OPEN ACCESS Journal of Sustainable Dryland Farming Systems

Marketing Strategies for Rarak Ronges Coffee in Brang Rea District, West Sumbawa, Indonesia

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Received: January 23, 2026
Revised: May 27, 2026
Accepted: June 21, 2026
Published: June 30, 2026

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DOI: 10.29303/josdas.v6i1.1500

Abstract: This study aims to describe the current marketing conditions of Rarak Ronges coffee, Brang Rea Subdistrict, West Sumbawa, Indonesia, and then develop marketing strategies for the coffee. The study was conducted using a descriptive-analytical approach through surveys of farmers, coffee business actors, and consumers, as well as an analysis of the marketing mix (4Ps) covering product, price, promotion, and distribution. The results show that the marketing of Rarak Ronges Coffee is still dominated by coffee beans and ground coffee without clear quality standardisation and differentiation, prices do not fully reflect product quality, promotion is still limited to direct sales, and distribution tends to focus on the local market. Based on these findings, the recommended marketing strategies include strengthening product quality and standardisation, differentiating quality and branded packaging, implementing quality-based pricing and market segmentation strategies, strengthening branding and digital promotion, and expanding distribution channels to the retail, tourism, and marketplace sectors. The implementation of these strategies is expected to transform Rarak Ronges Coffee from a local commodity into high-value regional coffee products that are competitive at both the regional and international levels.

Keywords: Robusta Coffee, Marketing Strategy, Marketing Mix, Local Coffee, Added Value.

Introduction

Globally, demand for coffee continues to increase, mainly due to population growth and various changes affecting the population. The International Coffee Organisation (ICO, 2024) reports that global coffee consumption reached more than 170 million bags (each weighing 60 kg) in 2023, with the highest demand coming from countries such as the United States, Brazil and Western European countries. This trend is also driven by the increasing popularity of modern coffee shops and coffee-based beverages, especially among the younger generation in developing countries.

In addition, demand for specialty coffee has also experienced significant growth as consumers increasingly value quality, sustainability, and the story behind the origin of coffee. In various Asian countries, including Indonesia, China, and South Korea, domestic coffee consumption continues to rise, indicating a cultural shift from tea to coffee. This opens up great opportunities for coffee producers to increase the added value of their products and reach a wider market (Statista, 2024).

In line with the development of coffee in the international market, demand for coffee in Indonesia has also increased due to cultural and health reasons, in addition to economic reasons. Coffee demand has increased in line with the growth of a population that enjoys drinking coffee in the morning before starting work (Yonatan, 2024) and when socialising or attending meetings (Herlyana, 2012; Igiasi, 2017; Maharani, Martini, & Hidayath, 2024). A further impact of this is the emergence of coffee shops in various places, which also stimulates additional demand for coffee.

Demand for coffee has also increased due to health reasons that are becoming more widely known through various information channels within society or communities. Coffee can increase stamina and alertness by stimulating the central nervous system. There is also information that regular coffee consumption can reduce the risk of type 2 diabetes and certain diseases such as dementia. Coffee can also reduce the risk of depression and heart disease (Abalo, 2021; Bae, Park, Im, & Song, 2014; Dam, Hu, & Willett, 2020).

Coffee is one of Indonesia's leading plantation commodities, playing an important role in driving

How to Cite:
Fitriasari, B., Sjah, T., & Tanaya, I. G. L. P. (2026). Marketing Strategies for Rarak Ronges Coffee in Brang Rea District, West Sumbawa, Indonesia. *Journal of Sustainable Dryland Agricultural Systems*, *6*(1), 44–53. https://doi.org/10.29303/josdas.v6i1.1500

economic growth, particularly in the agribusiness sector. Indonesia is known as one of the world's largest coffee producers and exporters, after Brazil and Vietnam (ICO, 2022). Amidst the global trend towards specialty coffee products and high-quality local coffee, the emergence of various types of regional coffee presents a great opportunity to increase farmers' incomes and strengthen the position of Indonesian coffee in the domestic and international markets (Rahardjo, 2020).

One local coffee that is beginning to show its potential is Rarak Ronges Coffee, which comes from Brang Rea District, West Sumbawa Regency. This coffee grows in a hilly area with ideal altitude, has a unique taste with a distinctive aroma that can compete in the national coffee market. However, despite its high potential, the existence of Rarak Ronges Coffee has not been able to develop optimally due to various obstacles, particularly in the marketing aspect (ANTARA News, 2019; KSB Government, 2020).

Marketing strategies play an important role in the success of a product, especially agribusiness products such as coffee. A marketing strategy is a managerial process that enables organisations to gain and maintain competitive advantage through the creation of customer value. In other words, the success of a product depends not only on its quality, but also on how it is marketed to consumers in an appropriate and effective manner (Philip Kotler, 1997; Philip Kotler & Armstrong, 2011; Philip Kotler & Susanto, 2001).

At the local level, Rarak Ronges coffee farmers and businesses face major challenges such as limited market access, low promotion and branding, lack of digital media utilisation, and weak understanding of consumer behaviour. In addition, the lack of cooperation between coffee businesses and supporting institutions such as cooperatives, local governments, and the private sector is also a factor hindering the development of coffee marketing (Mulyono, 2021).

The main problems faced by Rarak Ronges coffee businesses are limited access to wider markets, a lack of effective promotion, and suboptimal use of digital technology as a marketing medium. In addition, poor packaging and branding capabilities make it difficult for Rarak Ronges coffee to compete with coffee products from other regions that already have strong markets and brand images. Institutionally, business operators are generally not members of well-organised farmer groups or cooperatives, limiting their access to marketing training, government assistance, and partnership opportunities. Support from local government and the private sector is also not optimally integrated into a system for developing the marketing of local coffee products.

This study aims to: (1) describe the current marketing conditions of Rarak Ronges coffee, Brang Rea District, West Sumbawa Regency; (2) develop a marketing strategy to develop Rarak Ronges coffee, Brang Rea District, West Sumbawa Regency. This research is expected to benefit various parties, including Rarak Ronges coffee businesses and the local government, to run this business more profitably than at present.

Method

The research method used in this study is descriptive (Herman, Naim, & Sahabuddin, 2021; Nazir, 2014) to describe the business and marketing conditions of Rarak Ronges coffee in West Sumbawa Regency. The unit of analysis in this study is the coffee products and businesses in Rarak Ronges Village, Brang Rea Subdistrict, West Sumbawa Regency. In this study, there are two types of data, namely quantitative and qualitative data. Quantitative data is data in the form of numbers, such as the quantity and price of coffee. Conversely, qualitative data is data that is not in the form of numbers, such as the origin and quality of coffee. The data sources consist of primary and secondary data. Primary data is data obtained directly by the data collector. Secondary data is data obtained from parties who have collected primary data (Arikunto, 2009; Rodhi & Rerung, 2022; Taslim Sjah, 2011). In this study, primary data was obtained by the researcher, including through direct observation in the field or interviews with respondents. Secondary data was obtained from various sources that were already available from other parties, such as various research reports or journals.

This research was conducted in Rarak Village, Brang Rea Subdistrict, West Sumbawa Regency. This location was chosen based on the consideration that it was highly suitable for the purpose and objectives of the research, as the location has unique geographical features that influence coffee production, is easily accessible, and is popular with visitors from both inside and outside the region. The population in this study consisted of all consumers who purchased Kawa Rama Coffee Roastery products in Rarak Village and Coffee Datu Bayung products in Brang Rea Subdistrict, West Sumbawa Regency. The sample size consisted of 20 coffee farmers, 2 coffee traders, and 60 coffee consumers. The sample was determined using the accidental sampling technique, which is a form of random sampling, meaning that anyone who happened to meet the researcher during data collection and met the criteria to be a respondent was included. The criteria used in this study were consumers of Kawa Rama Coffee Roastery in Rarak Village, Brang Rea District, West Sumbawa Regency who had purchased coffee at least once.

In accordance with the research objectives, the main variables of the study included variables related to the 4Ps of the marketing mix (Product, Price, Promotion, and Place). Details of these research variables are presented in the research questionnaire. The questionnaire also displays the research parameters. The data collection method in this study is explained as follows:

1. Direct observation, by conducting direct observation of the research object so as to obtain a clear picture of the object and the area being studied.
2. Face-to-face interviews, by conducting interviews based on a prepared questionnaire
3. Secondary data collection, which involves searching for data/information related to this study from previously available sources, such as articles and previous research reports.

The data collected in the study was analysed descriptively (Miles, Hubberman, & Saldana, 2014; Moleong, 2000), providing an overview of the current marketing mix of Rarak Ronges coffee and, from there, presenting an overview of the improvements in the marketing mix obtained from the results of this study.

Results and Discussion

Existing Conditions and Marketing Strategies for Rarak Ronges Coffee

These marketing conditions are presented in four aspects, namely product, price, promotion, and place. These four Ps (product, price, promotion, and place) constitute a marketing strategy (Dunne, 1999; Philip Kotler, Armstrong, Harris, & He, 2020; P. Kotler & Keller, 2016; Schnaars, 1991; Stanton, Etzel, & Walker, 2000). The purpose of developing a marketing strategy is to increase sales (Fotiadis, Folinas, Vasileiou, & Konstantoglou, 2022; Philip Kotler, 1984; Nijssen, 2022; Schnaars, 1991) of Rarak Ronges coffee or coffee products. Based on the existing conditions, marketing strategies that are better than the current one.

Product

Overall, the product structure of Rarak Ronges Coffee shows that the marketing system has covered various levels of processing, from coffee beans to ready-to-drink beverages. However, product development still has considerable room for improvement, particularly in terms of packaging diversification, product form innovation, and quality standard improvement to expand market access.

The current product structure of Rarak Ronges coffee shows relatively good product diversification. Coffee is not only sold in the form of dried beans, but has also been processed into roasted beans, ground coffee, and ready-to-drink beverages. This condition provides added value for local businesses and shortens the marketing chain because some products are sold directly to end consumers through coffee shops. The availability of beverages in cups also allows consumers to directly experience the taste of Rarak Ronges Coffee, thus serving as a means of experience-based marketing (Ruskin-Brown, 1999; Side, 2002; Smith, 2002).

Another advantage is the emergence of local brand identities, i.e. 'Kopi Kawa Rama and Datu Bayung'. These brands signify that Rarak Ronges coffee products are no longer positioned as commodities without identity, but rather as regional speciality products. This branding is important for building differentiation in the market and laying the foundation for broader market development (Assael, 1995; Philip Kotler et al., 2020; Stanton et al., 2000), including opportunities to enter the souvenir, tourism, and online trade markets.

Furthermore, Rarak Ronges coffee products still face limitations in packaging innovation and market segmentation. Ground coffee products are only available in relatively large sizes (100–1,000 grams) and are not yet available in sachets or small single-serve packages. This limits penetration into modern consumer segments, tourists, and retail markets that tend to require products that are practical, lightweight, and easy to carry (Dolan & Lynde, 2002; Fanzo & Davis, 2022; McIver, 2001).

There are also weaknesses in the form of limited product quality standardisation. There is no information about the roasting level, flavour profile, roasting date, or quality certification on the packaging, making it difficult for consumers to distinguish between the quality of different production batches. This condition has the potential to reduce market confidence if product quality is inconsistent. In addition, although coffee drinks are sold in shops, the variety of menus and product differentiation is still low, so that the added value generated from downstreaming is not yet optimal. Beverage products function more as a means of direct consumption than as a medium for building the premium or speciality image of Rarak Ronges coffee.

Overall, the current condition of Rarak Ronges Coffee products has strengths in authenticity, local brands, and product diversity, but is still weak in packaging innovation, quality standardisation, and modern market-based product development. This indicates that future product development strategies need to be directed towards improving quality, differentiation, and packaging that is more adaptive to the needs of a wider market.

Strategy for Improving the Condition of Rarak Ronges Coffee Products

Based on the condition of Rarak Ronges coffee products, which are still dominated by coffee beans, roasted coffee, large packaged ground coffee, and coffee drinks in cafes, product development strategies need to be directed towards increasing added value, expanding market segments, and strengthening competitiveness. This strategy is in line with the concept of product development in agribusiness systems (Barnard, Foltz, A.Yeager, & Brewer, 2021; Borsellino, 2020; Davis & Goldberg, 1957; Hamada, 2021), which emphasises the importance of integration between raw material quality, processing, and market needs. First, the urgent strategy is packaging diversification and innovation. The absence of sachet packaging and small sizes indicates that Rarak Ronges Coffee products have not yet targeted modern consumers, tourists, and the retail market. The development of small packaging (e.g., 10–25 grams) and ready-to-brew packaging (drip bags or sachets) will increase product accessibility to a wider market and increase sales volume. Packaging is an important part of the product because it serves as a tool for differentiation and communication of value to consumers (Fotiadis et al., 2022; P. Kotler & Keller, 2016; Nijssen, 2022). In the context of agricultural products, appropriate packaging also plays a role in maintaining quality and extending shelf life (Djasmin, 2006; FAO, 2011; Philip Kotler, 1997; P. Kotler & Keller, 2016).

Secondly, product quality and information standardisation is required. Currently, ground coffee and roasted beans do not provide information on the roasting level, flavour profile, production date, and origin of raw materials. However, the modern coffee market places great emphasis on traceability and quality consistency. The implementation of simple quality standards, such as roast level classification and the inclusion of information on labels, will increase consumer confidence (ICO, 2020; Neilson, 2014; Suryana, Harianto, Syaukat, & Harmini, 2023), and enable Rarak Ronges Coffee products to compete with branded coffees from other regions.

The third strategy is the development of ground coffee based on market segmentation. Rarak Ronges ground coffee products are currently only available in large packages (100–1,000 grams), so the market served is still limited to households and small businesses. To expand the market, it is necessary to develop small and practical packaging, such as 10–20 gram sachets or ready-to-brew packaging (e.g. drip bags). This packaging innovation will open access to the tourism, souvenir, modern retail, and online sales markets. Much marketing literature mentions that packaging is part of a product strategy that serves as a means of communicating value and determining consumer purchasing decisions (Aaker & Moorman, 2017; Djasmin, 2006; Philip Kotler, 1989; P. Kotler & Keller, 2016; Philip Kotler & Susanto, 2001).

The fourth strategy is to utilise coffee shops as a means of product branding. The coffee drinks sold at Kawa Rama and Datu Bayung coffee shops not only serve as consumer products, but must also be positioned as a medium for introducing the identity of Rarak Ronges coffee. Serving a menu based on single origin Rarak Ronges and specific brewing methods will create a consumption experience that distinguishes this coffee from other coffees. Positive consumer experiences will increase the likelihood of purchasing coffee in packaged form, as explained in the concept of experiential marketing (Pine & Gilmore, 2011; Schmitt, 1999).

Overall, the Rarak Ronges Coffee product development strategy must be directed at improving the quality of coffee beans, standardising roasted coffee, innovating ground coffee, and strengthening the consumption experience in coffee shops. With this strategy, Rarak Ronges Coffee can move up from being a local commodity to a regional coffee product with a stronger identity, added value, and competitiveness in regional and national markets.

Product Price

Existing Conditions

The price of Rarak Ronges ground coffee shows a relatively consistent and rational pattern across packaging sizes. For 100-gram packaging, the price is set at IDR 25,000 while 150-gram packaging is sold for IDR 30,000 and 200-gram packaging for IDR 45000. For larger sizes, the 1,000 gram (1 kg) package is marketed at a price of IDR 250,000.

When converted to a price per 100 grams, it can be seen that the price ranges from IDR 25,000 to IDR 30,000 per 100 grams, indicating a price discount scheme for larger purchases. Small packages such as 100 grams and 150 grams have a higher price per gram, while the 1 kg package offers a cheaper price per gram. This pattern is commonly used to encourage large volume purchases, especially for regular customers such as coffee shops or household consumers who regularly consume coffee.

This pricing structure also shows that Rarak Ronges Coffee has been positioned as a value-added coffee product, not just a commodity coffee. The price of IDR 25,000 per 100 grams is equivalent to IDR 250,000 per kilogram, which is in the mid-to-premium price range for local coffee. This reflects that the coffee has undergone processing (roasting and grinding) and has a brand identity, i.e., Kawa Rama and Datu Bayung.

Overall, the pricing strategy for Rarak Ronges ground coffee reflects product differentiation based on package size, with small consumers paying a relatively higher price per gram, while bulk buyers receive incentives in the form of lower prices. This structure supports business sustainability while maintaining affordability for various market segments.

In terms of advantages, the pricing structure of Rarak Ronges coffee powder shows a logical and flexible pattern based on package size. The price variations for 100 gram, 150 gram, 200 gram, and 1,000 gram packages allow the product to reach various consumer segments, from retail buyers to customers who purchase in large quantities. The pattern of increasingly cheaper prices per gram for larger packages reflects the application of price discounts, which are effective in encouraging higher volume purchases, especially by coffee shops and regular consumers.

Another advantage is the relatively consistent price level between packages, with the prices of 100 grams and 1 kilogram both in the range of IDR 25,000 per 100 grams. This consistency reflects a pricing structure that is easy for consumers to understand and relatively fair, thereby avoiding perceptions of price manipulation or inconsistencies between packaging sizes. Furthermore, this price level positions Rarak Ronges coffee in the mid-to-premium segment for local coffee, in line with its status as a branded processed coffee.

Behind every strength lies a weakness. The current price of Rarak Ronges coffee is not based on product quality differentiation. All ground coffee is sold at the same price, even though there may be differences in the quality of the raw materials, the degree of roasting, or the flavour profile. This has the potential to weaken incentives for producers to produce higher quality coffee, as better quality is not rewarded with a higher price. Another weakness is the lack of a modern market segment-based pricing strategy, such as premium prices for single origin coffee, specialty coffee, or coffee with exclusive packaging. As a result, Rarak Ronges Coffee still competes mainly on price, rather than on value and differentiation. In addition, the absence of small packaging such as sachets also makes the pricing structure less flexible in reaching consumers with low purchasing power or tourists who want to try small quantities.

Overall, the current pricing of Rarak Ronges coffee is strong in terms of affordability, consistency, and packaging size flexibility, but weak in its ability to reflect quality and build a premium image. Therefore, future pricing strategies need to be directed towards a quality-based pricing system and market segmentation in order to increase product competitiveness.

Price Adjustment Strategy to Increase Demand and Sales

The pricing strategy for Rarak Ronges Coffee needs to shift from a uniform pricing system to a value-based pricing strategy and market segmentation. Currently, all ground coffee is sold at a relatively uniform price per gram, even though the quality of the raw materials, the degree of roasting, and consumer perceptions may vary. Prices should reflect the value perceived by consumers, not just production costs (Assael, 1995; T. Sjah & Zainuri, 2020; Stephens, 2017).

The first strategy that needs to be implemented is quality-based pricing. Ground coffee made from sorted coffee beans (Grade A) and processed with better roasting standards needs to be sold at a higher price than regular coffee. For example, Rarak Ronges single origin coffee can be positioned as a premium product, while coffee of a lower grade can still be sold at a more affordable price. This price differentiation is important to encourage producers to maintain quality while increasing profit margins (Aaker, 1992; Aaker & Moorman, 2017; Porter, 1990).

The second strategy is the application of tiered pricing based on packaging and market segments. Small packages (sachets or 100–150 grams) can be priced relatively higher per gram because they target practical consumers, tourists, and trial buyers, while large packages (500 g–1 kg) are priced cheaper per gram to maintain the loyalty of regular customers such as coffee shops. This approach is in line with the concepts of price discrimination and market segmentation, which can increase the total revenue of producers (Assael, 1995; P. Kotler & Keller, 2016; Schnaars, 1991).

The third strategy is the use of experience-based promotional pricing, particularly through coffee shops. Coffee drinks sold in coffee shops can be used as a relatively affordable entry price to attract consumers to try Rarak Ronges coffee. Once consumers are satisfied with the taste and quality, they are more willing to buy ground coffee or roasted beans at a higher price. This strategy is in line with the concept of experiential marketing, where positive experiences encourage increased willingness to pay (Pine & Gilmore, 2011; Schmitt, 1999).

The fourth strategy is price adjustment based on geographical identity and branding. Coffee marketed under the label 'Single Origin Rarak Ronges' and with professional packaging design can be priced at a premium compared to coffee without identity. In the specialty coffee market, consumers are willing to pay more for products that have a story, clear origin, and exclusive image (ICO, 2020; Neilson, 2014). Thus, price is no longer determined solely by weight, but by the symbolic value and quality inherent in the product.

Overall, the price adjustment for Rarak Ronges Coffee should be directed towards differentiation, segmentation, and perceived consumer value, so that the price increase does not reduce demand, but rather enhances the perception of quality and drives sales of value-added products.

Promotion

Current Promotion Conditions for Rarak Ronges Coffee

Promotional activities for Rarak Ronges Coffee in Brang Rea Subdistrict, West Sumbawa Regency, are currently still simple and traditional. The main promotion is carried out through direct sales at coffee shops owned by Kawa Rama and Datu Bayung, as well as through word of mouth among the local community. Consumers generally know about this coffee because of social proximity, recommendations from friends, or because they frequently visit coffee shops, rather than through structured promotional media.

In addition, brands such as Kawa Rama and Datu Bayung have not been fully utilised as marketing communication tools. The brand name appears on the packaging, but it is not supported by visual design, a strong logo, or promotional messages that clearly highlight the advantages of Rarak Ronges coffee, such as its regional origin, taste, or product uniqueness. As a result, the brand functions more as a business identity than as a means of building a product image in the minds of consumers.

Promotion through digital media and social media is also still very limited or has not even been optimally utilised. Rarak Ronges Coffee does not yet have official channels such as Instagram, Facebook, or marketplaces to expand its market reach. This means that promotion only reaches consumers in the Brang Rea area and has not yet touched a wider market, such as tourists, urban consumers, or buyers from outside the region.

On the other hand, there are no event-based promotional activities (event marketing) such as exhibitions, coffee festivals, or collaborations with the tourism sector. In fact, Rarak Ronges coffee has great potential to be promoted as a regional specialty product. The lack of planned promotional activities makes it difficult for this product to compete with other regional coffees that are more aggressive in building their image and market network.

Overall, the promotion of Rarak Ronges coffee is currently still in the passive introduction stage, where sales depend more on proximity and social relations than on a structured promotional strategy. This condition limits demand growth and hinders efforts to make Rarak Ronges coffee a leading regional product.

On the good side, the promotion of Rarak Ronges coffee currently has the advantage of direct proximity to consumers. Sales through coffee shops allow face-to-face interaction between sellers and buyers, so consumers can directly taste the coffee before deciding to buy. This pattern builds trust and loyalty because the personal relationship between producers and customers is still strong, especially in local communities. In addition, word of mouth promotion is relatively effective in small communities, because recommendations from people who are known tend to be more trusted than formal advertisements.

However, in terms of weaknesses, the promotion of Rarak Ronges Coffee is still very limited in scope and scale. Dependence on shops and informal communication means that information about the product only circulates locally, so that wider market potential, such as tourists, urban consumers and the online market, has not been tapped. The lack of digital promotion and strong visual branding also makes it difficult for Rarak Ronges Coffee to compete with coffees from other regions that are already actively using social media and attractive packaging.

Another weakness is the absence of clear and structured promotional messages. The advantages of Rarak Ronges coffee, such as its geographical origin, processing method, and flavour characteristics, have not been systematically communicated to consumers. As a result, consumers have no compelling reason to differentiate this coffee from other local coffees, so purchasing decisions are still highly price-sensitive.

Overall, the current promotion of Rarak Ronges coffee is strong in terms of direct relationships and local trust, but weak in building brand image and expanding the market. This condition shows that the development of a more modern and integrated promotional strategy is urgently needed to increase product demand and competitiveness.

Strategy to Improve the Promotion of Rarak Ronges Coffee

To increase demand and expand the market for Rarak Ronges Coffee, promotional strategies must shift from informal communication patterns to integrated promotions based on brand, experience, and digital media. In modern marketing, promotion not only serves to convey information, but also to build perceptions of value and product image in the minds of consumers (Djasmin, 2006; P. Kotler & Keller, 2016; Philip Kotler & Susanto, 2001).

The first strategy is to strengthen brand identity. Kawa Rama and Datu Bayung coffee need to be positioned as the official representatives of Rarak Ronges Coffee as a regional specialty coffee. The logo, packaging design, and promotional messages must consistently display the geographical origin, unique taste, and local story. Geographically-based branding has been proven to increase consumer appeal and willingness to pay, especially for regional coffee and food products (Ponte, 2002; Neilson, 2014).

The second strategy is the use of digital and social media (Chaffey & Ellis-Chadwick, 2019). A presence on platforms such as Instagram, Facebook, and marketplaces allows Rarak Ronges coffee to reach markets outside Brang Rea at a relatively low cost. Social media also allows producers to convey stories about the cultivation process, farmers, and coffee quality visually and narratively. Digital marketing can significantly increase brand awareness and consumer interaction, especially for small and medium-sized enterprises (FAO, 2021).

The third strategy is experiential promotion through coffee shops. Kawa Rama and Datu Bayung coffee shops can be developed as educational and promotional spaces for Rarak Ronges Coffee, for example by providing single origin menus, simple cupping sessions, or information about the origin of the coffee. Positive experiences when consuming coffee will increase consumer emotional attachment and encourage the purchase of packaged products (Schmitt, 1999; Pine & Gilmore, 2011).

The fourth strategy is event- and network-based promotional activities. Participation in MSME exhibitions, coffee festivals, and regional tourism activities will increase the visibility of Rarak Ronges Coffee as a local superior product. Promotion through events is effective for bringing producers together with new consumers and potential distributors (Kotler & Keller, 2016).

Overall, the promotion of Rarak Ronges Coffee should be directed towards the integration of local branding, digital marketing, and consumer experience, so that this coffee is not only known at the local level but also able to build an image as a distinctive, valuable, and competitive regional coffee.

Place/Distribution

Current Distribution Conditions for Rarak Ronges Coffee

The distribution system for Rarak Ronges Coffee in Brang Rea District, West Sumbawa Regency, is currently still short, simple, and locally oriented. The main distribution flow is from farmers to collectors or directly to processing businesses, then to end consumers through coffee shops or direct sales. This pattern indicates that the supply chain is relatively short, but the market reach is still very limited to the Brang Rea area and its surroundings. Ground coffee and roasted coffee produced by Kawa Rama and Datu Bayung are mostly marketed through their own shops and direct sales to regular customers. This channel allows for quality control and close relationships with consumers, but does not yet allow for a significant increase in sales volume due to limited shop capacity and customer numbers. Distribution to shops, stalls, or modern retailers is still minimal or undeveloped. Rarak Ronges Coffee products have also not yet entered souvenir shops, hotels, restaurants, or tourist destinations, even though these segments have great market potential. In addition, online marketing channels are hardly utilised, so this coffee is not yet connected to a wider distribution network outside the West Sumbawa Regency.

Overall, the distribution system for Rarak Ronges Coffee is currently still at the stage of local-based direct distribution, with limitations in terms of scale, geographical reach, and marketing channel variety. This condition makes it difficult for the product to develop into a widely recognised regional coffee, despite its strong potential in terms of quality and identity.

On the plus side, the current distribution system for Rarak Ronges Coffee has a short and simple supply chain. The product flows directly from farmers or processors to consumers through coffee shops or direct sales, so distribution costs are relatively low and control over product quality is maintained. The direct relationship between producers and consumers also allows for quick feedback, so that businesses can find out the preferences of buyers in terms of taste, packaging and price directly. Another advantage is flexibility and local trust. Sales through social networks and regular customers create loyalty and reduce the risk of unsold products. In the context of small businesses, this distribution system is relatively safe because it does not require high costs for shelf rental, logistics distribution, or formal cooperation with distributors.

The current weakness of the Rarak Ronges coffee system is that its market reach is still very limited. The product is only available around Brang Rea and has not yet entered souvenir shops, hotels, restaurants, or modern retailers with larger sales volumes. As a result, the potential demand from tourists and consumers outside the region has not been tapped. There is also a dependence on cafes and direct sales, which limits the scale of the business. If the number of cafe visitors decreases or there are operational disruptions, sales are immediately affected. In addition, the lack of distribution through online platforms means that Rarak Ronges coffee lags behind other coffee products that already utilise e-commerce and social media as distribution channels.

Overall, the current distribution system for Rarak Ronges coffee excels in quality control and proximity to consumers, but is weak in terms of scale, reach, and market growth. This situation indicates the need for a more extensive and integrated distribution channel development strategy.

Rarak Ronges Coffee Distribution Development Strategy

The development of the Rarak Ronges coffee distribution system needs to shift from a local and direct distribution pattern to a broader, layered, and integrated marketing channel system. In marketing theory, distribution channels serve to efficiently bridge producers with end consumers, while expanding market reach and increasing sales volume (Kotler & Keller, 2016).

The first strategy is to diversify physical distribution channels. In addition to selling in shops, Rarak Ronges coffee needs to enter souvenir shops, modern stalls, hotels, restaurants, and tourist destinations in West Sumbawa and NTB. These channels are very important because tourists and tourism operators are potential markets for regional coffee products. Local agro-industrial products linked to the tourism sector have proven to have stronger sales opportunities and image (Neilson, 2014; Ponte, 2002).

The second strategy is to utilise digital distribution and e-commerce. Sales through national marketplaces, social media, and online ordering systems allow Rarak Ronges coffee to reach consumers outside the region without having to open physical outlets. For small businesses, digital channels can significantly reduce distribution costs and accelerate market expansion (Chaffey & Ellis-Chadwick, 2019; Kotler & Keller, 2016).

The third strategy is the development of a network of resellers and distribution partners. Kawa Rama and Datu Bayung coffee shops can partner with coffee traders, grocery stores, or other MSMEs as sales agents. This model allows for increased sales volume without having to bear all the logistics and marketing costs. In the context of small businesses, distribution partnerships have been proven to increase market stability and business scale (Neilson, 2014).

The fourth strategy is to strengthen the function of coffee shops as distribution and branding hubs. Coffee shops not only serve as places to drink coffee, but also as centres for selling packaged coffee and meeting points between producers, resellers, and consumers. This approach is in line with the direct-to-consumer concept, which increases margins and customer loyalty (Kotler & Keller, 2016).

Overall, Rarak Ronges coffee place strategy must integrate direct distribution, local retail, tourism, and digital platforms so that products can move from local to regional and national markets in a sustainable manner.

The strategic conclusion of the Rarak Ronges coffee marketing strategy is that by implementing an integrated 4P strategy, Rarak Ronges Coffee can transform from a commodity-based local coffee into a high-value-added, branded, and highly competitive regional coffee product. This approach not only increases short-term sales but also builds Rarak Ronges Coffee's sustainable position in regional and national markets.

Conclusion

There are three conclusions of this study, as follows:

1. Rarak Ronges Robusta coffee has great economic potential, but it is still marketed as a local product with low added value. The marketing system is not yet standardised and integrated, with products that lack differentiation, prices that do not reflect quality, promotion limited to direct sales, and distribution that is still narrow in the local market.
2. Competitiveness needs to be improved in an integrated manner through a marketing mix (4Ps), particularly through quality standardisation, the development of roasted coffee and branded packaging, quality- and market segment-based pricing, promotion based on regional branding and digital media, and the expansion of distribution channels to retail, tourism, and marketplaces.
3. With improved quality, consistent supply, and strengthened branding, Rarak Ronges Robusta Coffee has the opportunity to penetrate the international market and develop from a local commodity into a high-value regional coffee product that is competitive regionally and globally.

Based on the results of the analysis of the condition of the product, price, promotion, and distribution of Rarak Ronges Coffee, it is recommended that the development of Rarak Ronges Robusta Coffee be directed towards strengthening integrated agribusiness from upstream to downstream through improving the quality of raw materials at the farmer level, particularly in terms of sorting, post-harvesting, and quality separation. Business actors need to implement product standardisation and differentiation, including the classification of premium and regular coffee, the development of roasted coffee with varying degrees of roast, and branded packaging for the retail and tourism markets. Quality-based pricing strategies and packaging sizes must be supported by strengthening the Rarak Ronges Coffee brand, utilising digital media and coffee shops as promotional tools, and expanding distribution channels to modern retailers, tourism, and marketplaces. In the medium term, these efforts need to be strengthened through compliance with quality standards, supply consistency, traceability, and certification so that Rarak Ronges coffee can be positioned as a competitive single-origin Robusta in the national and international markets.

Acknowledgments

We say thank you so much to any person or institution, who have helped in one way or another.

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