

## Development of Coffee Products Based on Local Wisdom As an International Culinary Tourism Attraction

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### ABSTRAK

Indonesia merupakan salah satu negara penghasil kopi terbesar di dunia, yang memiliki beraneka ragam varietas kopi. Menurut data Badan Pusat Statistik Indonesia 2021 menghasilkan dua varietas kopi utama, Arabika dan Robusta, menjadikannya produsen kopi terbesar keempat di dunia. Keberagaman tersebut merupakan potensi besar bagi pengembangan produk kopi berbasis kearifan lokal dan dapat menjadi daya tarik wisata kuliner internasional. Salah satu produk Kopi yang akan kami promosikan atau kami sajikan di kegiatan ini adalah kopi jenis Robusta yaitu Kopi Bahalways Asli dari kabupaten Lampung Barat, yang memiliki cita rasa khas Original. Tujuan dari kegiatan ini adalah untuk mengembangkan produk kopi yang tidak hanya menggunakan bahan baku lokal tetapi juga menggabungkan pengetahuan lokal dalam pengolahan dan penyajian kopi. Metode dalam kegiatan ini yaitu presentasi dan diskusi. Berdasarkan hasil kegiatan dapat disimpulkan bahwa pencapaian produk kopi yang dihasilkan dapat menjadi daya tarik wisata gastronomi internasional yang menunjukkan kekayaan budaya Indonesia.

### ABSTRACT

Indonesia is one of the largest coffee producing countries in the world, which has various coffee varieties. According to data from the Central Statistics Agency, Indonesia 2021 produces two main coffee varieties, Arabica and Robusta, making it the fourth largest coffee producer in the world. This diversity represents great potential for the development of coffee products based on local wisdom and can become an attraction for international culinary tourism. One of the coffee products that we will promote or present in this activity is Robusta coffee, namely Original Bahalways Coffee from West Lampung Regency, which has a distinctive Original taste. The aim of this activity is to develop coffee products that not only use local raw materials but also incorporate local knowledge in processing and serving coffee. The methods in this activity are presentation and discussion. Based on the results of the activity, it can be concluded that the achievement of the coffee products produced can become an international gastronomic tourism attraction that shows the richness of Indonesian culture.

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## 1. INTRODUCTION

Indonesia is one of the largest coffee producing countries in the world, which has a variety of coffee varieties. According to data from the Central Statistics Agency (2021), Indonesia produces two main coffee varieties, Arabica and Robusta, making it the fourth largest coffee producer in the world. This diversity is a great potential for the development of coffee products based on local wisdom and can be an attraction for international culinary tourism.

Although Indonesian coffee is known throughout the world, the use of coffee in Indonesian culinary tourism is not yet optimal. Susanto (2017) in his article entitled "Opportunities and Challenges for Developing Indonesian Coffee in the Tourism Industry" stated that Indonesian coffee must integrate elements of local wisdom that will provide added value that can be offered in international marketing. This shows that Indonesian coffee must be able to compete in the international market by integrating elements of local wisdom. is still limited to standard processing. This shows a gap in the development of coffee products that have added cultural and authentic value so that they can attract the interest of foreign tourists.

One of the biggest challenges in developing local knowledge-based coffee products is the lack of innovation in coffee processing that is attractive to the international market. According to Hidayat's paper (2020) "Potential of Local Coffee as an Attraction for Indonesian Culinary Tourism", in order for Indonesian coffee products to become an international culinary tourism attraction, all aspects of processing and production must be considered. Efforts that can be made are: it is necessary to research and integrate local knowledge in addition. Portion. The goal is to offer tourists a unique and authentic culinary experience.

The purpose of this activity is to develop coffee products that not only use local raw materials but also incorporate local knowledge in the processing and serving of coffee. Thus, it is hoped that the resulting coffee products can become an international gastronomic tourist attraction that shows the richness of Indonesian culture. Developing coffee products based on local knowledge also aims to create innovative products and educate tourists about the cultural diversity of the local community.

The expected benefit of this activity is the production of a coffee product that is more in demand by tourists, especially foreign tourists. In a study entitled "Development of culinary tourism based on local wisdom", Susiati (2019) found that the development of tourism based on local products such as coffee can increase tourist interest in local culture and foster community involvement. This clearly can have a major economic impact. Therefore, this activity is expected to contribute to public welfare by utilizing local resources, while strengthening Indonesia's image as an international culinary tourism destination.

### **Solutions**

1. **Coffee Processing Innovation Based on Local Wisdom:** Developing coffee products with unique traditional processing techniques, such as ground coffee or spiced coffee, to create added value and uniqueness that can attract the international market.
2. **Local Community Training and Empowerment:** Providing training to coffee farmers on hygienic and attractive coffee cultivation, processing and packaging techniques to improve the quality and competitiveness of coffee products.
3. **Collaboration with Tourism Stakeholders:** Holding coffee festivals, coffee plantation tours, and international promotions to introduce Indonesian coffee as an international culinary tourism attraction.
4. **Digital Marketing and Brand Development:** Utilizing social media and e-commerce to introduce Indonesian coffee products and strengthen local coffee brands that reflect Indonesian culture.

### **Output Targets**

1. **Innovative Coffee Products:** Producing coffee products that are based on local wisdom and have a unique appeal for the international market.
2. **Coffee Farmer Skills Improvement:** Improving the skills and welfare of around 200-300 coffee farmers through training and empowerment.
3. **Increase in Number of Tourists:** Attracting more than 5,000 international tourists per year to visit Indonesian coffee destinations through tours and festivals.
4. **Increasing Coffee Sales in the International Market:** Increase local coffee sales volume to 50,000 units in two years through digital platforms and international retail.
5. **Branding Indonesia as a Coffee Culinary Tourism Destination:** Making Indonesia a prime destination for coffee culinary tourism, known for its diversity of coffee and local culture.

## **LITERATUR REVIEW**

This literature review examines the literature related to the development of local wisdom-based coffee products as an international culinary tourism attraction. The main focus of this review is on three main aspects: local wisdom-based coffee processing, the potential of coffee as a tourism product, and marketing strategies in a global context.

### **Coffee Processing Based on Local Wisdom**

Indonesian coffee has a uniqueness that is closely related to the traditions and local wisdom of the local community. Suryanto (2018) in his research on "Local Coffee and the Uniqueness of Its Processing Culture" stated that the coffee processing process involving traditional methods, such as the use of firewood or filtering with special tools, can provide added value that reflects the cultural richness of the coffee-producing region. In addition, coffee processing techniques based on local wisdom not only improve the quality of taste, but also provide an authentic experience for consumers, which is important to attract international market interest.

### Coffee as a Culinary Tourism Product

Indonesia, as one of the largest coffee producing countries, has great potential to develop coffee as a culinary tourism attraction. Susanto (2017) in the article "Opportunities and Challenges of Coffee Development in Culinary Tourism" emphasized that developing coffee as part of culinary tourism requires an approach that focuses not only on product quality, but also on the cultural experience that can be offered. One successful example is the development of coffee tourism in Bali, which allows tourists to not only enjoy coffee, but also learn about how to plant, process, and serve coffee directly on coffee plantations (Setiawan, 2019).

According to Hidayat (2020) in "Potential of Local Coffee as an Attraction for Indonesian Culinary Tourism", to introduce Indonesian coffee internationally, collaboration between coffee industry players and the tourism sector is needed. Promotions that combine cultural experiences, history, and local coffee production processes can attract foreign tourists who are interested in authentic cuisine.

### Coffee Marketing Strategy in the International Market

Marketing Indonesian coffee in the international market faces challenges related to differences in global consumer preferences and the lack of strong branding. Fahmi and Rasyid (2019) in their study on "Marketing Strategy for Indonesian Coffee in the Global Market" revealed that in order to penetrate the international market, Indonesian coffee needs to have a clear brand identity and tell a unique story from the coffee-producing region. The use of digital marketing, such as social media and e-commerce, is an important strategy to reach global consumers (Suciati, 2020). The Ministry of Tourism and Creative Economy (2020) also emphasized that a marketing strategy based on local cultural stories can improve the image of Indonesian coffee products in the global market.

### Local Wisdom in Culinary Tourism

In addition to the coffee product itself, Suciati (2019) in "Development of Local Wisdom-Based Culinary Tourism" stated that the element of local wisdom in the development of culinary tourism is very important. Tourists are not only interested in the taste of coffee, but also in the cultural process that involves social values and traditions of the local community. Therefore, it is important to integrate local wisdom into the entire coffee tourism experience, from planting, processing, to serving.

From the literature review above, it can be concluded that the development of coffee products based on local wisdom has great potential to become an attraction for international culinary tourism. Innovation in coffee processing that maintains traditional values, combined with the right marketing strategy and collaboration with the tourism sector, will provide an authentic experience that attracts global tourists. In addition, empowering local communities through training and improving product quality is also an important aspect in strengthening the position of Indonesian coffee in the international market.



Picture 1. Product Display Of Bahalways Coffee



Picture 2. Lampung University Students Show Off Bahalways Coffee Products

### 3. METHOD

The method used in this community service is to provide material on the coffee industry in Indonesia and its development to several coffee industry players in Japan through PowerPoint instruments and several examples of existing coffee products from Lampung. The presenters held open discussions regarding the condition of the coffee industry in both countries, resulting in several active discussions related to this. The stages carried out were through three main stages, namely: (1) Preparation: conducting literature searches, analyzing the situation, and collecting relevant data. The next stage is to prepare topical materials by selecting issues to be discussed and making brochures of several Lampung coffee products. (2) Implementation: providing materials to participants and facilitating active discussions to strengthen understanding and application of the materials. (3) Evaluation and Reporting: The team conducted an evaluation by conducting a pre-test and post-test, then evaluating the implementation and results of community service.

The activity was held on October 17, 2024 at Ryokoku University. The participants who attended were 40 people, consisting of a team of lecturers and students of the Master of Accounting Study Program, FEB Unila. Stages of service activities : (1) This stage is the stage where our group starts with a briefing, then prepares the equipment and equipment needed. Such as preparing speakers who will explain about coffee products, then presentation activity materials such as Powerpoint, how to present products, pamphlet layout, coffee cup arrangement and others. This activity took place approximately 1 month before departure to Japan on October 14, 2024. (2) Second Stage of Planning, This stage is a continuation of the first stage, namely the stage when we visited Ryokoku University and made preparations that began with the selection of places provided by Ryokoku University, preparation of presentations, powerpoint settings, selection of pamphlet layouts and products that will be presented and shared by foreign students. This activity took place on October 17, 2024. (3) Third Stage of Activities, this stage is the final stage where the service activities have begun to take place. After the planning was completed, the event began on the same day on October 17, 2024. This activity began with an opening by one of the Ryokoku University professors, then continued by presentations from several foreign students from the campus. Followed by a presentation of dedication from Lampung University about MSME products and papers, as well as photos together with MSME products that we have prepared, namely Bahalways Coffee. The students and lecturers of the Professor at the Ryokoku campus are invited to enjoy the coffee that has been provided. After the event was over, we had lunch together. After lunch we students from Lampung University were invited to go around the Ryokoku University campus to see the rooms and facilities there accompanied by the campus students. After finishing we returned to the initial place of service activities carried out and ended with sweet entertainment from rykokoku university foreign students such as drama, singing and dancing.

This Community Service is intended, among other things, to support the achievement of coffee products produced to become an international gastronomic tourism attraction that shows the richness of Indonesian culture. Where the output in this Community Service is as a gateway to expanding the export market for local Indonesian products so that it can improve the welfare of Indonesian MSMEs, especially Lampung coffee products.

## 4. RESULTS & CONCLUSION

The program held at Ryokoku University, Japan has successfully attracted participants' attention to local wisdom-based coffee development. They learned more about what makes Indonesian coffee special, from how it is made to how it is served. In addition, the resulting coffee products have a lot of promise for the global market, especially for coffee lovers looking for an authentic experience.

The growth of local wisdom-based coffee has enormous potential for the global culinary tourism sector. The curriculum has successfully expanded knowledge of international marketing tactics and raised awareness of cultural values in coffee processing.

However, competing with more well-known commercial products remains a challenge. To ensure Indonesian coffee is better recognized and in demand in the global market, it is crucial to improve branding, innovate in processing, and collaborate with various stakeholders. With the right approach, Indonesian coffee has the potential to become a symbol of global culinary tourism that highlights the diversity of regional customs and culture.

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