



COMMUNITY ENGAGEMENT ARTICLE

Developing a Coffee-Based Export Village: Strengthening Quality, Branding, and Market Access for Community Empowerment

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Funding information

Lembaga Penelitian dan Pengabdian, Universitas Jember.

Abstract

Coffee is one of Indonesia's primary export commodities that contributes substantially to regional economic growth. Karangpring Village in Jember Regency holds considerable potential for producing high-quality coffee, yet faces persistent challenges in quality assurance, business legality, and international market access. This community service program aimed to strengthen the capacity of local farmers and micro, small, and medium enterprises (MSMEs) through halal certification training, product diversification, branding development, and export literacy. Activities were conducted through structured workshops, technical mentoring, and digital marketing facilitation in collaboration with local institutions. Program outcomes included greater awareness of business legality requirements, the creation of coffee-based product innovations such as coffee bakpia, and the institutional development of BUMDes as a production and marketing coordinator. Halal certification raised consumer confidence and broadened export market opportunities. This initiative offers a replicable model of sustainable, export-oriented community development in rural Indonesia.

Keywords

Coffee; Halal Certification; Product Diversification; Branding Strategy; Export Literacy; Community Empowerment.

Abstrak

Kopi merupakan salah satu komoditas ekspor utama Indonesia yang memberikan kontribusi besar terhadap pertumbuhan ekonomi daerah. Desa Karangpring di Kabupaten Jember memiliki potensi yang cukup besar dalam menghasilkan kopi berkualitas tinggi, namun masih menghadapi tantangan pada aspek jaminan mutu, legalitas usaha, dan akses pasar internasional. Program pengabdian kepada masyarakat ini bertujuan untuk memperkuat kapasitas petani dan pelaku usaha mikro, kecil, dan menengah (UMKM) melalui pelatihan sertifikasi halal, diversifikasi produk, pengembangan strategi *branding*, serta peningkatan literasi ekspor. Kegiatan dilaksanakan melalui pelatihan terstruktur, pendampingan teknis, dan fasilitasi pemasaran digital dengan melibatkan lembaga-lembaga lokal. Hasil program mencakup peningkatan kesadaran terhadap persyaratan legalitas usaha, lahirnya inovasi produk berbasis kopi seperti bakpia kopi, serta penguatan kelembagaan BUMDes sebagai koordinator produksi dan pemasaran. Sertifikasi halal terbukti meningkatkan kepercayaan konsumen dan memperluas peluang pasar ekspor. Inisiatif ini menawarkan model pemberdayaan masyarakat yang berkelanjutan dan berorientasi ekspor, yang berpotensi untuk diterapkan di wilayah pedesaan Indonesia lainnya.

Kata Kunci

Kopi; Sertifikasi Halal; Diversifikasi Produk; Strategi Branding; Literasi Ekspor; Pemberdayaan Masyarakat.

1 | INTRODUCTION

Coffee ranks among Indonesia's most important agricultural commodities, functioning as a primary driver of rural economic growth and a notable contributor to global trade and employment (Jacobi *et al.*, 2020; Suharno & Wijaya, 2021). Jember Regency, particularly Karangpring Village, possesses ideal geographical conditions for cultivating both Arabica and Robusta coffee, supported by fertile volcanic soil and a mild climate that sustains high-quality production (Sekarningrum, 2021). Despite these natural advantages, the coffee sector in Karangpring has not been fully developed. Local farmers have limited access to knowledge on sustainable cultivation, post-harvest processing, and export market standards, which results in low competitiveness and persistent income disparities (Rahardja *et al.*, 2022; Purnomo, 2020). Closing these gaps requires a community-based empowerment model that builds human capacity, institutional governance, and market connectivity through a coordinated approach linking production, branding, and legal compliance (Pratiwi *et al.*, 2025; Saefudin & Rasmikayati, 2024). The empowerment of coffee farmers aligns with Indonesia's national "Foreign Exchange Village" program, which aims to transform rural areas into export-oriented communities through sustainable economic management (Yuliana & Prasetyo, 2025). Karangpring Village is a strong candidate for this initiative, given its capacity to develop an export-quality coffee production system that draws on local resources and modern business practices (Namal *et al.*, 2024; Mustofa & Prasetyo, 2024). Several challenges remain, including insufficient product diversification, underdeveloped branding, and low awareness of export procedures among farmers and MSME actors. Previous studies indicate that institutional support and capacity building are key determinants in raising competitiveness and market access for rural enterprises (Zhou & Wang, 2021; Rachmawati *et al.*, 2022). Accordingly, this project directs its efforts toward building community capacity through halal certification, facilitating business legality, and delivering training in product innovation to support the long-term growth of coffee-based enterprises.

A review of relevant literature shows that product certification and diversification substantially raise the competitiveness of MSMEs in both domestic and global markets (Fuadi *et al.*, 2022; Hamsyah *et al.*, 2022; Yasin *et al.*, 2024). Halal certification not only confirms compliance with religious requirements but also increases consumer trust and broadens market opportunities (Masrohatin & Hasanah, 2025; Muntholip & Setiawan, 2025). Branding and digital marketing are widely regarded as practical instruments for building a distinct product identity and widening customer reach, particularly for locally sourced commodities (Rosyadah & Wikartika, 2023; Arianty & Andira, 2021; Irfani & Siswanto, 2023). The combination of certification, product innovation, and marketing has been identified as an effective empowerment strategy that narrows the gap between community-level production and export readiness (Qhoirunnisa, 2023; Widiyanti *et al.*, 2024). This program therefore adopts a combined community service approach centered on participatory training, institutional mentoring, and digital literacy as pathways toward sustainable economic self-reliance.

The methodology applied in this program follows a participatory community engagement model that actively involves farmers, MSMEs, and the Village-Owned Enterprise (BUMDes) as primary stakeholders. Program activities include focus group discussions, capacity-building workshops, technical mentoring, and continuous monitoring to assess progress and build collective ownership of outcomes (Rahardja *et al.*, 2022; Pratiwi *et al.*, 2025). The program seeks to produce measurable improvements in production quality, business legality, branding, and export literacy, while also advancing the theoretical understanding of community-based entrepreneurship and empowerment (Scoones, 2022; Mansuri & Rao, 2021). In theoretical terms, this work adds to discussions on rural development and participatory innovation; in practical terms, it provides a replicable model for other villages seeking to become export-oriented communities. The paper is structured as follows: Section 2 discusses the theoretical background, Section 3 presents the methodology and implementation process, Section 4 reports the results and discussion, and Section 5 concludes with implications and recommendations for future work.

2 BACKGROUND THEORY

Community service and engagement projects are grounded in interdisciplinary theories that connect social empowerment, sustainable development, and participatory governance. The present initiative, which focuses on developing a coffee-based export village in Karangpring, draws upon empowerment theory, sustainable livelihood models, and participatory development approaches to establish a sound theoretical basis. These perspectives collectively emphasize that community transformation must originate from local participation, institutional development, and inclusive decision-making (Mansuri & Rao, 2021; Scoones, 2022).

2.1. Empowerment and Participatory Development Theory

Empowerment theory posits that sustainable social transformation is achieved when communities gain control over resources, knowledge, and institutional processes that affect their livelihoods (Zhou & Wang, 2021). This principle aligns with participatory development approaches, which stress local involvement and collective agency in program

implementation (Hickey & Mohan, 2020). In Karangpring Village, empowerment is reflected through farmer participation in training, product innovation, and institutional collaboration with BUMDes. Empirical studies in community engagement confirm that empowerment-based programs lead to greater local ownership and long-term program sustainability (Saefudin & Rasmikayati, 2024; Pratiwi *et al.*, 2025). This theoretical basis supports the project's methodological emphasis on co-designing activities with community members, ensuring that knowledge transfer occurs through participatory learning and shared responsibility.

2.2. Sustainable Livelihood and Rural Development Models

The Sustainable Livelihood Framework (SLF), as advanced by the United Nations Development Programme (UNDP) and applied in community service research, identifies five forms of capital — human, natural, financial, physical, and social — that must be strengthened to achieve community resilience (Scoones, 2022). Coffee-based empowerment in Karangpring directly addresses these livelihood dimensions by building human capital through training, developing social capital through institutional networking, and raising financial capital through improved market access. As shown by Hamsyah *et al.* (2022) and Widiyanti *et al.* (2024), livelihood-centered programs that connect production, legality, and market development produce more durable outcomes than isolated interventions. This is further supported by Purnomo (2020), who argues that local branding and business formalization build resilience for small producers in volatile markets. The Karangpring initiative applies this by developing the local coffee value chain from upstream farming to downstream marketing and export facilitation, ensuring that each stage contributes to income diversification and community welfare.

2.3. Community-Based Enterprise and Social Capital Theory

The concept of Community-Based Enterprise (CBE) highlights the role of collective entrepreneurship in achieving both social and economic objectives. CBEs operate as hybrid entities that combine business functions with community welfare, often arising from shared local identities and resources (Zhou & Wang, 2021). The BUMDes model in Karangpring serves as a CBE structure that coordinates coffee farmers, manages branding, and ensures equitable benefit distribution. According to Sekarningrum (2021), social capital — particularly trust and reciprocity within farmer networks — substantially shapes the success of such arrangements. By building cooperation among farmers, MSME actors, and village administrators, this project develops both bonding and bridging social capital as a basis for institutional innovation and market-oriented collaboration, consistent with the findings of Yuliana and Prasetyo (2025), who observed that digital and institutional networks raise rural marketing competitiveness.

2.4. Halal Certification, Product Innovation, and Branding

From a market standpoint, halal certification and branding theory underpin this initiative's focus on product quality and competitiveness. As argued by Fuadi *et al.* (2022) and Muntholip and Setiawan (2025), halal certification functions as both a normative and economic instrument, raising consumer trust and expanding market reach. It signals compliance, hygiene, and safety standards while positioning MSME products for broader trade. This aligns with Mustofa and Prasetyo's (2024) view that certification improves MSME performance by legitimizing production processes. Product diversification, such as the development of coffee-based bakpia, draws on diffusion of innovation theory, which explains how new products and practices spread within social systems (Rogers, 2003; Yasin *et al.*, 2024). When paired with branding strategies that reflect cultural identity and well-designed packaging (Purnomo, 2020; Arianty & Andira, 2021), product innovation raises the perceived value of local commodities and strengthens community market positioning.

2.5. Synthesis of Theoretical Perspectives

Drawing together these theoretical strands, effective community engagement in export-oriented development requires a coordinated approach that connects empowerment, sustainability, and institutional collaboration. The Karangpring model translates theoretical insights into practice by guiding smallholder farmers toward becoming competitive economic actors through participatory empowerment, institutional support, and market literacy (Pratiwi *et al.*, 2025; Hamsyah *et al.*, 2022). This approach also responds to calls within community development scholarship for multi-level programs that combine individual behavioral change with broader institutional transformation (Scoones, 2022; Mansuri & Rao, 2021). The theoretical basis presented here positions the Karangpring initiative not merely as a technical program but as a social development model that brings together certification, diversification, branding, and export facilitation to achieve sustainable rural change — informing the methodological approach described in the following section.

3 | METHOD

3.1. Community Engagement Design

This community service program adopted a Participatory Action Research (PAR) design, combining training, mentoring, and collaborative facilitation to address the needs of coffee farmers and MSME actors in Karangpring Village, Sukorambi District, Jember Regency, East Java, Indonesia. The PAR approach was selected because it places active community involvement at the center of every project phase — from needs assessment and planning through to implementation and evaluation — ensuring that local knowledge and participation drive sustainable change (Mansuri & Rao, 2021). This design was considered most appropriate for addressing the village's documented challenges, including low product quality, limited business legality, insufficient export literacy, and weak institutional coordination.

3.2. Target Community and Participant Selection

The primary beneficiaries were coffee farmers, MSME owners, and members of the Village-Owned Enterprise (BUMDes) of Karangpring. The selection process began with an initial survey and focus group discussion (FGD) involving 35 community representatives, village leaders, and youth group members. These discussions identified key challenges, including limited product diversification, low awareness of certification requirements, and underdeveloped branding capacity. Based on the community's expressed priorities, the project team identified four intervention areas: (1) halal certification training, (2) product innovation through coffee-based derivatives, (3) branding and digital marketing mentoring, and (4) export literacy and institutional development. Participants were selected based on their active involvement in coffee production or MSME activities, availability for training sessions, and commitment to follow-up mentoring.

3.3. Data Collection and Implementation Procedures

The program was carried out over six months (April–September 2025) using both qualitative and quantitative methods to assess impact. Implementation proceeded through four stages. First, the *Preparation and Needs Identification* stage involved collecting baseline data through field observation, informal interviews, and FGDs to map community needs, resources, and readiness, alongside coordination with village officials to secure institutional support. Second, the *Training and Mentoring* stage engaged academic facilitators and industry experts to deliver structured sessions covering: halal certification and PIRT licensing under Law No. 33/2014 on Halal Product Assurance; product diversification through hands-on coffee bakpia production workshops applying hygienic and standardized methods; branding and marketing covering packaging design, label development, and brand identity; and export literacy delivered in collaboration with customs officers and LPEI officials on export procedures and documentation. Third, the *Institutional Strengthening* stage guided BUMDes through business plan preparation and the formation of a "Foreign Exchange Village Team" responsible for coordination, marketing, and legal compliance, with the team trained to serve as an export aggregator for collective market access. Fourth, the *Monitoring and Evaluation* stage used participant feedback forms, post-training questionnaires, and output observation to track the number of MSMEs obtaining certification, new product innovations, improvements in packaging and branding, and the development of export-readiness documentation. Quantitative data on attendance, training completion, and certified products were compiled to measure program outcomes, while qualitative observations on collaboration and perceived benefits were analyzed through thematic coding (Creswell & Creswell, 2018).

3.4. Data Analysis Approach

The evaluation applied a mixed-methods analysis combining descriptive statistics for quantitative data and thematic analysis for qualitative findings. Statistical indicators — including mean scores, frequency counts, and percentages — were used to summarize participation and achievement metrics. Qualitative feedback was coded into recurring themes such as "increased awareness of legality," "product innovation," and "institutional coordination." This combined approach allowed for a thorough understanding of both behavioral and structural outcomes, consistent with established practices in community engagement research (Chambers & Loubere, 2020).

3.5. Ethical Considerations

All program activities adhered to ethical standards for community-based research. Participation was voluntary and based on informed consent. Prior to each training session or FGD, participants were briefed on the program's objectives, their rights, and the confidentiality of shared information. Data were anonymized to protect individual identities, and all documentation — including photographs and feedback records — was used solely for reporting and educational purposes with community approval. The program also respected local cultural norms and religious values by incorporating halal awareness throughout every stage of the engagement process.

3.6. Methodological Limitations

The project faced several methodological constraints. Limited funding restricted the scale of product diversification

trials, and logistical barriers occasionally reduced attendance at follow-up mentoring sessions. While the qualitative evaluation captured behavioral change effectively, it was less suited to measuring long-term economic outcomes given the short program timeline. These constraints were addressed through continuous mentoring, digital communication channels, and coordination with local government agencies to support post-program continuity.

4 | RESULT AND DISCUSSION

4.1 Results

4.1.1 Community Reach and Participant Demographics

The six-month community service program (April–September 2025) reached 120 direct participants from Karangpring Village, Sukorambi District, Jember Regency, representing coffee farmers, micro-entrepreneurs, and members of BUMDes Karangpring Makmur. An estimated 310 villagers benefited indirectly through knowledge diffusion, product showcases, and peer learning. As presented in Table 1, participants were nearly evenly distributed by gender, with 64 men (53.3%) and 56 women (46.7%). The majority fell within the 30–50 age range (60%), while educational backgrounds varied across primary (28%), secondary (54%), and tertiary (18%) levels. The largest occupational group was coffee farmers (62.5%), followed by MSME actors (25%) and BUMDes staff (12.5%). Session attendance averaged 88.0% across all activities, reflecting consistent engagement and program relevance.

Table 1. Participant Demographics and Attendance Rates

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male / Female	64 / 56	53.3 / 46.7
Age Group	< 30 years / 30–50 years / > 50 years	36 / 72 / 12	30 / 60 / 10
Education Level	Primary / Secondary / Higher	34 / 65 / 21	28 / 54 / 18
Primary Occupation	Coffee Farmer / MSME Actor / BUMDes Staff	75 / 30 / 15	62.5 / 25 / 12.5
Average Attendance Rate	—	—	88.0%

Source: Primary data, processed (2025)

4.1.2 Baseline Assessment, Knowledge Improvement, and Program Implementation

A preliminary survey identified key knowledge gaps among participants, including limited understanding of halal certification, absence of PIRT business licensing, minimal exposure to branding and digital marketing, and low export literacy. A baseline knowledge test (n = 120) recorded a mean score of 48.7% (SD = 12.4). Following the six-month program, the post-test mean rose to 72.3% (SD = 10.1), representing a 23.6-point gain and indicating measurable improvement in both conceptual understanding and procedural knowledge. The largest gains were recorded in halal certification procedures (+28 points) and marketing strategy comprehension (+25 points). The program proceeded through four structured phases, each designed to address specific needs within the coffee-based economy of Karangpring Village. In the Needs Assessment Phase, field observation, informal interviews, and focus group discussions were conducted with village administrators, business owners, and farmer groups to identify gaps in product quality assurance, legal documentation, and market linkage, with findings directly shaping all subsequent activities. In the Training and Mentoring Phase, structured workshops were delivered by academic facilitators and industry practitioners covering halal and legal certification, product innovation, branding, and export literacy, applying participatory methods such as simulation, demonstration, and peer exchange to build technical competence and participant confidence. In the Institutional Strengthening Phase, BUMDes Karangpring Makmur was guided in establishing the Village Export Team, assigned responsibility for coordinating local production, managing collective resources, and preparing a business roadmap for coffee-based exports. In the Monitoring, Evaluation, and Reflection Phase, structured observation, satisfaction surveys, and reflective group discussions were used to track progress and document both tangible outputs — such as certified products and improved packaging — and behavioral changes, including increased confidence and collaborative initiative among participants. The key quantitative outcomes of all program phases are summarized in Table 2.

Table 2. Key Quantitative Outcomes of Community Service Activities

Indicator	Baseline	Post-Intervention	Change / Achievement
Knowledge Test (Mean %)	48.7	72.3	+23.6 points
MSMEs with Halal / PIRT Certificates	0	35	Newly certified
New Coffee-Derived Products Developed	0	50 (40 in production)	Innovation success rate 80%
MSMEs Adopting New Brand Identity	0	28	Brand standardization achieved
MSMEs Using Digital Marketing Platforms	0	20	71% of trainees active online
Average Instagram Followers (per MSME)	< 50	350	+600% growth

Participant Satisfaction Rate (%)	—	92	88% rated "beneficial"
Attendance Rate (%)	—	88	Consistently high
Export Inquiries Submitted by MSMEs	—	3	Initial export attempts

Source: Primary data, processed (2025)

4.2 Discussion

4.2.1 Business Legality, Halal Certification, and Product Diversification

One of the significant achievements of this program was the rise in awareness among farmers and MSME actors regarding business legality, particularly halal certification. Prior to the program, most Karangpring coffee producers sold raw coffee beans without attention to legal or halal requirements. As noted by Namal *et al.* (2024), understanding of halal certification among small business actors remains generally low due to limited information and unfamiliarity with procedures. Following socialization and training, participants came to recognize that halal certification carries not only religious significance but also serves as a strategic instrument for raising competitiveness in domestic and global markets. This aligns with Fuadi *et al.* (2022), who argue that halal certification provides substantial added value for industry actors seeking to compete internationally, while also signaling product safety, quality, and Shariah compliance to consumers. The growing awareness within the Karangpring community was reflected in participants' readiness to prepare certification submission documents — including raw material lists, production process records, and business documentation — activities that had not previously been undertaken. Alongside certification awareness, the program introduced coffee bakpia as a new processed product, facilitated by culinary practitioners and academic staff. Prior to the program, community members depended primarily on the sale of ground coffee or raw beans, which carry relatively narrow profit margins. Through training, participants were introduced to coffee processing techniques applicable to modern food products with greater added value. This downstream approach broadens the potential market segment, with coffee bakpia holding distribution potential not only within Jember but also across the East Java souvenir market. This outcome is consistent with the approach documented by Hamsyah *et al.* (2023) in Parepare, where developing product value chains was identified as a key strategy for penetrating modern markets.



Figure 1. Socialization Activity



Figure 2. Coffee Processing Training for Bakpia

4.2.2 Branding, Digital Marketing, and Export Literacy

Prior to the intervention, Karangpring coffee products were sold without a defined brand identity, making it difficult for them to compete against established regional coffee brands. Through mentoring, participants developed branding strategies covering brand naming, packaging design, and halal logo placement. Several MSMEs successfully produced new packaging designs that meet current market standards. A clear product identity allows Karangpring coffee to be more readily recognized by consumers in both domestic and export markets, and is widely regarded as a determining factor in MSME competitiveness in the digital era (Kotler & Keller, 2016; Arianty & Andira, 2021). Building on improved product identity, the program also addressed export literacy. Prior to receiving support, most farmers had little awareness of export procedures or the institutions involved in international trade. Training sessions featuring resource persons from the Jember Customs Office and LPEI provided participants with practical knowledge of export regulations, methods for identifying international buyers, and negotiation simulations. Participants recognized that export markets require higher standards across product quality, legal compliance, and production continuity. Drawing on this knowledge, BUMDes Karangpring began positioning itself as an export aggregator to connect local farmers with foreign market opportunities.



Figure 3. Product Branding



Figure 4. Export Literacy Training with Jember Customs

4.2.3 Institutional Development, Monitoring Results, and Program Impact

The long-term viability of the foreign exchange village program depends substantially on institutional capacity. This program supported BUMDes in developing a business plan focused on coffee product management from production through to marketing, and facilitated the formation of a Foreign Exchange Village Team to coordinate production, marketing, and legal documentation including halal certification and PIRT. Mentoring outcomes showed that BUMDes had begun preparing formal business plan documents and actively coordinating among farmers, allowing the program to operate in a more systematic and sustainable manner. Monitoring data confirmed measurable growth in the community's technical capacity. Key achievements included the launch of coffee bakpia as a diversification product, submission of halal certification documents by several MSMEs, adoption of more professional packaging, and improved export literacy. The evaluation also identified ongoing challenges: limited production capital constrained MSMEs' ability to scale operations, access to digital marketing remained uneven, and the halal certification process requires continued consistency in applying the Halal Product Assurance System (SJPH). To address these issues, closer collaboration with local government, financial institutions, and private sector partners is recommended, alongside continued digital marketing assistance and advanced business management training. Beyond its economic outcomes — including expanded income potential through diversification and improved market access — the program produced notable social effects. Collaboration among residents increased, particularly between farmers, village youth, and local officials. Community ownership grew as participants were involved directly from the needs identification stage through to implementation, strengthening social solidarity and collective commitment to building a foreign exchange village. If these gains are sustained, Karangpring holds strong potential to become one of Jember Regency's leading export commodities.

4.2.4 Comparison with Similar Programs and Broader Implications

Compared to community service programs conducted in other regions, the Karangpring approach is broader in scope, addressing legality, product innovation, branding, export readiness, and institutional development within a single program cycle. Table 3 summarizes comparable initiatives for reference.

Table 3. Comparison with Previous Community Service Programs

Program Title	Summary
Experimental Coffee Processing Practices and Downstream Access at Mount Manglayang	Coffee processing and downstream access for farmers (Saefudin & Rasmikayati, 2024)
Sustainable Coffee: Consumer Literacy and Circular Economy-Based MSMEs in Tarakan	Consumer literacy and circular economy practices for coffee MSMEs (Pratiwi <i>et al.</i> , 2025)
Digital Marketing Strategy for Pak Tuwo Pure Coffee MSMEs	Digital marketing to raise MSME coffee product sales (Rosyadah & Wikartika, 2023)
Branding and Packaging of Kopi Wates MSME Products	Branding and packaging for coffee MSMEs in Wates Village (Tasuib, 2024)
Product Innovation and Halal Certification for MSMEs on Mount Muria	Product innovation and halal certification for coffee-based MSMEs (Yasin <i>et al.</i> , 2024)

Source: Literature review (2023–2025)

The Karangpring approach, which addresses all of these dimensions within one program, offers a replication model for other villages with comparable agricultural potential. The program results indicate that Karangpring Village is well-positioned to develop into a coffee-based foreign exchange village, with the foundations established through halal certification, product diversification, branding, export literacy, and institutional development providing a basis for sustained progress. If these gains are maintained, Karangpring has the capacity to serve as a model coffee export village that contributes to both the local economy and Indonesia's broader export competitiveness.

4.2.5 Pre-Test and Post-Test Analysis

Table 4. Comparison of Pre-Test and Post-Test Scores of Participants

Test Type	n	Mean (%)	SD	Mean Difference	Improvement (%)
Pre-test	120	48.7	12.4	—	—
Post-test	120	72.3	10.1	+23.6	+48.5%

Source: Primary data, processed (2025)

The data in Table 4 show a significant improvement in participants' knowledge following the program. The pre-test mean of 48.7% (SD = 12.4) indicated limited prior understanding of halal certification, branding, and export literacy. Following the program, the post-test mean rose to 72.3% (SD = 10.1), reflecting a 23.6-point gain equivalent to approximately 48.5% improvement. This confirms that the integrated approach — combining participatory training, practical workshops, and institutional mentoring — was effective in raising both conceptual understanding and applied skills. The high attendance rate (88%) and strong satisfaction scores further support the program's relevance to community needs.

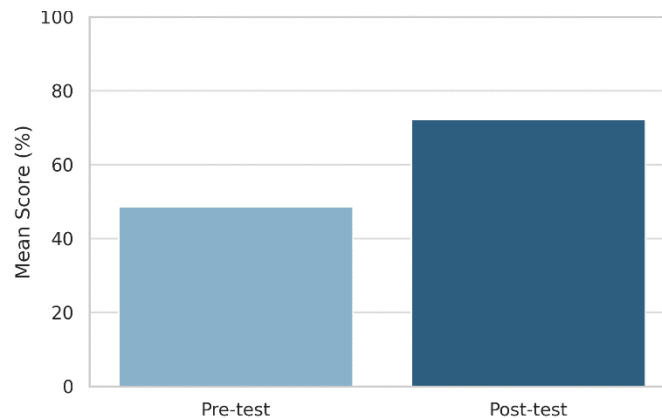


Figure 5. Pre-test and Post-test Score Comparison

The bar chart in Figure 5 compares participant knowledge levels before and after the program, showing a clear increase from 48.7% to 72.3%. This result demonstrates that training and mentoring activities significantly enhanced participants' understanding of halal certification, product diversification, branding, and export literacy, while also reflecting greater awareness and self-efficacy among MSME actors in managing their coffee-based businesses more professionally.

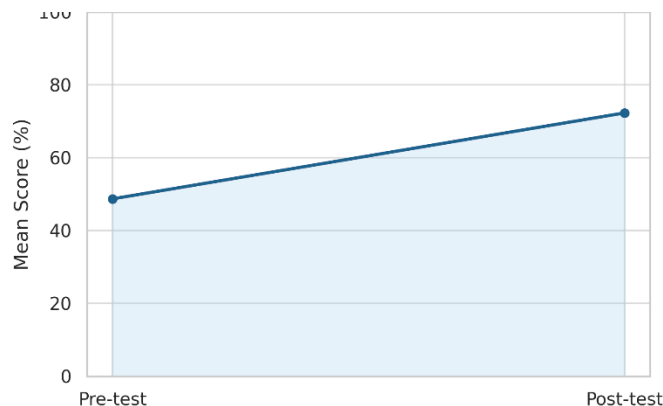


Figure 6. Trend of Knowledge Improvement

The line chart in Figure 6 presents the learning trend across the intervention period. The upward trajectory from 48.7% to 72.3% represents the positive impact of continuous mentoring and participatory training methods. The smooth slope suggests consistent knowledge acquisition rather than a one-time gain, indicating that the program successfully fostered sustainable learning outcomes — consistent with empowerment-based approaches that emphasize long-term capacity building in community engagement initiatives (Scoones, 2022; Mansuri & Rao, 2021). The percentage improvement was calculated using the following gain score formula:

$$\text{Improvement (\%)} = \frac{\text{Post-test Mean} - \text{Pre-test Mean}}{\text{Pre-test Mean}} \times 100 \dots (1)$$

Substituting the values obtained in this study:

$$\text{Improvement (\%)} = \frac{72.3 - 48.7}{48.7} \times 100 = 48.5\%$$

The result of 48.5% confirms that participant knowledge increased substantially following the program, quantifying the learning improvement achieved through participatory training and mentoring activities conducted over the six-month period.

5 | CONCLUSIONS AND FUTURE WORK

This community service initiative in Karangpring Village, Jember Regency, successfully addressed the core challenges of limited business legality, low halal certification awareness, inadequate product diversification, and weak branding among local coffee-based MSMEs. Through participatory training, technical mentoring, and institutional facilitation, the program achieved measurable improvements in participants' knowledge and practices. The average post-test score increased by 48.5%, indicating substantial gains in understanding of halal certification procedures, product innovation, and marketing strategies. The establishment of a Village Export Team under BUMDes Karangpring Makmur further institutionalized these achievements, ensuring program sustainability and alignment with Indonesia's Foreign Exchange Village framework. Theoretically, this initiative reinforces empowerment-based and participatory development models by demonstrating how inclusive capacity building and institutional collaboration can translate into tangible socio-economic outcomes. The findings contribute to the broader discourse on community-based enterprise development and sustainable rural transformation, confirming that integrated interventions combining legality, certification, and innovation strengthen local competitiveness (Mansuri & Rao, 2021; Hamsyah *et al.*, 2022; Pratiwi *et al.*, 2025). Practically, the outcomes demonstrate that community empowerment through halal certification and branding enhancement can significantly improve the competitiveness and market readiness of rural MSMEs. The adoption of digital marketing and improved packaging reflects adaptive learning among participants, paving the way for export-oriented entrepreneurship in Karangpring. These results carry implications for policymakers and practitioners seeking to replicate similar empowerment models in other rural contexts, particularly within agricultural and creative industries.

Nevertheless, several limitations remain. The project's short implementation period constrained long-term impact evaluation, and limited funding restricted large-scale production trials. These constraints present

opportunities for future work rather than fundamental weaknesses. Future community engagement efforts should explore multi-year mentoring, financial inclusion partnerships, and the application of digital tools for continuous learning and market linkage. Methodologically, future programs may incorporate impact-tracking systems to assess income growth and social network expansion over time, consistent with emerging best practices in participatory rural appraisal (Scoones, 2022; Zhou & Wang, 2021). Future research and service activities could extend this empowerment model to other commodity-based villages, testing its adaptability across different socio-economic settings. Developing inter-village export cooperatives and integrating environmental sustainability — including eco-friendly packaging and waste reduction practices — also represent promising directions. These follow-up initiatives will not only sustain the gains achieved in Karangpring but also advance Indonesia's broader agenda of sustainable, export-driven rural development.

ACKNOWLEDGEMENTS

The authors gratefully acknowledge the support of the LPPM Universitas Jember for funding and coordination under the 2025 Community Service Grant Scheme. Appreciation is also extended to the Karangpring Village Government and BUMDes Karangpring Makmur for their cooperation and active participation during program implementation. Special thanks are due to the Jember Office of Customs and Excise, the Indonesian Export Financing Agency (LPEI), and local MSME facilitators for providing expertise and logistical assistance throughout the workshops and mentoring sessions. We also thank the students and academic staff from the Faculty of Economics and Business at Universitas Jember for their invaluable support in field data collection and training facilitation. Lastly, we express sincere gratitude to all community members, coffee farmers, and youth groups of Karangpring Village, whose collaboration, enthusiasm, and commitment made this community service initiative a meaningful and sustainable endeavor.

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How to cite this article: Widiyanti, N. W., Sulistiyo, A. B., Aprillianto, B., Putri, I. L., & Miqdad, M. (2026). Developing a Coffee-Based Export Village: Strengthening Quality, Branding, and Market Access for Community Empowerment. *AJAD : Jurnal Pengabdian Kepada Masyarakat*, 6(1), 1-12. <https://doi.org/10.59431/ajad.v5i3.643>.