kind of coffee whose beans come from leftover coffee cherries that have been spewed by *Bajing*, a Javanese word for an animal which belongs to the Sciuridae family and is similar to squirrel.

Although the beans have not undergone a fermentation process in the stomach, like Luwak Coffee, the quality is guaranteed as *Bajing* always chooses the ripe fruits (red cherries). In other words, it is naturally selected without any human intervention. Moreover, *Bajing* always chooses Arabica varieties as it has thicker flesh and smaller beans. Hence, the coffee will have a more highlighted taste of acid and fruity.

Another trait that makes this coffee distinct is that it should be processed carefully using a special method. This process is needed to ensure that the taste appears well. If not, the taste will not come out and the coffee will taste the same as other products. The other thing that makes this variety special is that *Bajing* coffee has a limited stock due to the availability of the coffee beans. Therefore, farmers - those who are partnering with Pamanjur Coffee Processor - can only produce around 3 quintals per week.

Despite its potential value, coffee farmers in Girimoyo village lack strategies in introducing and maximising the selling of *Bajing* Coffee. According to Eka Rangga Ramadhan, the owner of Pamanjur Coffee Processor, the selling of *Bajing* Coffee is challenging as people tend to choose the regular Arabica coffee over *Bajing* coffee. This is because many consumers think that the coffee taste is similar to those of the Slope of

Arjuno Mount. As a result, the price of *Bajing* coffee cannot be pushed and stays at IDR 60.000 per kilogram despite its special traits.

The problem challenged the researchers to assist Girimoyo coffee farmers, through Pamanjur Coffee Processor, to enhance the value of *Bajing* coffee through branding. Branding is indeed considered an essential part of the product as it might affect the people in purchasing (Chatzipanagiotou et al., 2019; Hariharan et al., 2018; Kakkos et al., 2015; Poerwadi et al., 2019). Not only that, branding is undoubtedly essential as it can differentiate products from others in order to remain competitive (Kakkos et al., 2015; Wood, 2000). It is important to make the customer loyal to the brands (Hunt, 2019) and can lead the consumer to spend money on the products (Abril & Rodriguez-Cánovas, 2016). Hence, by branding training and assistance in Pamanjur Coffee Processors, it is expected that *Bajing* coffee will be accepted by wider audiences which lead to an increased demand in the market.

PROBLEM

Bajing Coffee as a special coffee variety in Girimoyo village has not been recognized well. There are several factors that contribute to it, including the lack of knowledge from Pamanjur Coffee Processor in expanding the business, especially in raising brand awareness. Hence, the coffee business remains stagnant for years although coffee, in general, has been recognized as one of the most consumed beverages worldwide and there is increasing growth of coffee culture and coffee shops (Ren et al., 2022).

Another problem faced by Pamanjur Coffee Processor is related to the consumers of the coffee. According to the National Coffee Association of the United State (2011), the majority of those who consume coffee were teenagers aged 18-28 years (Ren et al., 2022). However, Pamanjur Coffee Processor fails to recognize the consumer and that makes the business grow slowly. As a result, Pamanjur Coffee Processor needs to raise people's awareness toward their product by methods that suit the youngsters, such as through appealing social media contents, etc.

METHOD OF IMPLEMENTATION

Several steps have been implemented to enhance the value of Girimoyo village's *Bajing* Coffee. Initially, the team arranged meetings with the owner of Pamanjur Coffee Processor to understand the current situation on October 1, 2022. Several data were



obtained during the meetings, including *Bajing* Coffee as the potential products, challenges of the business, and possible solutions for the challenges.

Afterwards, the team did a taste test on October 5, 2022 to understand *Bajing* Coffee further. The team tried *Bajing* coffee with various roasting types, from light, medium, medium-dark, and dark. Another test was adding ice cubes to discover distinct taste. Also, the team added dried lemon to discover different variations.

As the team had gathered enough information, the next step was to develop training and assisting programs that suit the needs of Pamanjur Coffee Processors. The team proposed 3 weeks to undergo the activities.

The first program to conduct was branding training. The teams gave material related to product assessment to get audience research, social media, and marketing communication. By the end of the session, it was expected that the participant will understand the urgency of using social media as promotional media. Moreover, the participants were expected to understand the importance of social media for raising branding awareness and expanding the business.

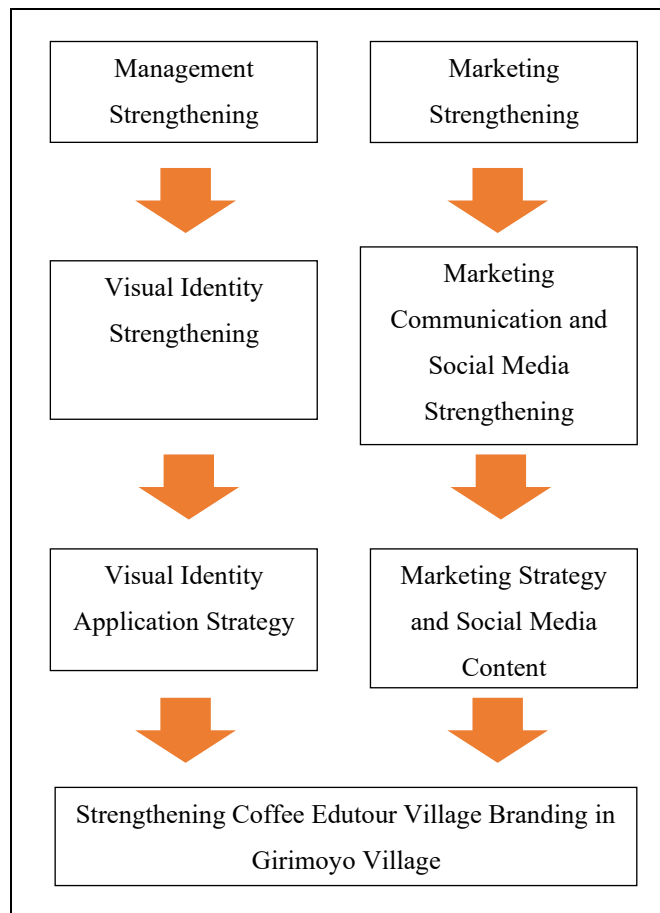


Figure 1. Program flow of community services

After the first phase of the training was finished, the team asked the participants to apply the theory. The practice was conducted on October 12, 2022. During the period, the participants made visual guidelines that will be used for *Bajing* coffee branding. Then, they were asked to create promotional media as well as social media content based on their needs.

The last phase was assisting the participants with their programs and social media. Here, the team monitored the participants' activities and ensured that the participants applied both theory and practices in a real situation. This assistance lasted until November 2, 2022. Furthermore, Figure 1 above is the method being implemented in detail.

RESULT AND DISCUSSION

In the first week of the training and assisting program in Pamanjur Coffee Processors, the team arranged discussion sessions regarding the importance of branding.

First of all, the team highlighted the importance of adding value to the product being marketed; Bajing Coffee. This is in line with the notion that an entrepreneur has to be able to add value to survive in the midst of tight business competition (Putri & Ali, 2020; Rangkuti, 2002).

The next point to underline in the discussion session was determining the target audience. From the preliminary observation, it was found that it was pretty challenging for the participants to determine their target market. Thus, the team decided to assist the participants by assessing themselves, their product, and finally determining consumers that suit the description. This step is important to enhance the value of *Bajing Coffee* as a pertinent target audience make the marketing activity more effective. In other words, segmenting audiences is known to be effective in perceiving sustainable competitive advantages (Wasilewska et al., 2019).

Implementing the theories into practice was the next phase conducted by the team. At this point, the participant maximised the use of social media, in this case Instagram, to gain more value and to create branding awareness. As what has been widely known, social media provides the business with an effective mechanism for promotion and interaction (Beig & Khan, 2018; Filo et al., 2015). By utilizing social media, it is expected that *Bajing Coffee* will gain more awareness and people will look for it. Through social media marketing, it is hoped that the business will acquire loyal customers (Bilgin, 2018; Park & Namkung, 2022). Such kind of social media utilization is then expected to have impact on the business's reputation, sales, and of course survival (Beig & Khan, 2018; Kietzmann et al., 2011).

Instagram was used as a means of maximizing the potency of products in Pamanjur Coffee Processor and in Girimoyo Village in general. The platform is used because Instagram has around 1 billion users in 2020 and is expected to reach 1.44 billion by 2025 (Dixon, 2023; Park & Namkung, 2022). Moreover, around 71% of globally known brands use Instagram for advertisement programs (Delafrooz et al., 2019; Park & Namkung, 2022). Therefore, by using the platform, it is expected to be able to raise people's awareness on *Bajing Coffee* and possibly enhance its value to the market.

The team had arranged several training and assistance related to Instagram content which was enthusiastically received by the participants. However, after the training ended, Pamanjur Coffee Processor stated that they might not be able to apply all the things they

have received during the sessions. Also, they were doubtful to promote *Bajing* Coffee exactly as what had been thought. This doubt was based on the fact that *Bajing* Coffee's stock is limited and could not be made available any time since *Bajing* merely eats organic and high-quality cherries. Furthermore, the condition worsens with the trend of early harvest done by middlemen in the village.



Figure 2. Screenshot of Pamanjur Cafe's Instagram Account

Despite facing such challenges, the knowledge obtained from the training and assistance program is still used by Pamanjur Coffee Processor in maintaining their business, particularly for their cafe. This can be proven from the Instagram posts of Pamanjur Coffee Processor (<https://www.instagram.com/pamanjur/>) shown above.

CONCLUSION

Creating value from a unique product profile like Coffee chosen by *Bajing* is not an instant process. The branding process needs time, effort, and cost to make potential customers aware, interested and have the desire to purchase it. The data shows that Pamanjur Coffee Processor did not have the “energy” to spend on the branding process of *Bajing* Coffee, but all the skills provided by our community service team are actually used to develop the identity and promotion of their cafe business line, something that is positive but not linear with the planned service program. To conclude, from all the processes carried out by the team, this community service program was successful at the skill transfer level but failed to increase the branding of *Bajing* Coffee.

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