

Kopi Bajing Mejing: Expanding Local Products Towards a Digital Coffee Ecosystem

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ABSTRACT

Mejing Hamlet in Banjarsari Village, Magelang Regency, holds significant potential in local coffee commodities, which are now being strategically developed through the "Banjarsari Coffee Village" agrotourism development plan, which has been included in the RPJMD (Regional Medium-Term Development Plan). As a first step, the Gemah Ripah Farmers Group was formed, facilitated to produce a distinctive ground coffee product called "Kopi Bajing." This product has a strong and distinctive flavor, not inferior to other commercial ground coffees, but in the initial stages, it was only available locally and not yet widely marketed. Through community service activities, training, and mentoring were provided to the Gemah Ripah Farmers Group to improve capabilities in product management and digital marketing. The training focused on basic e-commerce techniques, an entrepreneurial mindset, and simple business management. As a result, the Group now has an active Instagram account for branding, a Shopee account with a product display and store decoration, and a draft Standard Operating Procedure (SOP) for social media and e-commerce management. This initiative marked the beginning of the transformation of Kopi Bajing Mejing as a millennial innovation from the slopes of Magelang, ready to penetrate the modern market. With an entrepreneurial spirit and digital support, young farmers are starting to brew change from the village to a wider and more competitive market.

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INTRODUCTION

Bajing coffee is a specialty commodity grown in Mejing Hamlet, Banjarsari Village, Magelang Regency. This product is unique, both in terms of taste and its harvesting process, which involves ecological interactions with local wildlife (Adji et al., 2021). However, the potential of bajing coffee as a superior village product has not been fully utilized. Commercialization of this product still faces various challenges, such as limited market access, limited branding knowledge, and the lack of an integrated distribution system. Amidst demographic changes and the regeneration of agricultural human resources, a generation of millennial farmers is emerging with an innovative spirit and openness to technology. They play a crucial role in driving the transformation of traditional agriculture toward more adaptive and sustainable business models. However, without proper mentoring, their potential can be hampered by limitations in production capacity, digital literacy, and marketing networks.

Mejing Hamlet and Banjarsari Village have great potential to become centers for community-based Bajing coffee development. As one of the hamlets located in Banjarsari Village, Mejing Hamlet is within the village with the largest coffee plantation area in Magelang Regency. With a mastery of good coffee cultivation techniques on a 40-hectare area, coffee farmers in the Mejing Hamlet area can produce 175 tons of coffee harvest annually. Seeing this potential, the Banjarsari Village Government then established a farmer group (Poktan) Gemah Ripah and facilitated it to be able to produce ground coffee products "Kopi Bajing" (Bajing Coffee). In 2020, they included an agro-tourism development plan called "Kopi Bajing" (Bajing Coffee) Banjarsari Coffee Village" into the RPJMD (Regional Medium-Term Development Plan). The results of the community service team's observations indicate that the ground coffee products produced are no less delicious than other ground coffee products already on the market. Based on the results of the observations made, the support facilities from the village and district governments are also very good, as evidenced by the holding of activities in the Mejing Hamlet area to increase public exposure, the presence of meeting hall facilities as well as on-site sales facilities (resembling café), production building, ground coffee production equipment, storage area and also Organic Farming System certification through Internal Control System.



FIGURE 1. Survey and Interview with the Management of the Gemah Ripah Farmer Group

Until the initial visit, the 'Kopi Bajing' product was still limited to on-site sales and consumption, with no wider distribution access. The meeting hall, designed to resemble a café, was not being optimally utilized and even tended to be dysfunctional. This situation reflects the need for a strategy to revitalize facilities and strengthen the marketing system so that the potential of local products can be developed sustainably and reach a wider market (Harahap et al., 2024).



FIGURE 2. Facilities owned by the Gemah Ripah Farmer Group

The results of initial interviews and observations with the Poktan administrators led to the conclusion that the main obstacle experienced by Poktan Gemah Ripah was the limited capabilities of human resources and those involved in carrying out product management and marketing activities, which were thought to be caused by the lack of proper management, the lack of training on general entrepreneurship and general business management, the lack of training and mentoring related to digital marketing, social media and also the management of activities in-commerce (Trulline, 2021).

Based on the explanation above, this community service aims to provide training and mentoring to the Gemah Ripah Farmer Group so that they are able to master the basic techniques of product marketing through e-commerce and social media, have a general entrepreneurial mindset, and master the fundamentals of business management. This community service is important because it can bridge the gap between local potential and modern market needs (Khotimah et al, 2018). Through a participatory approach, this program aims to strengthen the capacity of millennial farmers in managing Bajing coffee products professionally, while building a brand identity that reflects local values and sustainability. In addition, this program is expected to be able to encourage village economic inclusion, strengthen consumer loyalty to local products, and create an agribusiness ecosystem based on human resource regeneration (Asnuryati, 2023). Thus, this service is not only technical but also strategic in building village competitiveness through its unique commodities (Siradjuddin et al., 2021).

The expected results of this community service are the creation of an Instagram social media account and its uploads, a Shopee e-commerce account, products in the storefront and decoration, a simple business process, and a Standard Operating Procedure (POS) design for Instagram social media management activities and Shopee e-commerce (Hidayah et al., 2023). By achieving the above, it is hoped that Poktan Gemah Ripah can increase the commercialization of "Kopi Bajing" products more widely through e-commerce and social media, and on the other hand, can be equipped with matters related to entrepreneurship and business management in general, so that the formation of "Banjarsari Coffee Village" will be carried out well because Poktan Gemah Ripah, as its manager, is ready and adequately equipped to carry out this great responsibility.

METHOD

This community service was carried out in Mejing Hamlet, Banjarsari Village, Magelang Regency, Central Java, from September to November 2024. The activity began in September with a visit and initial review to obtain a general overview of the environmental conditions and potential of the area, while also establishing initial communication with the management of the Gemah Ripah Farmers Group (Poktan) and the Banjarsari Village Government, who were also the targets of this training and mentoring. This stage became the basis for the implementation of Focus Group Discussions (FGDs), which aimed to map local potential, formulate organizational goals, and identify assets, limitations, and challenges faced

by Poktan in developing bajing coffee commodities.

Furthermore, training activities conducted in October focused on improving entrepreneurial and managerial capacity through e-commerce and social media workshops. Training materials included utilizing digital platforms for product marketing, hands-on practice in creating Instagram accounts and online stores on Shopee, and strengthening business mindsets and competencies. Participants were also equipped with an understanding of the importance of a clear organizational structure, effective division of tasks, human resource management, and strategies for handling operational challenges. Furthermore, mentoring activities carried out in November were intensive to ensure the sustainability of the implemented digital practices. The primary focus of the mentoring activities was the evaluation and follow-up of the management of social media accounts and online stores, including identifying emerging problems and developing participatory solutions.

The measurement of the success of this community service activity is the creation of the Kopi Bajing Instagram social media account, the creation of the Shopee shop account (marketplace) to expand product distribution, increasing the understanding of training participants regarding basic entrepreneurship and business management, uploading several posts on Instagram social media accounts, a more organized appearance of Shopee shop accounts (storefronts), communication with potential customers on Shopee shop accounts and the formation of a simple Business process chart accompanied by a draft Standard Operating Procedure (SOP) related to the management of Instagram social media and Shopee shop accounts.

Overall, this community service program is designed to strengthen local capacity in managing Bajing coffee, a superior village product. Through a participatory approach based on human resource regeneration, this program encourages millennial farmers to become key actors in village agribusiness transformation. Contextual branding strategies and digitalized marketing are key instruments in building an authentic and competitive product image. Ultimately, this activity aims to establish a sustainable and inclusive community business model that aligns economic, social, and environmental values to build village independence based on this unique commodity.

RESULT AND DISCUSSION

Results

A Focus Group Discussion (FGD) with the management of the Gemah Ripah Farmers Group and the Banjarsari Village Government yielded several crucial findings that became the foundation for the commercialization of Bajing coffee products. One of the main goals expressed by the Gemah Ripah Farmers Group was the desire to prove that its ground coffee product, "Kopi Bajing," has equal competitiveness with similar products in the market. This goal arose as a form of gratitude for the support and facilities provided by the Banjarsari Village Government, as well as a strategic effort to strengthen Poktan's position in the village agribusiness ecosystem (Wahyuni & Pasaribu, 2013).

Furthermore, the Gemah Ripah Farmer Group hopes that the introduction of "Kopi Bajing" products will serve as a gateway to improving the image of Mejing Hamlet and Banjarsari Village more broadly. This hope aligns with the Village Government's plan to establish "Banjarsari Coffee Village" as an agro-tourism destination based on local commodities, which will not only strengthen the Farmer Group's institutions but also provide economic and social benefits to the village community as a whole (Tui & Ilato, 2022).

In terms of potential, the Gemah Ripah Farmer Group already possesses a number of strategic assets, including: a meeting hall facility that also functions as a café-like sales location, a ground coffee production building, processing equipment, a storage area, and Organic Farming System certification through the Internal Control System scheme (Mirawati et al., 2014). Furthermore, there are community activities in the Mejing Hamlet area that can be utilized to increase public exposure to Bajing coffee products.

However, the FGD also revealed several limitations that hinder the optimization of this potential. These include limited human resource capabilities in product management and marketing, the absence of a functionally structured management system, and the absence of standard operating procedures and a clear division of tasks (Nabilla & Hasin, 2022). Farmer groups have also not received comprehensive entrepreneurship and business management training, and lack assistance in digital marketing, social media management, and online store activation on e-commerce platforms (Sumarni et al., 2024). As a result, existing café facilities have not been optimally utilized, and marketing activities for "Kopi Bajing" products remain limited to the local scope without a targeted expansion strategy.

Responding to the findings from the Focus Group Discussion (FGD), the community service team established an intervention strategy in the form of intensive training and mentoring for the Gemah Ripah Farmer Group. The main objective of this activity was to equip Poktan members with basic skills in digital marketing through e-commerce and social media, develop an adaptive entrepreneurial mindset, and introduce basic business management principles relevant to managing the village's superior products (Felix et al., 2025). The training and mentoring were provided to all 15 Poktan Gemah Ripah administrators and lasted for three days of training and one month of mentoring. As an initial result of the training, Poktan Gemah Ripah successfully created an Instagram social media account as a digital promotional channel. This account has been activated through the initial content upload introducing the "Kopi Bajing" product to the public. This step is a crucial starting point in building Poktan's digital identity and opening access to a wider market, while also marking a shift from conventional approaches to technology-based marketing strategies (Riofita et al., 2024).

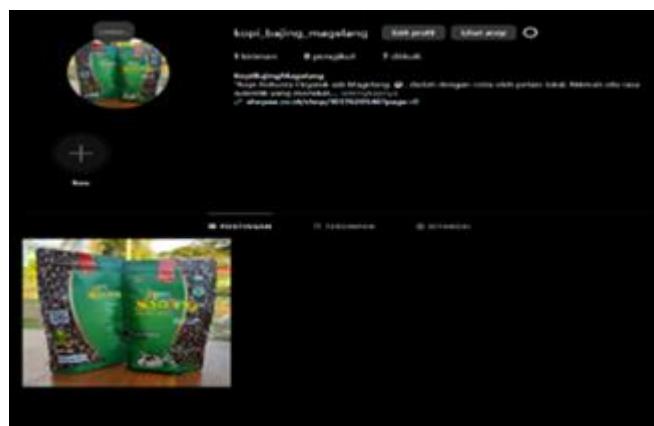


FIGURE 3. Instagram Social Media Account Initiated by Poktan Gemah Ripah to Strengthen Digital Communication

The successful creation of a Shopee e-commerce account is a strategic step for the Gemah Ripah Farmer Group (Poktan Gemah Ripah) to expand digital market access. Featured products, such as Bajing coffee, have been displayed in the storefront, demonstrating operational readiness and a commitment to technology-based marketing. This initiative not only increases product visibility but also strengthens the farmer group's competitiveness through the integration of a digital platform responsive to consumer trends (Nursidiq et al., 2024).

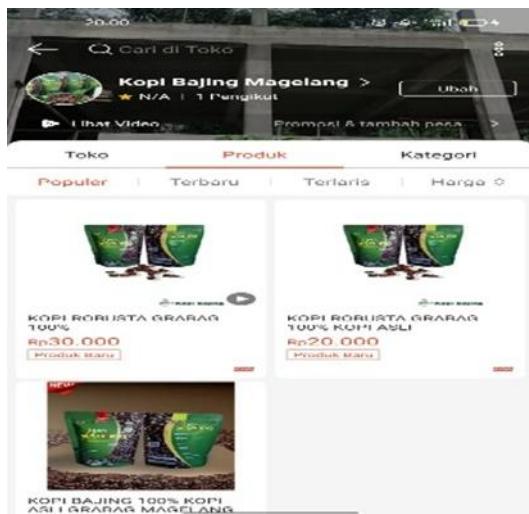


FIGURE 4. Gemah Ripah Farmer Group Opens a Shopee Account as a Concrete Step to Expand Product Distribution Digitally

A comprehensive understanding of the mindset and basic competencies of entrepreneurship is a key element in strengthening the capacity of the Gemah Ripah Farmer Group (Poktan Gemah Ripah). Through this approach, farmer groups are equipped not only with technical production skills but also with an entrepreneurial mindset that encourages innovation, independence, and competitiveness (Wibawa et al., 2023). This mindset transformation enables Poktan members to be more responsive to market dynamics, capitalize on digital opportunities, and develop sustainable business strategies (Jamaludin et al., 2024). In the context of expanding market access through e-commerce platforms like Shopee, an understanding of basic entrepreneurship is a crucial foundation for building an adaptive, productive, and value-added farming system (Dumasari, 2014).

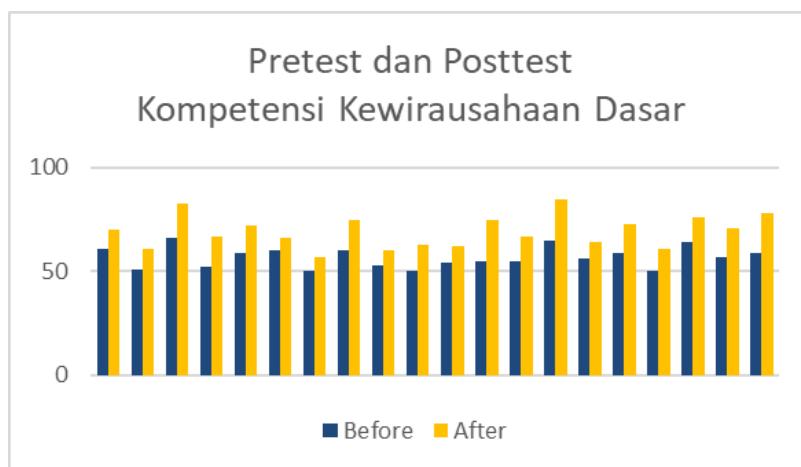


FIGURE 5. Pretest and Posttest to Assess the Improvement of Entrepreneurial Competence Before and After Training

Understanding the basic principles of business management in general is a crucial component in strengthening the institutional capacity of the Gemah Ripah Farmer Group. Through this understanding, farmer group members are able to plan, organize, and control business activities more systematically and with a focus on sustainability (Sukoco, 2019). Good management enables the Farmer Group to efficiently manage resources, establish relevant marketing strategies, and optimize the potential of superior products like Bajing Coffee to compete in both digital and local markets (Lasari et al., 2025).

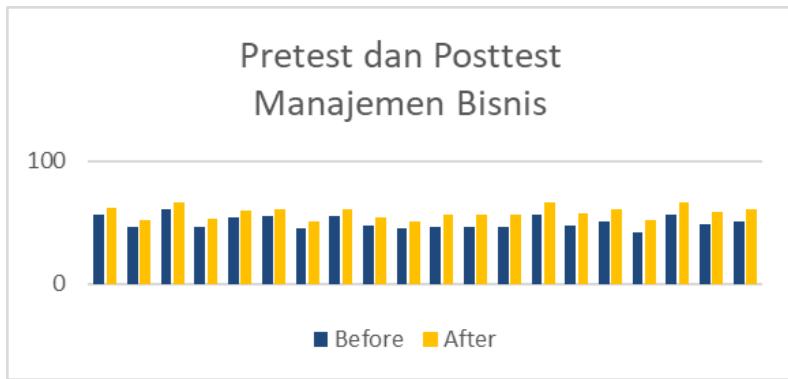


FIGURE 6. Business Management Pretest and Posttest Conducted to Strengthen the Institutional Capacity of the Gemah Ripah Farmer Group

Prior to the mentoring program, the management of the Gemah Ripah Farmer Group's Instagram account was sporadic and unstructured. Available posts were very limited, both in terms of quantity and variety of content, thus not being able to represent the strengths of superior products like Bajing Coffee or the institutional values it holds. The minimal use of social media as a means of communication and promotion resulted in low visibility of the Farmer Group in the digital space, and the lack of a strong connection between local products and potential consumers. This condition indicates the need for strategic interventions in digital literacy, branding, and content management so that social media can function as a tool for sustainable organizational development (Wono et al., 2020).

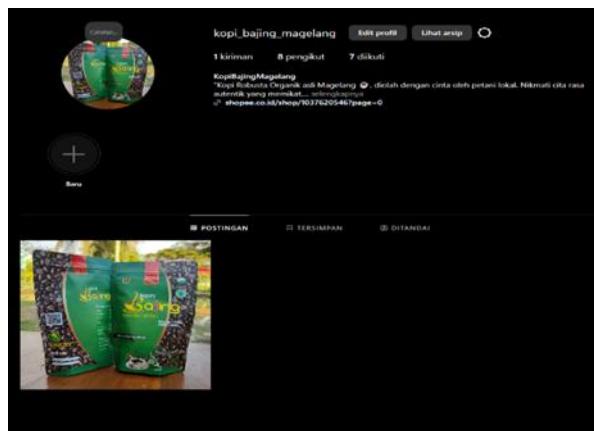


FIGURE 7. Promotional Content on Social Media Before Mentoring

Following mentoring, the management of promotional content on the Gemah Ripah Farmer Group's social media platforms showed significant improvement, both in terms of upload frequency and message quality. Published content began to more consistently reflect the Kopi Bajing product identity, with engaging visuals, informative narratives, and a communication style relevant to the digital target market (Thamrin, 2024). The variety of content also increased, encompassing product promotions, consumer education, documentation of production activities, and audience interaction. This change marked a shift from a mere digital presence to a more targeted branding strategy that impacted Poktan's institutional visibility in the public sphere (Harahap et al., 2024).

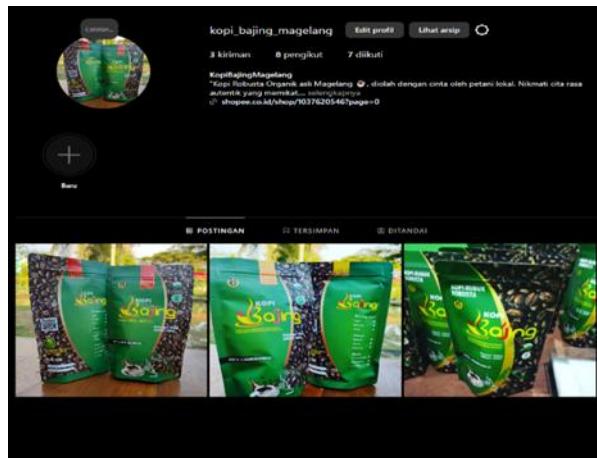


FIGURE 8. Promotional Content on Social Media After Mentoring

Following the mentoring program, activity at the Gemah Ripah Farmer Group's Shopee e-commerce store has significantly increased. Interaction with potential buyers has become more active, demonstrated by prompt responses to inquiries, optimal use of the chat feature, and the use of product reviews as a platform for dialogue and promotion. Furthermore, consistent sales transactions have begun to emerge, demonstrating that the Farmer Group's digital presence not only attracts attention but also successfully converts interest into purchases. Strategic storefront layout, selection of relevant keywords, and attractive product visual presentation have all contributed to building the store's credibility and competitiveness on the e-commerce platform (Wijaya et al., 2023).



FIGURE 9. The Gemah Ripah Farmer Group Shopee Store Actively Interacts with Potential Buyers, Increasing Product Trust and Appeal

After participating in a series of training sessions, the appearance of the Gemah Ripah Farmer Group's Shopee store underwent a significant transformation. The initially simple decor has now become more complex and structured, reflecting a deeper understanding of visual aesthetic principles, brand identity, and digital marketing strategies. Elements such as store banners, product photos, descriptions, and display layouts are now arranged in a more professional and attractive manner, enhancing visual appeal and strengthening the product's image in the eyes of potential buyers. These changes not only impact the appearance but also contribute to increased consumer interaction and trust, making the store more competitive in the e-commerce ecosystem (Novitasari & Hidayati, 2023).



FIGURE 10. Post-Training, Store Decor is More Complex, Reflecting an Increased Understanding of Visual Aesthetics and Digital Branding

As a result of the mentoring process, Poktan Gemah Ripah successfully established a simple business process flow that serves as the operational foundation for managing Instagram social media and the Shopee e-commerce platform. This process is complemented by a Standard Operating Procedure (SOP) designed to ensure every digital activity runs consistently, efficiently, and measurably. The SOP covers content production stages, upload schedules, consumer interaction mechanisms, as well as order processing and after-sales service procedures. With this structure, digital media management is no longer ad-hoc but rather an integral part of an institutional strategy oriented towards increasing visibility, consumer trust, and sales performance. This initiative also reflects a shift towards more professional and sustainable digital governance (Rasyad et al., 2025).

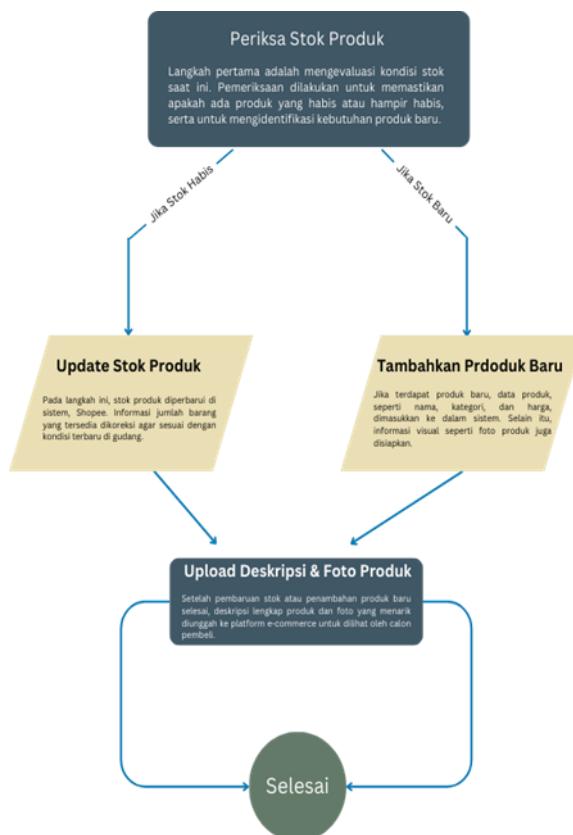


FIGURE 11. A Simple Business Process Has Been Established, Accompanied by a POS Design for More Structured Instagram and Shopee Management

Discussion

The establishment of the Gemah Ripah Farmer Group (Poktan Gemah Ripah) is a strategic initiative of the Banjarsari Village Government to realize the vision of establishing Banjarsari Coffee Village as a center of excellence for local coffee. Not only is the Poktan established institutionally, but it is also equipped with various production and supporting facilities, enabling it to produce a ground coffee product called 'Kopi Bajing'. This product is expected to be a gateway to introducing the village's superior potential and strengthening Banjarsari's identity as a community-based coffee center. However, in its implementation, the Gemah Ripah Farmer Group faces several fundamental challenges. The capabilities of the human resources involved are still limited, both in terms of product management and marketing. The established organizational structure has not been accompanied by systematic management, as there are no Standard Operating Procedures (SOPs) or a clear division of tasks and functions. Furthermore, there has been no comprehensive training in entrepreneurship and business management, and there is a lack of understanding and guidance regarding digital marketing, social media management, and e-commerce activities. As a result, the existing café facilities are not optimally utilized, and the marketing of 'Kopi Bajing' products has not been able to reach a wider market.

The phenomenon of weak local institutional capacity in facing digital challenges has become a crucial point that encourages the active involvement of academics in designing empowerment-based solutions. Through a systematic approach in the form of Focus Group Discussions (FGDs), thematic training, and intensive mentoring, community service activities have successfully facilitated real transformation in the institutional aspects and digitalization of Poktan. One important achievement is the establishment of an actively managed Instagram social media account, with regular and varied content that represents the product identity and the dynamics of institutional activities. Furthermore, the shop account on the e-commerce platform Shopee has been successfully developed professionally, complete with a neatly arranged product display, thus encouraging increased consumer interaction and more measurable sales activity (Bilqis & Ningrum, 2023). Furthermore, Poktan administrators demonstrated an increased understanding of basic entrepreneurship and business management, which are essential foundations for sustainable business management. To ensure operational continuity, simple business processes and Standard Operating Procedures (SOPs) have been designed to regulate social media and e-commerce management activities in a structured, consistent, and adaptive manner to change. All of these achievements are concrete evidence that the synergy between academic approaches and empowerment practices can accelerate institutional capacity towards digital independence.

This success marks a crucial starting point for the Gemah Ripah Farmer Group (Poktan Gemah Ripah) as it moves toward institutional independence. However, the sustainability and scalability of this initiative still require multi-stakeholder support, including from the Banjarsari Village Government, the Magelang Regency Government, and academics. This cross-sector collaboration is expected to strengthen Poktan's institutional capabilities, accelerate the realization of Banjarsari Coffee Village, and ensure the sustainability of the local potential-based empowerment program in a more systemic and impactful manner.

CONCLUSION

The community service program has significantly contributed to strengthening the marketing strategy of their flagship product, Bajing Coffee, through a targeted digital approach. The positive impact is evident in the creation of social media accounts such as Instagram and the Shopee e-commerce store, which are now consistently managed with varied and relevant content. Furthermore, Poktan members

have begun to develop a basic understanding of entrepreneurship and business management, reinforced by the development of Standard Operating Procedures (SOPs) as work guidelines for more structured and sustainable digital marketing management.

This activity has several advantages, particularly its practical approach that directly addresses the digital marketing challenges faced by farmer groups. Intensive training and mentoring can produce a more tangible impact, both in terms of improving human resource capacity and optimizing village facilities as part of the business ecosystem. This also strengthens the position of farmer groups in building an adaptive marketing system based on local potential.

However, several aspects still require attention to ensure sustainability. Digital marketing requires continued support to prevent stagnation in its achievements. The integration of digital infrastructure and offline marketing strategies is also still suboptimal, requiring adjustments to ensure mutual support. Institutionally, the organizational structure of the Farmer Group (Poktan) still requires strengthening to ensure more effective and accountable management of activities.

Going forward, several strategic plans have been proposed to encourage broader development. Market expansion can be achieved through strategic partnerships with various parties, including industry players, academics, and local governments. Optimizing the café's function as part of a promotional strategy and customer experience is also considered to have significant potential to increase the added value of Kopi Bajing products. Furthermore, strengthening multi-stakeholder collaboration is expected to accelerate the realization of the "Banjarsari Coffee Village" branding as a leading destination that integrates local potential, digital innovation, and sustainable community empowerment.

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