

# Enhancing Local Coffee Business Competitiveness through Production Improvement and Marketing Digitalization at Kedai Titik Anggur, North Lombok

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**Abstract:** Kedai Kopi Titik Anggur, a potential micro-enterprise in Sesait Village, North Lombok, faces significant operational hurdles due to traditional manual production methods and a marketing scope confined strictly to the local vicinity. These limitations have resulted in inconsistent product quality and restricted sales growth. This community service program aims to elevate the partner's competitiveness through comprehensive production management optimization and digital marketing transformation. The implementation utilized a participatory approach encompassing five systematic stages: socialization, technical training, appropriate technology adoption, intensive mentoring, and impact evaluation. Technological interventions focused on standardizing quality through the deployment of automatic roasting machines with precision temperature control, digital grinders, and vacuum packaging to extend shelf life. Simultaneously, market expansion was driven by developing a private e-marketplace website integrated with digital payment systems and optimizing social media branding. The outcomes were substantial: daily production capacity surged by 50-60%, production lead time was reduced by 25%, and product quality inconsistency dropped by 30%. Economically, total sales volume grew by 28% within the first three months, with the newly established online channel contributing 35% to the revenue. These findings confirm that integrating modern production technology with digital marketing strategies effectively enhances operational efficiency, market access, and long-term business sustainability.

**Keywords:** Coffee Shop, Digital Marketing, MSME, North Lombok, Production Management.

## Introduction

Micro, Small, and Medium Enterprises play a strategic and pivotal role in the national economy, acting as the backbone of economic resilience and employment generation (Silalahi et al, 2025). In the context of the agricultural sector, MSMEs are crucial for adding value to plantation commodities, particularly coffee, which has seen a surge in global and domestic consumption (Hendrayati et al., 2021; Wijaya et al, 2019). The paradigm of "MSME 4.0" emphasizes that to survive and

thrive, traditional enterprises must adapt to technological advancements and digital ecosystems (Abdinagoro, 2020; Osman et al, 2021). However, despite this imperative, many MSMEs, especially those in rural areas, still grapple with low digital literacy and limited access to information and advanced production technologies, which hinders their competitive potential (Asri et al, 2025; Kembang et al., n.d.; Rahman et al, 2024; Santoso et al, 2025).

In North Lombok Regency, specifically in Dusun Lokoq Tujan, Sesait Village, Kayangan District, there is

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significant potential for local Robusta coffee development managed by the local community (Hendrayati et al., 2021; Wijaya et al., 2019). The region's distinct geographical features contribute to a unique flavor profile for its Robusta beans, offering a competitive advantage if processed correctly. One potential business actor in this area is Kedai Kopi Titik Anggur. Despite having access to high-quality raw materials, this business faces significant challenges in improving its competitiveness amidst the increasingly competitive modern coffee market. The challenges are not merely operational but structural, hindering the partner from scaling up from a subsistence micro-enterprise to a growth-oriented business. The fundamental problems faced by the partner are categorized into two main aspects: production management and marketing strategy. In the production aspect, Kedai Kopi Titik Anggur still relies heavily on manual processing methods that are labor-intensive and prone to human error (Kembang et al., 2023). The most critical bottleneck lies in the roasting process. Currently, the traditional manual roasting technique employed by the partner causes unstable roast profiles (Hendrayati et al., 2021). Roasting is a complex chemical process where heat application must be precise to develop the desired flavor precursors; inconsistent heat distribution leads to defects such as "baked" or "scorched" beans, resulting in inconsistent taste and aroma between production batches (Wijaya et al., 2019). This inconsistency is detrimental to building customer loyalty, as modern coffee consumers demand a standardized sensory experience. Furthermore, the use of manual grinding tools results in non-uniform coffee grounds. Scientific studies on coffee brewing indicate that particle size distribution significantly affects extraction rates; uneven grounds lead to a mix of over-extracted and under-extracted flavors, thereby negatively affecting the final cup quality. These technological limitations also result in low daily production capacity and long production times (Kembang et al., 2026), making it difficult for the partner to meet market demand in large quantities or to fulfill bulk orders from potential B2B clients (Hendrayati et al., 2021). Moreover, the absence of proper packaging and storage solutions further exacerbates quality degradation, as roasted coffee rapidly loses its aromatic compounds when exposed to air, light, and moisture, thereby diminishing its shelf life and market value (Maba et al., 2021).

In the marketing aspect, the partner's market reach is still very limited, confined primarily to local consumers around the North Lombok area and relying on conventional word-of-mouth sales at the physical shop (Rahman et al., 2024; Santoso et al., 2025). In an era where digital presence dictates market visibility, the

partner has not utilized digital technology potential optimally. The absence of structured social media management or e-marketplace platforms makes it difficult for their products to penetrate the wider market or reach premium coffee enthusiasts outside the region (Agustianingsih et al., 2025; Asri et al., 2025). Research indicates that the utilization of digital platforms is no longer optional but essential for MSMEs to survive, especially in expanding market access beyond geographical boundaries (Agustianingsih et al., 2025; Kembang et al., 2026; Kurniawati et al., 2021; Rudihartati et al., 2025; Samsumar et al., 2024). Without a digital footprint, the product remains invisible to a large segment of potential buyers.

Additionally, the business management side is hampered by a manual sales recording system. This traditional approach makes it difficult for the business owner to analyze sales trends, track inventory turnover, or identify consumer preferences—data that is crucial for formulating effective business strategies (Yuniarty et al., 2021). The lack of digital branding also results in low brand awareness among potential consumers (Agustianingsih et al., 2025; Asri et al., 2025). Effective promotion mixes, which combine digital engagement and storytelling, have been proven to significantly increase sales volume for local creative industries (Kembang et al., 2026; Rudihartati et al., 2025). Therefore, a transformation from conventional to digital marketing is imperative for Kedai Kopi Titik Anggur to build a strong brand identity (Agustianingsih et al., 2025; Kurniawati et al., 2021; Rudihartati et al., 2025).

Based on this comprehensive situation analysis, this community service activity aims to provide holistic solutions through a technology transfer and management mentoring approach (Kembang et al., 2023; Rudihartati et al., 2025; Samsumar & Salman, 2019). The intervention focuses on two pillars: modernizing the production line (Laksmi et al., 2021) and digitizing marketing efforts (Kurniawati et al., 2021; Samsumar et al., 2024). On the production side, the implementation of appropriate technology, specifically automatic roasting machines and digital grinders, is proposed. These tools are selected to ensure efficiency and, more importantly, product quality consistency (Rudihartati et al., 2025), which is the hallmark of a premium coffee brand. Simultaneously, marketing digitalization is carried out through the development of a private e-marketplace website and social media optimization (Agustianingsih et al., 2025; Asri et al., 2025). The creation of a dedicated e-marketplace is a strategic move to establish an independent sales channel that reduces dependency on third-party algorithms and allows for direct customer relationship management (Kembang et al., n.d.; Kurniawati et al., 2021). The synergy between production tool modernization and digital marketing strategies is

expected to significantly increase business capacity, improve product quality, and expand the market share of *Kedai Kopi Titik Anggur*, ultimately empowering the partner to compete in the digital economy era.

## Method

### Approach and Location

This community service program was conducted using a participatory approach, where the partner (*Kedai Kopi Titik Anggur*) was actively involved in every stage of the activity to ensure program sustainability and independence. The activity took place at the partner's location in Dusun Lokoq Tujan, Sesait Village, Kayangan District, North Lombok Regency. This localized approach allowed for tailored interventions that directly addressed the specific challenges faced by the coffee enterprise while leveraging local resources and community engagement to foster sustainable growth and development (Nurhayati, 2025).

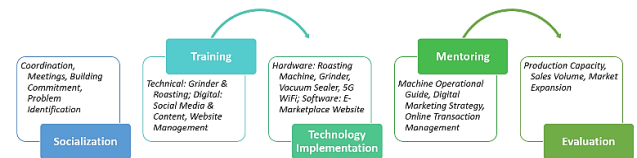
### Implementation Stages

The program was implemented in five systematic stages as follows:

1. **Socialization.** The initial stage involved coordination meetings to convey the program's objectives and build a mutual commitment between the team and the partner. This stage also served as a forum to discuss existing conditions and specific needs regarding production inefficiency and limited marketing.
2. **Training.** Training was conducted in a workshop format focusing on two main areas:
  - a. **Coffee Processing Technology Training:** Participants were trained on operating modern machines, specifically digital coffee grinders and automatic roasting machines, as well as maintenance procedures to ensure equipment longevity.
  - b. **Digital Marketing Training:** This session covered social media management (Instagram, Facebook, TikTok), digital content creation (photos, videos, storytelling), and e-marketplace website management to increase product visibility.
3. **Technology Implementation.** This stage involved the procurement and installation of hardware and software at the partner's location. The hardware implemented included a digital coffee grinder, a mini automatic roasting machine, and modern packaging equipment. Additionally, 5G WiFi infrastructure was installed to support digital activities. For software, a private e-marketplace website was developed and integrated with a digital payment system.
4. **Mentoring.** Following technology installation, intensive mentoring was provided to ensure the

partner could operate the new equipment independently and manage digital marketing strategies effectively. Mentoring covered operational guidance for production machines and strategic advice for maximizing social media engagement and online sales.

5. **Evaluation.** The final stage involved monitoring and evaluating the program's impact based on established indicators, such as increases in production capacity, product quality consistency, sales volume, and market reach expansion.



**Figure 1.** Flowchart of the community service implementation stages

### Data Collection and Analysis

Data regarding program success indicators were collected using quantitative and qualitative methods. Production data (time per batch, capacity, and defect rate) were measured through direct observation and production logbooks before and after technology implementation. Economic impact was analyzed using comparative sales analysis based on the partner's financial records for three months pre- and post-intervention. Additionally, descriptive analysis was used to interpret the improvement in the partner's digital literacy and operational skills based on interview and monitoring sheets.

## Result and Discussion

The community service program implemented at *Kedai Kopi Titik Anggur*, located in North Lombok, has successfully addressed the partner's fundamental challenges through a dual-intervention strategy: production modernization and marketing digitalization. This comprehensive approach has yielded multidimensional outcomes, transforming the partner's operational capabilities from a traditional, labor-intensive model to a technology-integrated, efficient business system. The results are categorized into three main sections: optimization of production management, implementation of digital marketing strategies, and the resulting economic impact and business competitiveness.

### Optimization of Production Management

Prior to the program's intervention, the partner's production process was characterized by high variability and inefficiency. The reliance on manual

roasting (often using traditional pans or simple drums over open fire) and manual grinding resulted in significant inconsistency in taste and aroma between batches. In the specialty coffee industry, consistency is paramount; the inability to replicate a specific flavor profile prevents producers from entering premium markets. Furthermore, the manual workflow was physically demanding and time-consuming, creating a bottleneck that limited the partner's capacity to scale up operations.

To rectify these structural issues, the program implemented appropriate technology in the form of an automatic mini roasting machine and a commercial-grade digital coffee grinder. These specific tools were selected to introduce precision into the manufacturing process.



**Figure 2.** Implementation of appropriate technology: Automatic roasting machine and Digital grinder

The impact of this technological adoption on production efficiency was immediate and measurable. Data collected during the monitoring and evaluation phase indicates that daily production capacity increased by 50-60% following the installation of the new machinery. Previously, the partner was limited by the physical endurance required for manual roasting and grinding. With the new machinery, the production time per batch was accelerated by 25%, allowing for a more streamlined workflow and significantly reduced labor fatigue.

Beyond efficiency, the most profound impact lies in quality standardization. The variation in product quality, measured by defects in roast levels and grind inconsistency, was reduced by 30%. The automatic

roasting machine allows for precise control over temperature variables, airflow, and roasting duration. In coffee processing, the stability of thermal energy is critical. Manual roasting often leads to conductive heat defects, such as "scorching" or "tipping," which introduce acrid, smoky flavors that mask the bean's natural notes. By automating this process, the Maillard reaction—the chemical reaction between amino acids and reducing sugars that creates the complex flavors of browned food—becomes controlled and reproducible. This finding aligns with the research by Wandani (2018), which emphasizes that the optimization of temperature and processing time is the critical determinant in extracting the optimal characteristics of Robusta coffee. The partner can now consistently achieve a specific roast profile that highlights the unique chocolatey and nutty notes typical of North Lombok Robusta (Wandani NC, 2019).

Furthermore, the implementation of the digital grinder addresses the issue of particle size distribution. Manual grinders often produce a mix of "fines" (dust) and "boulders" (chunks). This unevenness causes uneven extraction during brewing, leading to a cup that is simultaneously bitter (over-extracted) and sour (under-extracted). The digital grinder ensures particle uniformity, which is essential for consistent extraction and flavor clarity.

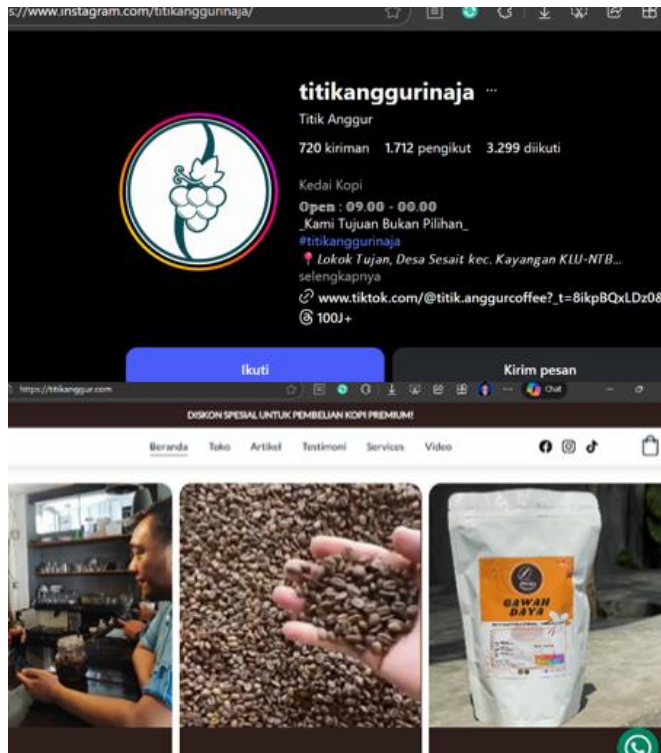
The program also addressed the post-production phase by introducing modern packaging technology, specifically vacuum sealers and high-barrier standing pouches. Previously, the partner used simple packaging that was permeable to oxygen, leading to rapid staling. The introduction of vacuum technology helps in delaying oxidation and preserving the volatile aromatic compounds of the coffee. Evaluation results show that this packaging improvement has extended the shelf-life of the products and reduced quality degradation by 10-15%. This extension is crucial for expanding distribution channels, as it allows the product to remain fresh during shipping to locations outside Lombok.

#### *Digital Marketing Implementation*

The second pillar of the intervention addressed the partner's limited market reach, which was previously confined to the local vicinity of North Lombok and relied heavily on conventional word-of-mouth sales. To overcome this geographical constraint, the program executed a digital transformation strategy comprising the development of a private e-marketplace and the optimization of social media channels.

The development of the website <https://titikanggur.com> represents a strategic shift from passive waiting for customers to active market penetration. This platform functions as a private e-marketplace specifically for the partner, integrated with

a digital payment system to facilitate seamless, secure, and professional online transactions. To ensure these digital assets could be managed effectively from the rural location, the program also installed 5G WiFi infrastructure, ensuring stable connectivity for real-time customer interaction.



**Figure 3.** Digital marketing ecosystem development: The interface of the e-marketplace website (titikanggur.com) and optimized social media content to enhance brand visibility.

The partner received intensive training on social media management, focusing on platforms like Instagram, Facebook, and TikTok. The content strategy shifted from sporadic, low-quality posts to structured, visual storytelling. The content now showcases the "farm-to-cup" journey, the new modern roasting process, and the people behind the coffee. This strategy aligns with findings by Asikin et al. (2024), who noted that digital platform optimization is effective in expanding the marketing reach of farmer groups (Asikin et al., 2024).

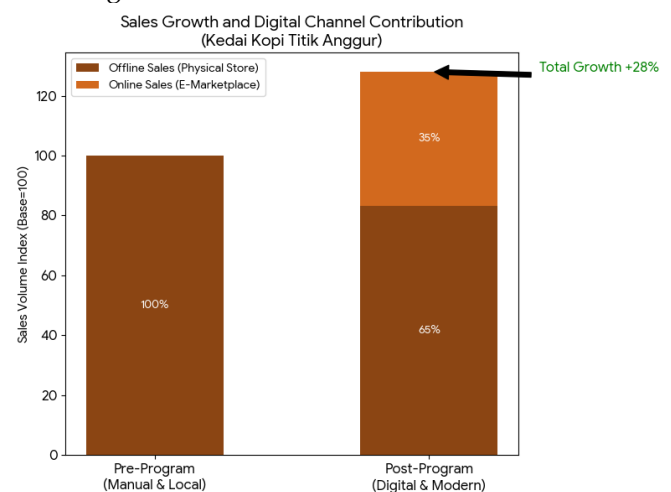
Furthermore, the shift to digital platforms has altered the interaction model between the partner and consumers. The e-marketplace website serves not only as a transactional tool but also as a digital catalog that builds credibility. This approach resonates with the study by Samsumar (2019) regarding the design of private e-marketplaces for SMEs, which suggests that having a dedicated platform allows business owners to maintain full control over their brand identity and customer data without being drowned out by

competitors in massive aggregators (Samsumar et al., 2019). Data from social media insights revealed that visual storytelling content garnered the highest engagement. This suggests that modern coffee consumers are not just buying a commodity but are also investing in the 'story' and authenticity behind the product, which the new digital strategy successfully highlights.

#### *Economic Impact and Business Competitiveness*

The synergy between production efficiency (supply side) and digital marketing expansion (demand side) has generated tangible economic growth. Evaluation data reveals that the total sales volume increased by 28% within the first three months of implementation. This growth is not merely a result of selling more to the same people, but acquiring new customers through new channels.

Notably, the contribution of online sales channels reached 35% of the total turnover within a short period. This metric validates the effectiveness of the digital intervention. It demonstrates that the e-marketplace and social media are not just supplementary but are becoming core revenue streams.



**Figure 4.** Trend of sales volume increase over three months post-intervention, highlighting the contribution of online sales channels.

These results demonstrate that the program has successfully empowered the micro-enterprise to become more competitive. The positive correlation between digital marketing adoption and sales growth observed here is consistent with Erpurini et al. (2024), who found that combining digital marketing with production education significantly optimizes sales volume for coffee MSMEs. By reducing dependency on the limited purchasing power of the local village market, the partner has diversified their revenue risk (Erpurini & Juju, 2024).

Beyond the quantitative economic metrics, the program has fostered a significant qualitative shift in the

partner's entrepreneurial mindset, aligning them with the concept of "UMKM 4.0". As described by Hoetoro and Satria (2020), the integration of smart economy principles and digital technology is the key driver for MSME resilience in the modern era. The transition from passive selling to active digital marketing represents a form of capacity building that ensures long-term business sustainability (Hoetoro & Satria, 2020). The partner's ability to independently operate advanced machinery, troubleshoot minor technical issues, and manage digital campaigns indicates a successful transfer of knowledge. This independence is the ultimate indicator of community empowerment. The partner has evolved from a traditional micro-enterprise into a competitive, technology-literate business entity ready to scale up and face the challenges of the global market. The success of *Kedai Kopi Titik Anggur* now serves as a model for other rural enterprises in North Lombok, demonstrating that geographical isolation is no longer a barrier to business growth when bridged by technology and digital innovation.

The sustainability of this economic growth is supported by the partner's newfound capability to analyze data. Unlike previous impulsive decision-making, the partner now utilizes sales data from the e-marketplace dashboard to identify best-selling products and adjust stock levels accordingly, minimizing inventory costs and maximizing profit margins.

## Conclusion

The community service program implemented at *Kedai Kopi Titik Anggur* has successfully achieved its primary objectives of enhancing production efficiency and expanding market reach. Through the transfer of appropriate technology, including digital grinders, automatic roasting machines, and vacuum packaging equipment, the partner has significantly increased daily production capacity by 50-60% and achieved product quality consistency. Simultaneously, the digital transformation strategy, realized through an e-marketplace website and social media optimization, has effectively broadened the partner's market beyond the local area. This is evidenced by the substantial contribution of online sales, which reached 35% of the total turnover within four months of implementation.

Overall, the program has empowered the micro-enterprise to become more competitive, independent, and sustainable. For future development, it is recommended to focus on continuous training in business management and equipment maintenance to ensure long-term sustainability. Additionally, further adoption of Industry 4.0 technologies, such as IoT sensors for real-time machine monitoring, and the exploration of international markets for premium coffee

products are suggested to elevate the business to the next level.

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