

Coffenomics: From a Lifestyle to Increasing Added Value of Coffee Product to Support Sustainable Economic Growth in Labuan Bajo

Kikin Windhani

*Jenderal Soedirman University,
Purwokerto Indonesia*
Email: kikin.windhani@unsoed.ac.id

Fajar Hardoyono

*State Islamic University Professor Kiai Haji Saifuddin Zuhri,
Purwokerto Indonesia*
Email: hardoyono@uinsaizu.ac.id

Kiky Srirejeki

*Jenderal Soedirman University,
Purwokerto Indonesia*
Email: kiky.srirejeki@unsoed.ac.id

Negina Kencono Putri

*Jenderal Soedirman University,
Purwokerto Indonesia*
Email: negina.putri@unsoed.ac.id

Abstract

Coffenomics is related to creating added value thru ideas and innovation in coffee presentation and customer experience, making coffee a creative product with higher value than a simple commodity. Coffee has become one of the products that represents the modern lifestyle today. Coffee has significantly changed consumer behavior, shifting from being considered just a beverage to becoming a symbol of social class in modern society. Drinking coffee is no longer just an activity to quench thirst, but also a way to facilitate business negotiations, spend quality time with family or friends, and more. Coffee products also influence the development of other economic sectors, including the growth of the creative economy sector with the emergence of social spaces and the development of the tourism sector.

Keywords: *Coffenomics, lifestyle, modern society, added value*

INTRODUCTION

Agriculture and plantation are important economic sectors that contribute significantly to economic growth in Indonesia. Products from this sector are a major pillar in providing food for the population and serve as raw materials for other industries. However, in the agricultural and plantation business, the

challenges faced are not few. Intense competition, fluctuating commodity prices, and changes in government policy often pose obstacles for businesses in increasing sales and revenue.

One agricultural product that is currently experiencing rapid growth is coffee, as it reflects people's lifestyles. The development of

increasingly modern lifestyles has made coffee one of the most sought-after products by society. Modern life is changing societal behavior more quickly and instantly, including coffee consumption. Additionally, consumption patterns in modern times are experiencing a shift in priorities, from being considered a secondary need to a primary one. Coffee consumption behavior in the modern era is undergoing a significant shift compared to the past.

The shift in people's lifestyles has had a significant impact on increasing the added value of coffee products. Coffee is no longer just a drink to ward off sleepiness; it has transformed into a symbol of lifestyle, sensory experience, and cultural expression. Modern society, especially in urban areas, is increasingly favoring artisanal or specialty coffee that prioritizes high quality, sustainable harvesting processes, and ethical relationships between farmers and consumers. Modern coffee shops that offer various manual brewing methods are becoming increasingly popular, making coffee a part of everyday life that involves social interaction and esthetics. Additionally, the development of technology and social media has strengthened this trend, with coffee also becoming a medium for self-expression and social status (Tania & Hurdawaty, 2022).

This shift also changes the pattern of coffee consumption from utilitarian value to symbolic value and a sign of prestige. Urban society consumes coffee not only for functional needs, but also to fulfill lifestyle, esthetic values, and social habits such as socializing in coffee shops, discussing, or even as a source of inspiration. This coffee-drinking trend is driving the growth of the local coffee industry with unique and differentiated products that increase added value, both in terms of product quality and customer service and experience. The demand for quality and specialty coffee provides an incentive for farmers to improve the quality of raw materials and utilize better production techniques, thereby also increasing the income and well-being of people involved in the coffee supply chain (Fauzi, 2019; Tania & Hurdawaty, 2022; Noaime et al., 2025)

The coffee drinking culture, which was previously only practiced by older people, has now shifted to younger individuals. Drinking coffee is no longer just about quenching thirst, but has evolved into a means for various activities, such as business meetings, reunions, or quality time with family. This shift in behavior is what caused the coffee drinking trend to increase sharply and become a lifestyle for most of our society (Anugrah, 2022; Noaime et al., 2025).

The evolving pattern of coffee consumption that shapes lifestyles has given rise to the creative economy, which is the development of the creative economy. Marked by the emergence of modern public spaces that not only provide a place to drink coffee but also offer comfort, serving as a hub for the arts and cultural community that encourages freedom of expression and the exchange of ideas (Fauzi, 2019). Coffee has become a social medium, serving as a discussion partner and a space for interaction that goes beyond mere consumption. Coffenomics is related to creating added value thru ideas and innovation in coffee presentation and customer experience, making coffee a creative product with higher value than a simple commodity. Coffee commodities are also one way to develop the region's tourism potential based on agrotourism (Ang et al., 2024).

The increasing trend of coffee consumption among the public has an impact on the consumption of coffee products themselves. A 2024 GoodStats survey noted that 40% of respondents consumed coffee, averaging 2 cups per day. Data from the Central Bureau of Statistics also showed that coffee consumption per capita among Indonesians nearly doubled between 2013 and 2024. Per capita coffee consumption in 2013 was 1 kilogram per year, increasing to 1.8 kilograms per year. This indicates a significant increase in coffee product consumption in Indonesia.

Increased consumption of coffee products opens up opportunities for the growth of Indonesian coffee production. As is known, Indonesia has a wide variety of Indonesian coffee beans that are found in various regions. Based on data from the 2024 Indonesian

Specialty Coffee Contest, there are 532 processed coffee samples in Indonesia. This shows that Indonesia is rich in the diversity of coffee varieties and preparations. Some factors contributing to the diversity of coffee types in Indonesia are widespread cultivation, geographical differences, and various innovations made by farmers to improve the quality of coffee products.

Some variations of premium coffee types in Indonesia include Gayo, Toraja, Mandailing, Ijen, Kintamani, Java, Lampung, and Bajawa or Flores, each with its unique flavor characteristics. Gayo coffee is unique for its low acidity and fragrant aroma, making it one of the best coffee varieties in Indonesia (Hasibuan et al., 2025). Kintamani coffee is also the most popular variety due to its unique citrus flavor and aroma. Toraja coffee has the advantage of a chocolatey taste and aroma. Bajawa or Flores coffee is more dominant in its strong spice flavor and aroma.

The service partners are Micro, Small, and Medium Enterprises (MSMEs) whose main activity is processing coffee products and producing them in sufficient quantities. The main coffee product produced is Flores Arabica coffee. Processed coffee products sold are in the form of coffee beans and coffee powder for consumption. The product brand used is Databajo Coffee, located at Wae Mata, Gorong Talo Labuan Bajo.

The main problem identified from the partners is the small scale of production, which is not yet sufficient to provide a large enough supply for both local and international markets. Another problem is the limited access of products to wider markets, particularly international markets. In terms of packaging, it's quite good, but there are some standards that haven't been met, including the production code, expiration date, and information about the production process.

The main obstacles faced by coffee MSMEs in Labuan Bajo in fulfilling large orders include: (1) Limited production capacity due to inadequate technology and production equipment such as coffee grinders and roasters,

which slows down production and limits its scale. (2) Limited human resources (HR), such as a lack of training and efficient production management, including financial management and employee performance control, which are often still done manually. (3) Limited access to capital and raw materials, which restricts MSMEs from developing their business capacity and supporting large-scale production. (4) Unstrategic location and transportation make it difficult to distribute and deliver coffee products, especially for large orders, and pose other logistical challenges. (5) Suboptimal business management and quality control, including a lack of integrated systems for operations and marketing, making it difficult to consistently handle large orders. These problems cause MSMEs to often struggle to increase production in large quantities and fulfill large orders on time (Keraru, 2023; Adamy et al., 2025).

METHOD

Several approaches were considered to help partners resolve the issues they were facing. Based on the initial identification from the partner, Databajo Coffe, it is known that the main problem is the inability to produce products in large quantities. This condition makes it difficult for the partner to expand the product's market share outside of Labuan Bajo or even internationally.

Based on the problem identification, the approach or method used to solve the partner's problem is to upgrade literacy related to production and market share. Associate Professor Dr. Sakinah M. Sukhri was selected as the speaker to provide knowledge on developing international market-oriented products based on local resources. The speaker is from Management and Science University (MSU) Malaysia. The speaker was selected based on their expertise, specifically their proficiency in product development and marketing strategies oriented toward the international market.

RESULT AND DISCUSSION

Identifying the partner's problems shows that the partner is still weak in scaling up production because the business scale is still relatively small and access to other resources is still limited, such as access to capital, product processing skills, and increasing international market share.

The results of matching partners and speakers from MSU Malaysia were quite significant. Partners have the ability identify local resources that can be used to increase coffee production capacity. Partners are able to identify similar businesses that can collaborate to increase the scale of Databajo Coffee's coffee production.

The service matching activity opens up opportunities for collaboration with partners who have an international market share. Coaching is provided to partners to equip them with knowledge of export product standards, particularly agricultural products. Matching partners and partners offer significant benefits to the partners.

Beside increasing knowledge about scaling up production based on local resources, it also enhances collaboration among coffee entrepreneurs who are still at the micro, small, and medium enterprise (MSME) level to increase opportunities for the export market. The potential of coffee products from the Flores region and surrounding areas is quite significant, especially at the national and international levels. This is because coffee varieties from Flores are among the most sought-after, as they are one of the archipelago's flagship coffees.

The quickest way to increase the processing capacity of MSME coffee is by adopting efficient coffee processing machine technology, such as Hot Air method coffee roasters and MSME-scale coffee grinders. Using these machines can significantly speed up the coffee roasting and grinding processes, allowing production capacity to increase rapidly without the need for a large increase in manpower.

Additionally, short training sessions on machine operation and maintenance also accelerate the adoption of this technology.

Support from educational or government institutions in the form of machine assistance and training has proven effective in accelerating the increase in production capacity. With modern roasting machines, the production process becomes faster, coffee quality is more consistent, and processing can be done in larger quantities in a short amount of time, making it ideal for fulfilling large orders quickly (Mulyana et al., 2021).

To increase the production scale of MSME coffee in Labuan Bajo, several strategies that can be implemented include improving productivity with appropriate technology such as grinding machines and coffee roasting machines, providing training in production and marketing management, and developing marketing networks both locally and digitally. Innovation in production tools can speed up the process and increase production capacity with more consistent and hygienic results. Additionally, mentoring, collaboration with relevant government and institutions, and the use of digital marketing can expand the market and strengthen the competitiveness of coffee SMEs in Labuan Bajo.

Production Technology and Innovation

Developing a coffee grinding machine suitable for MSMEs can increase production efficiency and the quality of coffee powder, increasing capacity by up to 90% and resulting in better and more hygienic output. A coffee roasting machine for MSMEs can reduce production costs and increase production capacity, helping independent coffee SMEs become less reliant on outsourcing roasting.

Training and Mentoring

Training in production, financial management, and marketing improves the performance and management of coffee MSME businesses. Technical assistance and human resource development from universities or the government are important for business sustainability.

Market Development and Digital Marketing

Expanding market access thru digital marketing such as social media and e-commerce platforms can broaden the reach of Labuan Bajo's original

products. Collaboration with local tourist destinations or homestays can boost sales and introduce MSME coffee to tourists.

Collaboration and Government Support

Government support, such as capital facilitation, quality regulation, and the provision of quality certificates, can enhance reputation and consumer trust. Development programs at the village or district level that are integrated with tourism and the creative economy provide added value for coffee MSMEs. This strategy has been implemented and proven to help coffee MSMEs in various regions, including Labuan Bajo, to sustainably increase production scale and product quality (Winarso et al., 2023; Kahyangan et al., 2019)

To increase the market share of MSME coffee products, some effective steps that can be taken include:

Utilization of Digital Marketing

Increase product visibility on social media by utilizing social media (Instagram, TikTok, Facebook), websites, and marketplaces. This helps reach a wider market efficiently and increase brand awareness. Optimize local Search Engine Optimization (SEO) so that products are easily found online. Use educational content and storytelling to highlight the uniqueness of local coffee, making consumers more interested and loyal.

Building Partnerships and Distribution Networks

Establish strategic partnerships with cafes, hotels, restaurants, resellers, and distributors to expand market reach. Strengthen local and regional distribution networks to ensure easy customer access to products.

Participating in Coffee Exhibitions and Events

Actively participate in exhibitions, food festivals, and community events to introduce products directly, gather feedback, and build relationships. Provide product samples and create positive experiences at these events to increase customer appeal.

Product and Service Innovation

Develop products with new flavor variations and attractive, environmentally friendly packaging. Offer promotions and loyalty programs to attract and retain customers.

Market Research and Competitive Pricing

Understanding consumer needs and trends through market research so that marketing can be more targeted. Setting competitive yet profitable prices.

With these steps, coffee SMEs can expand their market share, build a strong brand, and significantly increase coffee product sales.



Fig. 1. Product Variants of Databajo Coffee

CONCLUSION

Modern lifestyle changes have placed coffee at a fairly high added value. Coffee products are currently considered one of the products that represent a modern and dynamic lifestyle. Coffee is no longer just a thirst

quencher, but has evolved to reflect a person's behavior. Coffee is also developing as one of the products to boost the growth of the creative economy and tourism sector. Indonesian coffee varieties also showcase regional identity. The rapid development of coffee products in the modern era, which has influenced many aspects of life and other economic sectors, has led to the emergence of the concept of coffenomics.

Databajo Coffee is one of the MSME players in Labuan Bajo with coffee products that still face obstacles to development, including difficulties in large-scale production and marketing. The activity, which brings together experts and MSME practitioners, is expected to bring about significant changes in the improvement of local MSMEs. Coffee MSME practitioners in Labuan Bajo are expected to be able to identify the coffee supply chain so that they can produce at a high economic scale and penetrate international market share.

REFERENCES

- Adamy, Z., Wiradharma, G., Prasetyo, M. A., Soko, I. P., & Igiriza, M. (2025). Strategi Pengembangan Umkm Destinasi Pariwisata Super Prioritas Labuan Bajo Dalam Meningkatkan Strategy for Developing Msmes in Super Priority Tourism. *Sibatik Journal*, 4(4), 391–404.
- Ang, M., Anggraini, J. D., Khairunnisa, S., Aniqusyita, M., Syihab, K. H., Varera, R. P., Hudaya, M. K., & Septiana, A. R. (2024). Improving Tourism Village Quality through the Development of the Geotrail in Genggeling Village, Rinjani-Lombok UGGp. Area. *IOP Conference Series: Earth and Environmental Science*, 1424(1). <https://doi.org/10.1088/1755-1315/1424/1/012024>
- Anugrah, P. (2022). Industri Kreatif; Dari Kopi, Sastra, Hingga Arena Produksi Kultural. *Prosiding Seminar Nasional Humaniora*, 2, 1–10.
- Fauzi, E. P. (2019). Kedai Kopi Dan Komunitas Seni Sebagai Wujud Ruang Publik Modern. *Jurnal Jurnalisa*, 5(1), 16–30. <https://doi.org/10.24252/jurnalisa.v5i1.9893>
- Hasibuan, S., Lubis, Z., Safitri, S. A., Zahraturrehmi, Z., & Nurcahyani, M. (2025). Assessment of The Attractiveness of A Region For Coffee Production: The Case of Karo Regency. *Agricultural and Resource Economics*, 11(2), 312–340. <https://doi.org/10.51599/are.2025.11.02.11>
- Kahyangan, B., Desa, D. I., & Kota, A. (2019). Implementasi Mesin Sangrai Kopi Pada UKM Kopi Bubuk. *Jurnal Abdimas Unmer Malang*, 4(1), 1–6.
- Keraru, E. N. (2023). Kajian Strategi Peningkatan Produksi Kopi di Wilayah Manggarai Raya Provinsi Nusa Tenggara Timur. *JASc (Journal of Agribusiness Sciences)*, 7(1), 75–81. <https://doi.org/10.30596/jasc.v7i1.14409>
- Mulyana, Y., Rosid, A., & Dinihayati, E. (2021). PKM Pelaku Usaha Pengolahan Kopi Desa Warnasari Kecamatan Pangalengan Kabupaten Bandung. *Warta LPM*, 24(2), 354–366. <https://doi.org/10.23917/warta.v24i2.12340>
- Noaime, E., Alalouch, C., Mesloub, A., Hamdoun, H., Gnaba, H., & Alnaim, M. M. (2025). Sustainable cities and urban dynamics: The role of the café culture in transforming the public realm. *Ain Shams Engineering Journal*, 16(3). <https://doi.org/10.1016/j.asej.2025.103320>
- Tania, C., & Hurdawaty, R. (2022). Perilaku Konsumsi Kopi Sebagai Budaya Masyarakat di Kedai Kopi Starbucks Mal Artha Gading. *Jurnal Pendidikan Dan Perhotelan*, 2(November), 1–10.
- Winarso, R., Prakoso, T., Saputro, H., Mulyani, S., Gunawan, B., & Nugraha, F. (2023). Inovasi Pengembangan Grinder Kopi Skala UMKM untuk Peningkatan Produktivitas Kelompok Tani di Desa Gunungsari Kabupaten Pati. *Prosiding Seminar Nasional UNARS Vol 2 No 1 (2023)*. <https://unars.ac.id/ojs/index.php/prosidingSDGs/article/view/3387>