

CHAPTER I

INTRODUCTION

1.1 Background

Coffee is one of the leading commodities in Indonesia's plantation sector, commanding a high market value. In addition to oil and gas, coffee also makes a significant contribution to the country's foreign exchange earnings (Faojiah et al., 2025). Indonesia is one of the world's largest coffee-producing countries and ranks fourth after Brazil, Vietnam, and Colombia (Siswanto Imam Santoso, and Suryani Nurfadillah, 2024). The Indonesian Ministry of Agriculture explains (2023) that over the past ten years, the most widely cultivated coffee variety has been Robusta, accounting for 72.71%, while Arabica accounts for 27.29%. These various coffee varieties are cultivated based on the status of the business operator, which includes Smallholder Plantations (PR), State-Owned Large Plantations (PBN), and Private Large Plantations (PBS).

Mount Arjuna is a mountainous region in Pasuruan Regency that features forested areas and various crop cultivations. One of the major agricultural commodities cultivated on the slopes of Mount Arjuna is coffee. The majority of coffee plants cultivated in the region are of the Arabica variety, while the remainder are Robusta. (Prakoswo & Shifa, 2020). Kucur Hamlet is a hamlet located in Sumberejo Village, Purwosari Subdistrict, Pasuruan Regency, known as an agricultural area where the majority of the population consists of farmers and plantation workers. This area has soil and climate characteristics suitable for coffee plantations, supported by an elevation of approximately 800–1,000 meters above sea level. Robusta coffee is one of the flagship commodities cultivated in Kucur Hamlet, Sumberejo Village, Purwosari Subdistrict, Pasuruan Regency.

Kopi Kutjur UD. Sampun Slamet is a company specializing in coffee beans and ground coffee that was established in 2018. This business is located in Kucur Hamlet, Sumberejo Village, Purwosari, Pasuruan. Kutjur Coffee is a local coffee product produced by local farmers in Kucur Hamlet who prioritize integrity in their harvesting process, resulting in high-quality coffee. Every cup of Kutjur Coffee evokes the serene morning atmosphere of the lush Kucur Village and captures the beauty of Mount Arjuna with every sip. Kopi Kutjur UD. Sampun Slamet offers a variety of coffee products, including *green* coffee beans and ground coffee

processed from Robusta, Arabica, and Liberica (or Excelsa) beans. The products offered vary in quality and price, as shown in the table below.

No.	Coffee Type	Price	Description
1.	Lanang Robusta Coffee (200 grams)	Rp. 60,000	Single-origin coffee, stronger bitter taste, high caffeine content, can boost male energy or vitality.
2.	Liberica / Excelsa Coffee (200 grams)	Rp. 40,000	Coffee with a strong aroma of jackfruit, a sweeter, <i>fruitier</i> flavor, and low acidity.
3.	Robusta Coffee (250 grams)	Rp. 40,000	A more bitter, balanced, strong, and robust flavor, with a creamy, earthy (wet soil aroma), and nutty aroma. High caffeine content, low acidity.
4.	Arabica Coffee (200 grams)	Rp. 60,000	Lower caffeine content; the flavor tends to be sweet and acidic with a caramel aroma and a hint of herbal spices, leaving a clean aftertaste.
5.	Green Robusta Beans G1 (500 grams)	Rp. 80,000	Coffee beans processed through a grading or quality assessment process to ensure and quality of the coffee are optimized
6.	G1 Arabica Green Beans (500 grams)	Rp. 170,000	

Table 1. 1Price List of Kutjur Coffee Products by UD. Sampun Slamet

Source: Kutjur Coffee by UD. Sampun Slamet

The table above shows that Kutjur Coffee offers a diverse range of products; the higher the product grade, the higher the selling price. Good coffee quality can be assessed by moisture content; the higher the moisture content

(above 12.5%), the easier it is for mold to grow on the beans during storage, leading to physical damage and a decline in flavor. If the beans are too dry, they lose their flavor or become brittle, causing many to break during hulling. (Saleh SI, Ulfa Rosiana, 2020). Kutjur Coffee is a local coffee product that has received various certifications and recognition of competence, both in terms of product quality and business management. Some of the certifications it holds include the Best Coffee of the Archipelago Competition Certificate, the Indonesian Specialty Coffee Competition Certificate, the Retail Trade Competency Certificate, the MICE/Event Organizer Competency Certificate, and the Export Competency Certificate. Possession of these certifications demonstrates that Kopi Kutjur excels not only in product quality but also possesses managerial capacity and professionalism in business management.

In terms of quality, Kopi Kutjur Arabica falls into the specialty coffee category. According to the Specialty Coffee Association (SCA), coffee is classified as specialty if it achieves a minimum score of 80 points on a 100-point scale through a *cupping test* conducted by a Q-Grader, an internationally certified coffee taster. In the Indonesian Specialty Coffee Contest (KKSI) organized by the Pronoto Soenarto Foundation (PS Foundation) in collaboration with the Indonesian Coffee and Cocoa Research Center, Kopi Kutjur's Robusta variety scored 81.56 in 2023 and improved to 82.17 in 2024. This score places Kopi Kutjur in the specialty coffee category, indicating very high quality, freedom from primary defects, and distinctive flavor characteristics. It is important to note that only about 5–10% of the world's total coffee production qualifies for the specialty category.

Based on the explanation above, the strength of Kopi Kutjur lies in the quality of its products, which have been verified through specialty coffee standards and various national competitions, backed by comprehensive business certifications. The distinctive characteristics of this product stem from the geographical features of the slopes of Mount Arjuna, which impart a unique flavor profile, as well as a production process that consistently maintains the quality of the coffee beans. What sets Kopi Kutjur apart from other local coffee products is the combination of proven specialty-grade quality, achievements in national competitions, and the professionalism of a certified business. This positions Kopi Kutjur not merely as a local coffee but as a specialty product with competitive value and credibility in the market. Despite possessing proven specialty-grade quality, various certifications, and national competition

achievements, this potential has not yet been fully matched by an optimal digital promotion strategy.



Figure 1. Interview with the owner of Kopi Kutjur

(Source: personal document)

Through the author's interview with the owner of UD. Sampun Slamet, it was revealed that UD. Sampun Slamet conducts digital sales, but these are not yet optimal and remain manual—meaning sales are conducted via *chat-based interactions* through the Linktree listed on Kopi Kutjur's Instagram. In addition to *Linktree*, customers can make purchases through Kopi Kutjur's Shopee store. The owner of Kopi Kutjur stated that sales are composed of approximately 50% regular customers and 50% new customers. Customers from outside the city are generally acquired through social media and recommendations from acquaintances. The owner emphasized that product quality plays a crucial role in creating customer satisfaction and building loyalty, including for first-time buyers. Meanwhile, the local customer base is dominated by young coffee enthusiasts, baristas, and groups of middle-aged men. Local market sales are fairly steady, particularly on weekends. Mid-range to premium coffee products are primarily marketed to cafes in the Pasuruan area. Coffee products in the lower-mid range, however, tend to have lower sales, as this type of coffee is generally a blend and is consumed more by the local community for household needs or personal consumption.

Currently, the owner of Kopi Kutjur promotes their products through events and competitions such as the Indonesian Specialty Coffee Competition. Promotion is a key element in marketing strategy. The primary goal of commercial promotional activities is to introduce the product to a broader audience. The more people who become familiar with a product, the greater the potential for increased sales. (Sitanggang et al., 2024). Social media has now become an integral part of people's daily lives. According to data from

Goodstats in February 2025, the number of social media users in Indonesia reached 143 million out of the total population, equivalent to 50.2%. The large number of internet users in Indonesia, particularly regarding social media usage, presents an opportunity for entrepreneurs to leverage social media as a digital means to engage with people and grow their businesses. (Nadya et al., 2024). One effective social media platform used for library promotion is Instagram (Mada, 2023).

Kopi Kutjur maintains an Instagram account (@kopi.kutjur) with 2,984 followers. Based on interview findings, coffee sales in 2024 are projected to rise, remain stable in 2025, and experience a sharp decline in 2026 due to coffee bean suppliers being unable to export overseas, resulting in a significant surplus of coffee stock. Due to this phenomenon, Kopi Kutjur needs to utilize social media as a promotional tool to help stabilize sales. The social media platforms owned by Kopi Kutjur also have potential for development; the owner of Kopi Kutjur explained that all social media management is still handled in-house due to limited resources. This situation means content creation is not yet based on thorough planning but is more spontaneous, serving as updates on activities related to the plantation or Kopi Kutjur products. Additionally, audience *engagement* with the content posted on Kopi Kutjur's social media accounts remains low, as evidenced by the number of likes, shares, and comments on Kopi Kutjur's posts. Digital sales through the Shopee platform also have not been running optimally, as the majority of buyers are coffee bean suppliers who make bulk purchases (by the sack) rather than packaged products, so transactions are more frequently conducted via WhatsApp rather than through the marketplace.

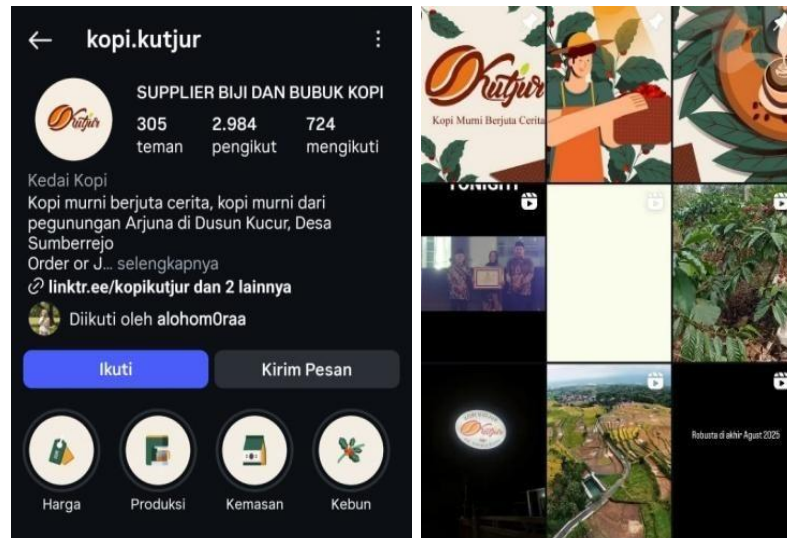


Figure 1. 2 Kopi Kutjur Instagram Accounts

(Source: Kopi Kutjur Instagram)

The image above shows Kopi Kutjur’s Instagram social media account. From several content posts, Kopi Kutjur already has a consistent brand identity, such as a logo, color scheme, and the tagline “*Pure Coffee, A Million Stories.*” The content displayed is also quite diverse, and the account’s highlights are neatly organized with simple icons (pictograms). However, the feed’s visual presentation still has some weaknesses. Some posts appear empty or consist only of a plain background, which reduces the overall visual appeal. The grid layout is also not fully consistent or follows a specific pattern. Additionally, *the copywriting* in Kopi Kutjur’s Instagram posts still has some shortcomings, such as *captions* that tend to be too brief and fail to provide additional information that could enrich the context of the photo or video—for example, details about the harvesting process, coffee quality, or the unique story behind the moment. The *storytelling* is still weak, even though visual content such as the camaraderie among farmers, the coffee harvest, or coffee blossoms has great potential to build a touching narrative and strengthen the brand’s identity.

From the above analysis, it can be concluded that Kopi Kutjur requires a more mature and structured content strategy and design. This is necessary because Kopi Kutjur has the potential to reach more customers, given that its social media accounts have a fairly large following but have not yet been utilized optimally. There is a gap between Kopi Kutjur’s positioning as a high-quality specialty product and its digital content presentation, which remains spontaneous and lacks strategic planning. This design aims to expand market reach,

increase sales, and strengthen Kopi Kutjur's brand identity. This design utilizes Kopi Kutjur's social media platforms, particularly Instagram, as the primary medium. This platform was chosen because it is the most effective medium for promoting a product in today's digital era.

1.2 Problem Identification

1. There was a decline in Kopi Kutjur sales in early 2026 because coffee bean suppliers were unable to export their products, resulting in a large inventory of unsold stock. (Data obtained from an interview with the owner of Kopi Kutjur)

2. Promotional activities are still dominated by participation in events and competitions, so the potential of social media as a sustainable promotional medium that reaches a

has not been optimally utilized. (Data obtained from the author's interview with the owner of Kopi Kutjur)

3. Kopi Kutjur's social media accounts have a fairly large number of followers, but engagement levels and sales growth have not yet shown significant results (Data obtained from interviews and observations of Kopi Kutjur's social media accounts).

4. Social media content management is still handled independently without structured planning or strategy, so the content produced tends to be spontaneous and has not been able to build a strong brand image or drive consumer interest in purchasing. (Data obtained from the author's interviews)

5. Visually, the presentation of Kopi Kutjur's Instagram content remains inconsistent and suboptimal in showcasing product strengths—whether in terms of layout, visual quality, or copywriting—so the appeal and storytelling power of the platform as a promotional tool have not been fully leveraged. (Data obtained from the author's observations of

Kopi Kutjur's Instagram account)

1.3 Research Question

Based on the background and problem identification, the research question for this design is “How can promotional strategies be developed to create social media content that is creative, consistent, and aligned with Kopi Kutjur's brand identity?”

1.4 Scope of the Study

1. This design focuses solely on Kopi Kutjur's social media content as a promotional tool, specifically on the Instagram platform.
2. The visual design focuses on *feed*, *story*, and *Reels* content and does not include promotion through print media or other conventional media.
3. The research focuses on the audience in Pasuruan Regency and the surrounding areas as the primary target market for Kopi Kutjur.

1.5 Design Objectives

2. To design creative, consistent social media content that aligns with Kopi Kutjur's brand identity.
3. Expand Kopi Kutjur's marketing reach through social media platforms.
4. Strengthen Kopi Kutjur's image as a local coffee from Pasuruan Regency that offers unique quality and a distinctive story.

1.6 Benefits of the Design

1.6.1 Benefits for the Designer

1. Designers can develop skills in creating effective social media content that aligns with the product's identity.
2. Providing designers with the opportunity to contribute to promoting local coffee as a village flagship product through social media.
3. Providing designers with insights into analyzing and understanding effective social media strategies to increase *engagement* through the designed content.

1.6.2 Benefits for Kutjur Coffee

1. Expand market of by utilizing digital to to reach new consumers outside the Pasuruan region.
2. Building a strong brand image through visual storytelling that reflects the quality, culture, and uniqueness of local coffee.
3. Increasing interaction and engagement with the audience through well-planned and relevant content.

1.6.3 Benefits for Consumers

1. Making it easier for the public to access information about Kopi Kutjur via social media.
2. Increasing trust in local products due to transparency and professionalism in promotions.
3. Facilitating access to purchases through digital platforms such as Shopee and Instagram.

1.7 Design Framework

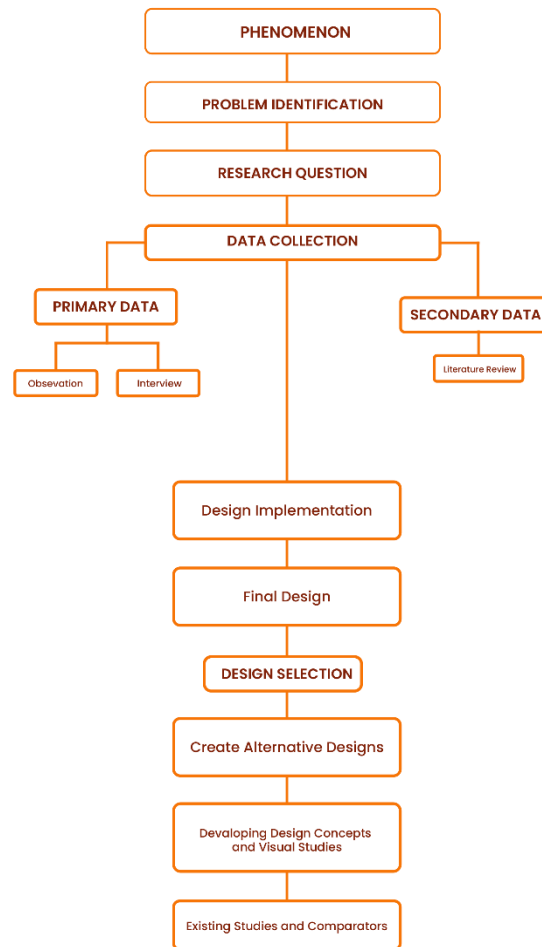


Figure 1. 3 Conceptual Framework

(Source: personal document)