



Assistance in Coffee-Based Food Creation with Techno Kopi Bringka : IT-Based Coffee Processing MSMEs in Balegede Village, Naringgul Subdistrict, Cianjur Regency

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ARTICLE INFO

Article history

Received : 28-11-2024

Revised : 12-12-2024

Accepted : 12-12-2024

Keywords

Coffee, Techno MSMEs,
E-Commerce, IT-Based
Management

ABSTRACT

This assistance program aims to enhance the economic capacity of coffee processing SMEs, particularly the Techno Kopi Bringka MSME, in Balegede Village, Naringgul Subdistrict, Cianjur Regency. The program focuses on product diversification, the application of modern technology, and managerial training. Balegede Village boasts 500 hectares of coffee plantations, offering significant potential for the development of a coffee-based creative economy. The program incorporates the use of modern production technologies, including grinding, drying, and coffee roasting machines, alongside information technology systems for management and e-commerce. A participatory approach is adopted, actively involving the community in all stages, from planning to evaluation. The program outcomes demonstrate a twofold increase in the production capacity of Techno Kopi Bringka MSME, resulting in the creation of various innovative coffee-based products, such as snacks, processed beverages, and other derivatives. Furthermore, SME market access has been expanded through digital marketing and e-commerce platforms. The program also successfully improved managerial skills, operational efficiency, and SME income, with a projected sales increase of up to 50%. Through the implementation of IT-based management systems and product diversification, Techno Kopi Bringka MSME has successfully reached broader markets, both domestic and international. This program underscores how the integration of technology and innovation can drive sustainable local economic growth, enhance SME competitiveness, and strengthen the coffee-based creative economic ecosystem in Balegede Village, delivering both economic and social benefits to the local community.

Program pendampingan ini bertujuan untuk meningkatkan kapasitas ekonomi UKM pengolahan kopi, khususnya UMKM Tekno Kopi Bringka, di Desa Balegede, Kecamatan Naringgul, Kabupaten Cianjur, melalui diversifikasi produk, penerapan teknologi modern, dan pelatihan manajerial. Desa Balegede memiliki luas perkebunan kopi 500 hektar, dengan potensi besar untuk pengembangan ekonomi kreatif berbasis kopi. Program ini mencakup penerapan teknologi produksi modern, seperti mesin penggiling, pengering, dan roasting kopi, serta penerapan teknologi informasi berbasis sistem manajemen dan e-commerce. Pendekatan partisipatif diterapkan, dengan



melibatkan masyarakat secara aktif dalam setiap tahap kegiatan, mulai dari perencanaan hingga evaluasi. Hasil program ini menunjukkan peningkatan kapasitas produksi UMKM Tekno Kopi Bringka hingga dua kali lipat, dengan terciptanya berbagai produk inovatif berbasis kopi, seperti camilan, minuman olahan, dan produk turunan lainnya. Selain itu, akses pasar UKM diperluas melalui pemasaran digital dan platform e-commerce. Program ini juga berhasil meningkatkan keterampilan manajerial, efisiensi operasional, dan pendapatan UKM, dengan proyeksi kenaikan penjualan hingga 50%. Dengan penerapan sistem manajemen berbasis IT dan diversifikasi produk, UMKM Tekno Kopi Bringka mampu menjangkau pasar yang lebih luas, baik domestik maupun internasional. Program ini membuktikan bahwa integrasi teknologi dan inovasi dapat mendorong pertumbuhan ekonomi lokal yang berkelanjutan, meningkatkan daya saing UKM, serta memperkuat ekosistem ekonomi kreatif berbasis kopi di Desa Balegede, yang memberikan manfaat ekonomi dan sosial bagi masyarakat setempat.

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A. INTRODUCTION

The development of Micro, Small, and Medium Enterprises (MSMEs) is a key strategy in local economic development due to their role in boosting the economy, creating jobs, and reducing poverty. MSMEs often face challenges related to capital, technology, and market access, making mentorship programs involving knowledge transfer and product innovation crucial to improving their competitiveness in the global market (Kean & Curran, 2017). In Balegede Village, UMKM Tekno Kopi Bringka serves as an example of creative economy implementation based on coffee products, which not only increases MSMEs' income but also strengthens the village's economic identity. Product diversification, such as coffee snacks and functional products, along with the use of technology in production, allows MSMEs to expand their market, including global markets (Hendrawan, 2019). Technology also plays a significant role in MSME marketing, with the implementation of digital marketing through websites and e-commerce platforms that broaden market reach globally (Praharjo et al., 2022). Furthermore, sustainability in resource and waste management has become a focus, with the adoption of eco-friendly technologies, such as utilizing coffee waste for by-products and renewable energi (Novianti & Sa'diyah, 2021). Collaboration between the government, educational institutions, and the private sector is crucial in supporting MSME development, as this synergy opens opportunities to strengthen competitiveness and create a sustainable business ecosystem (Saati et al., 2022). The mentoring program in Balegede Village, including UMKM Tekno Kopi Bringka, demonstrates how the integration of innovation and technology can enhance MSME competitiveness and drive sustainable local economic growth.

Balegede Village, Naringgul Subdistrict, Cianjur Regency, is a prominent center for premium coffee production with significant potential for development as part of the creative economy. The village encompasses approximately 500 hectares of coffee plantations with an average productivity of 2 tons per hectare annually. Supported by 50 micro, small, and medium enterprises (MSMEs) in coffee processing, including Techno Kopi Bringka, Balegede



Village cumulatively produces up to 100 tons of processed coffee annually. However, this vast potential has yet to be fully tapped. Before the assistance program, most MSMEs focused solely on producing and selling ground coffee without engaging in innovative product diversification. Limited adoption of modern production technologies, inadequate structured management systems, and minimal utilization of digital platforms for marketing were the primary obstacles to increasing the value of coffee products from this village.

At the initial stage prior to the assistance program, most MSMEs faced production technology limitations, relying on traditional tools and techniques that resulted in low efficiency and products less competitive in the market. Additionally, the majority of MSME actors, including Techno Kopi Bringka, lacked sufficient access to broader markets, both through digital marketing and regional distribution networks. Business activities were predominantly manual, without adequate management technology support, making them vulnerable to resource waste and operational errors. This situation led to stagnant MSME incomes, reducing their ability to compete in more demanding markets.

Production is a key indicator in developing the creative economy. Applying a creative economy-based approach (Robbie & Marsudi, 2021), coffee-processing MSMEs in Balegede Village, including Techno Kopi Bringka, have significant opportunities to enhance competitiveness through innovative product diversification, such as snacks, processed beverages, and coffee-based educational tourism. These products not only hold the potential to boost community income but also establish Balegede Village as a flagship destination in the coffee industry. However, most MSMEs previously lacked the capacity for such innovation due to technological limitations, inefficient production processes, and ineffective marketing strategies.

In terms of production, traditional techniques still widely used by most MSME actors, including Techno Kopi Bringka, hindered their ability to produce consistent and market-competitive products. Only about 20% of coffee farmers in the village employed organic cultivation methods, despite the significant potential for developing sustainable agriculture. Another challenge was the lack of effective management systems; data revealed that only 30% of MSMEs had formal management structures, while the rest relied on less efficient manual approaches. On the marketing front, most MSMEs previously sold their products locally through conventional means without utilizing digital media, such as e-commerce or social media platforms, which could open access to broader markets (Dani Anggoro et al., 2020).

Beyond economic aspects, Balegede Village also faces multidimensional challenges hindering regional development. In education, access and quality remain low, compounded by limited learning facilities and a shortage of qualified educators. Environmental issues are also a concern, particularly due to excessive pesticide use and unsustainable waste management practices that negatively impact the local ecosystem. Additionally, limited access to healthcare services exacerbates the village's challenges, especially concerning hygiene and food safety, which are critical to supporting the increase in processed coffee production. To address these challenges, higher education institutions play a key role in providing solutions based on multidisciplinary research and technological innovation. Universities contribute not only to technology transfer but also to designing holistic approaches encompassing agriculture, information technology, management, and social sciences. Through synergy between universities, local governments, and the private sector, research downstream-focused approaches can be implemented to improve production quality and quantity, promote product diversification, and strengthen environmental sustainability (Erlita & Luthfi, 2024).



This collaboration can utilize the Regional Medium-Term Development Plan (RPJMD) as a strategic guide for creating holistic and sustainable development. Corporate Social Responsibility (CSR) programs from various companies and other funding support can also become integral parts of this approach. With strong synergy, Balegede Village can capitalize on its creative economy potential while establishing a technology-based community empowerment model that can be replicated in other regions. This approach is expected to meet MSME needs, including those of Techno Kopi Bringka, by enhancing product value, expanding market reach, and supporting comprehensive village development. Thus, Balegede Village can serve as a successful example of creative economy development based on technological innovation in the coffee farming sector.

B. METHODS

The community and MSME actors, including Techno Kopi Bringka, play a central role in every stage of the activity. This approach aims to ensure that the solutions developed are genuinely aligned with local needs and provide sustainable impact. The planning phase begins with a Focus Group Discussion (FGD) involving the community and MSME actors to identify key challenges and explore relevant innovation ideas. During implementation, the community and Techno Kopi Bringka MSME are actively engaged, from training and technology application to program evaluation. This approach not only provides immediate benefits but also fosters a sense of ownership and responsibility for the program's sustainability in the future. To support improvements in production efficiency, marketing, and distribution, the program integrates various information technology tools. One important innovation is the implementation of a website as a strategic tool to expand the marketing reach of coffee products. The official website developed during the program is designed to feature a catalog of Techno Kopi Bringka's products, provide information on the production process, and facilitate online transactions for consumers. The website is equipped with Search Engine Optimization (SEO) features to enhance its visibility on the internet, as well as integration with digital payment and logistics services, making it easier for consumers from various regions to access the products. Additionally, the website allows MSMEs to gather visitor data, such as product preferences and purchasing behavior, which can be used to develop data-driven marketing strategies.

The training and workshop phase is the core of this program, covering the introduction and use of digital platforms for marketing, including the website and social media. In these sessions, Techno Kopi Bringka MSME actors are taught how to manage website content, such as uploading product catalogs, creating engaging descriptions, and presenting professional product visuals. Simultaneously, workshops on social media and digital marketing are conducted, including data-driven advertising and effective promotional techniques to support broader digital marketing efforts. To facilitate more professional business management, the program introduces an integrated IT-based management system linked to the website. This system helps MSMEs with inventory management, transaction recording, and product distribution tracking more efficiently. Not only does this reduce waste, but it also enhances operational accuracy, allowing MSMEs to focus more on business development and product innovation.

Product diversification training is also an essential part of this program. Techno Kopi Bringka MSME actors are taught coffee-based food creation techniques, such as making coffee-based snacks, processed beverages, and other derivative products that have higher added value compared to simply selling ground coffee. Additionally, training on product packaging is conducted to ensure both visual appeal and environmentally friendly packaging



functionality. Attractive packaging design not only draws consumers' attention but also reflects the local values of Balegede Village, making it a distinguishing feature in the market. The application of websites and digital technologies as part of the marketing strategy is a strategic step to expand the reach of Balegede's coffee products, particularly Techno Kopi Bringka, to both national and international markets. With the support of information technology, MSMEs can not only increase product visibility but also enhance the brand image with a more professional outlook. Through the integration of information technology, product innovation, and modern marketing strategies, this program aims to make Techno Kopi Bringka MSME in Balegede Village more competitive, while providing positive economic, social, and environmental impacts for the local community.

C. RESULTS AND DISCUSSION

1.1 Assistance for Coffee Processing MSMEs in Balegede Village: Product Diversification and Production Capacity Improvement

The assistance program for coffee processing MSMEs in Balegede Village is designed comprehensively by integrating training, technology, and innovation to address the challenges faced by MSME actors, particularly in product diversification, management, and marketing. This program is carried out through various strategic activities aimed at enhancing product competitiveness, expanding market reach, and creating local economic sustainability. One of the main partners in this program is the Techno Kopi Bringka MSME, which plays an active role in various stages of the activities.



Figure 1. Meeting with Coffee Processing MSMEs in Balegede Village

In terms of product diversification, the activities included intensive training on coffee-based food creation techniques. MSME actors, including Techno Kopi Bringka, were trained to produce innovative products such as coffee chips, coffee cookies, and coffee chocolate, which were previously unavailable in the local market. Additionally, the training covered the production of processed beverages such as instant latte in packaging, ready-to-drink cold brew, and coffee sachets in various flavor variants. This training was designed to provide technical knowledge, from selecting raw materials and ensuring hygienic processing to creating attractive and functional packaging. Innovation was also introduced through the creation of non-food products, such as coffee-based aromatherapy candles and coffee waste-based souvenirs (Roz et al., 2020). This initiative aims to open new market opportunities in the creative economy sector while optimizing the use of coffee waste, in line with sustainability principles.



Figure 2. Example of Innovative and Attractive Packaging

In the production aspect, this program pays special attention to enhancing the technical capacity of MSME actors through training on the use of modern equipment designed to overcome the limitations of traditional technologies that have been used so far. Equipment such as coffee grinders, dryers, and high-capacity roasting machines were provided to improve efficiency, consistency, and the quality of production results. The training covered various technical aspects, from the introduction to the functions and features of the equipment, proper operation with standard procedures, to routine maintenance to ensure long-term performance and durability of the equipment.

In the early stages of training, MSME actors were taught how to adjust the grind size using modern grinders. This is important to ensure that the ground coffee produced has a consistent size, which directly affects the flavor when brewed. Additionally, participants were trained to use dryers that allow for efficient reduction of moisture content in coffee beans without compromising the aroma and unique taste of the coffee. Optimal drying not only improves the shelf life of the product but also prevents damage during distribution.

The modern roasting equipment became one of the main technologies introduced in this program. MSME actors, including Techno Kopi Bringka, were taught how to control the temperature and duration of roasting to produce specific flavor profiles according to market demands (Dwijayanti et al., 2020). This roasting technique enables MSMEs to produce various coffee variants, from light roast to dark roast, tailored to consumer preferences. Furthermore, the training also included an understanding of the chemical degradation process of coffee beans during roasting, so MSMEs could maximize the unique flavor potential of coffee from Balegede Village.

The training not only covered technical aspects but also included production process management. MSME actors were trained to design more efficient production workflows, from raw material preparation to final packaging. For example, by using faster and more accurate technology, production time could be reduced by up to 50%, allowing MSMEs to increase production capacity without compromising quality. The program also integrates sustainability concepts into production. MSME actors were taught to utilize coffee waste, such as coffee bean husks or residues from the grinding process, as raw materials for by-products like organic fertilizer or alternative fuels. This not only supports operational efficiency but also demonstrates a commitment to environmentally friendly practices, which are increasingly valued by modern consumers.

With this comprehensive training, MSMEs in Balegede Village, including Techno Kopi Bringka, are not only able to optimally utilize modern technology but can also significantly



improve product quality. The products produced not only meet local market standards but also have strong competitiveness in national and international markets. The implementation of modern equipment and more advanced production techniques serves as the foundation for improving MSME productivity and encourages them to seize larger market opportunities.

1.2 Strengthening Management and Digital Marketing for Coffee MSMEs in Balegede Village

In the management aspect, the program emphasizes modernization and strengthening the capacity of MSMEs through the implementation of information technology (IT)-based systems. This program addresses the weaknesses of traditional management systems by introducing management software for inventory tracking, sales analytics, and financial management (Ary, 2022). MSME actors are trained to use this software to monitor inventory in real-time, avoid stock shortages or surpluses, and systematically record transactions to generate accurate financial reports. Additionally, participants are taught to create sustainable business plans that include market opportunity analysis, expansion strategies, human resource management, and cash flow management to improve efficiency and competitiveness. One of the key innovations in this program is the development and implementation of a website as an effective digital marketing tool. The official website is designed to showcase product catalogs, provide detailed information about the production process, and facilitate online transactions. MSMEs are provided with intensive training on managing the website, including uploading high-quality product photos and compelling descriptions, as well as managing the digital payment system. Visitor data analysis is also a crucial part of this training, where MSMEs are taught to understand consumer preferences and develop data-driven marketing strategies.

The implementation of the website and digital technology has had a significant impact on MSMEs, including UMKM Tekno Kopi Bringka, in improving market access, marketing efficiency, and brand image strengthening. With proper management, the website has become an information hub that strengthens the relationship between MSMEs and consumers, creating a more sustainable business ecosystem. The program has successfully equipped MSME actors with independent digital technology management skills, making them more competitive in local, national, and even global markets. The results from the implementation of these various activities are highly significant. Prior to the program, coffee production in Balegede Village reached only 100 tons per year. However, with the adoption of modern technology and digital marketing strategies by MSMEs, including UMKM Tekno Kopi Bringka, coffee production has increased to 200 tons per year, and the average income of MSMEs has risen by 30%. This success demonstrates that the integration of technology, innovation, and modern strategies can elevate MSMEs to a higher level, positioning Balegede Village as a highly competitive coffee processing hub.



Figure 3. Workshop on the Introduction and Use of Digital Marketing Platforms

It can be concluded that the community engagement program for coffee processing MSMEs in Balegede Village has had a significant impact on increasing production capacity and MSME income. Before the implementation of the program, coffee production reached only 100 tons per year. However, after the adoption of modern technology, coffee production increased to 200 tons per year, as shown in the diagram below.

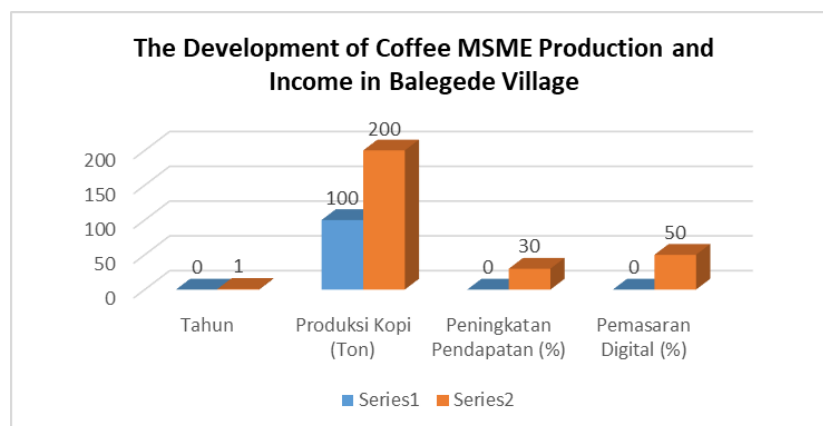


Figure 4.

Diagram of the Development of Coffee MSME Production and Income in Balegede Village

The diagram shows that the use of high-capacity grinders and roasting machines by UMKM Tekno Kopi Bringka has doubled production volume. This increase has had an impact not only on quantity but also on product quality consistency. Additionally, digital marketing implemented through the website and e-commerce platforms has made a significant contribution to the MSMEs' income. A 30% income increase in the first year and the contribution of digital marketing reaching 50% of total income prove that the digital marketing strategy is highly effective in expanding market reach and increasing MSME product sales, including UMKM Tekno Kopi Bringka. The presence of the website has created a more structured and sustainable marketing system. With an easy-to-manage website, MSME owners can regularly update product information, introduce new products, and run promotions. The website also enables better customer relationship management, improving customer loyalty through ease of transactions and information access. This more personal interaction with customers not only builds stronger relationships but also increases the likelihood of repeat purchases.



Overall, the implementation of this program has not only positively impacted the increase in capacity and income for MSMEs, including UMKM Tekno Kopi Bringka, but also encouraged overall local economic growth. Product diversification through coffee-based food innovation training, the application of modern technology in the production process, and the use of digital marketing through websites and social media have created a more modern, efficient, and competitive business ecosystem. By integrating information technology, product innovation, and digital marketing strategies, this program has successfully created an inclusive and sustainable MSME empowerment model. This program not only benefits MSME owners individually but also positively contributes to the welfare of the entire Balegede Village community, creating new job opportunities and optimizing the use of local potential to achieve more inclusive and sustainable economic growth. The success of UMKM Tekno Kopi Bringka in implementing modern technology and digital marketing strategies stands as a real example of the positive impact of this program in enhancing the competitiveness of MSMEs both nationally and internationally.



The sustainability of the community engagement program for coffee-processing SMEs in Balegede Village, including UMKM Tekno Kopi Bringka, holds great potential but requires closer collaboration between the local government, educational institutions, and the private sector. The local government can play a key role in providing policy support that fosters the growth of SMEs, such as offering incentives, financing facilities, and adequate infrastructure development. On the other hand, educational institutions can contribute by supplying research and technology, as well as providing ongoing training that meets the needs of SMEs, such as MBKM programs or applied research that can be directly implemented in production. The private sector, through Corporate Social Responsibility (CSR) or partnerships, can offer capital, marketing support, and access to advanced technologies that will enhance the capacity of SMEs, including UMKM Tekno Kopi Bringka, to compete in a broader market. With strong synergy among these three parties, this SME mentoring program has the potential to continue and expand further, creating a more sustainable and competitive economic ecosystem.

However, despite the positive impacts of this program, the main challenges that remain are limited internet access, technological equipment constraints, and marketing obstacles. Limited internet access in rural areas is one of the main barriers to implementing effective digital marketing. Although digital marketing training and the implementation of websites to expand market reach have been carried out, many SME owners, including UMKM

Tekno Kopi Bringka, still struggle to access stable and fast internet connections. The limitations of technological equipment, such as traditional grinders and dryers, also hinder production efficiency and capacity. In terms of marketing, although the use of e-commerce platforms and social media has been initiated, many SME owners have yet to fully optimize their digital marketing strategies. Therefore, further training and support from various stakeholders are needed to address these challenges, such as providing better internet infrastructure and funding for more modern technological equipment.

Along with these challenges, continuous innovation becomes a critical aspect to maintain relevance and strengthen the competitiveness of SMEs, including UMKM Tekno Kopi Bringka, in the future. One opportunity for innovation is the development of technology-based applications for SME management. This application could include systems for managing inventory, finances, sales, and customer data more efficiently, allowing SMEs to manage their businesses in a more structured and data-driven manner. Additionally, further coffee processing could open new market opportunities, such as the development of ready-to-drink coffee products or functional high-value-added products, such as coffee with herbal additives. The adoption of environmentally friendly technologies also represents an important innovation opportunity. SMEs can be encouraged to adopt technologies that reduce their carbon footprint, such as using renewable energy in the production process and converting coffee waste into organic fertilizers or alternative fuels. Furthermore, the development of coffee tourism in Balegede Village could serve as an additional income source and a way to introduce premium coffee products to a wider consumer base. With this sustainable innovative approach, UMKM Tekno Kopi Bringka and other SMEs in Balegede Village have the potential to continue growing and optimizing the potential of high-quality local coffee products.



Figure 6. Some of the Processed Coffee Products from SMEs in Balegede Village

While challenges persist, the community mentoring program has effectively contributed to the enhancement of production capacity, product quality, and marketing efforts among SMEs in Balegede Village, particularly UMKM Tekno Kopi Bringka. The sustainability of this program hinges on strengthening cross-sector collaboration, overcoming existing obstacles, and fostering ongoing innovation. With a robust partnership between the government, educational institutions, the private sector, and SME stakeholders, the program holds the potential for further growth, generating positive economic impacts, and enhancing the competitiveness of UMKM Tekno Kopi Bringka and the coffee SMEs of Balegede Village in the global market.



D. CONCLUSION

The community mentoring program for coffee processing SMEs in Balegede Village, including UMKM Tekno Kopi Bringka, has had a significant positive impact on enhancing the capacity of SME actors and the local economy. The program successfully increased the knowledge and skills of the SMEs, particularly in coffee processing technology, business management, and digital marketing. The introduction of modern machines for grinding, roasting, and drying coffee has improved production efficiency, increasing output from 100 tons per year to 200 tons per year. This increase in production capacity has not only improved the quality of the coffee but also enabled SMEs to meet larger market demands. Furthermore, the average income of SMEs increased by 30% in the first year, driven by the implementation of digital marketing strategies via websites and e-commerce platforms, which contributed around 50% of total revenue. With product diversification, such as coffee-based snacks and processed coffee drinks, UMKM Tekno Kopi Bringka and other SMEs in Balegede Village can now access broader markets, both domestically and internationally. Moreover, the program has also contributed to the economic empowerment of the Balegede Village community, creating new job opportunities and boosting the local economy as a whole. The presence of a website as a digital marketing tool offers a broader market opportunity, enabling SMEs to reach consumers beyond the local area, both nationally and internationally. With continuous product innovation, such as coffee-based snacks and beverages, UMKM Tekno Kopi Bringka is able to expand its product portfolio and increase competitiveness in a larger market.

However, despite the significant impact of this program, several challenges remain that need to be addressed to ensure the sustainability and further development of the program in the future. One of the main challenges is the limited access to adequate internet in rural areas, which hinders the optimal use of digital marketing technologies. To overcome this, the government needs to make further efforts to improve internet infrastructure in remote villages so that UMKM Tekno Kopi Bringka and other SMEs can access e-commerce platforms and expand their markets. Additionally, while modern production equipment has been implemented, some SMEs still rely on traditional equipment that limits production capacity. Therefore, the provision of more modern and affordable equipment for SMEs is necessary to improve efficiency and product quality. Another challenge lies in the management of digital marketing, where many SME actors have not fully optimized the use of social media and e-commerce platforms to reach consumers. To ensure the sustainability and development of this program, several recommendations should be considered. First, coffee-based product innovation must continue to be developed, such as functional coffee or waste coffee-based products, which can open up new markets and increase added value. Furthermore, the development of technology-based applications for SME management can assist business owners in managing inventory, finances, and sales more efficiently, as well as monitor consumer data for more data-driven marketing strategies. The use of environmentally friendly technologies, such as coffee waste management for organic fertilizer or alternative energy, can also be a great opportunity to support long-term sustainability.

On the other hand, further training on digital marketing and e-commerce platform management is crucial to ensure that UMKM Tekno Kopi Bringka can compete in the global market. With strengthened collaboration between the government, educational institutions, and the private sector, as well as adequate financing support, UMKM Tekno Kopi Bringka and other coffee-processing SMEs in Balegede Village can continue to grow and enhance their competitiveness. This mentoring program, if supported by appropriate policies and more affordable technology, has the potential to become a model for sustainable economic



empowerment based on local potential, providing broad social benefits for the village community and strengthening the local economy overall.

E.ACKNOWLEDGEMENTS

With deep respect and appreciation, we extend our sincere gratitude to all the partners of UMKM Tekno Kopi Bringka in Balegede Village, Naringgul District, Cianjur Regency, for their extraordinary support, dedication, and collaboration during the implementation of this mentoring program. The active participation, commitment, and enthusiasm of the UMKM actors in attending training, applying modern technology, and developing coffee-based innovations have been key factors in the success of this program. We highly appreciate the spirit of the UMKM Tekno Kopi Bringka partners, who have consistently embraced various updates, ranging from production processes and product diversification to the implementation of digital marketing strategies. This openness to collaboration has not only had a positive impact on business development but has also contributed to the overall economic growth of the Balegede community. The support and hard work provided throughout this program demonstrate that local potential can be optimized through synergy, innovation, and the spirit of togetherness.

Furthermore, we also appreciate the efforts of UMKM Tekno Kopi Bringka in maintaining product quality, expanding marketing networks, and adapting to modern technology, all of which make important contributions to the sustainability of this program. With the results achieved, we are confident that UMKM Tekno Kopi Bringka will continue to grow and remain competitive in broader markets, both nationally and internationally. We hope that the good relationship that has been built can continue to be strengthened in the future. May this success serve as the beginning of further development and inspire other regions in empowering local potential.

Additionally, we would like to express our heartfelt thanks to Universitas Wanita Internasional, the Directorate General of Higher Education, and all parties involved who have contributed to and supported these activities. Their guidance, resources, and encouragement have been instrumental in the success of this initiative. We hope this collaboration continues to flourish, bringing more impactful results to local communities. In closing, we express our deepest thanks for the dedication and extraordinary contributions of all the partners of UMKM Tekno Kopi Bringka. May success and sustainability always accompany every step and effort made towards progress and mutual welfare.

F.AUTHOR CONTRIBUTIONS

All authors, Wentri Merdiani, Mulyadi, and Tuti Hartati, contributed significantly to every aspect of the community engagement activities and the article writing process. They were involved in the activity implementation, article preparation, impact analysis, and results presentation. Additionally, all authors participated in the revision of the article. Their collective efforts ensured the success of the program and the development of the article.

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