



# Promoting Lampung's coffee to the Small Medium Enterprises (SMEs) in Turkey

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ARTICLE INFO	ABSTRACT
<p><b>Article history</b>            Received 2023-11-13            Revised 2024-03-16            Accepted 2024-05-24            Published: 2024-09-06</p> <p><b>Keywords</b>            Coffee            Indonesia            SME's            Turkey</p>	<p><i>Coffee producers in Indonesia need help with product quality, capital, and marketing. This international Community Service activity aims to promote Lampung coffee to the Turkish coffee market and improve the quality of Lampung coffee production and marketing. The activities were carried out in Istanbul, Turkey, with participants consisting of lecturers and students of the Master of Accounting FEB University of Lampung and management/employees of Kahvegihbikahve, one of the SME's coffee producers in Istanbul, Turkey. The activity was carried out through three main stages: (1) Preparation: situation analysis, preparation of material, making brochures for Lampung coffee producers; (2) Implementation: providing material to participants discussion to strengthen understanding and application of the material. (3) Evaluation and Reporting: comprehensive evaluation of community service results so that the participants can get to know the characteristics and taste of coffee in two countries (Indonesia, especially Lampung coffee and Turkish coffee), can understand and learn strategies for increasing the quality and quantity of coffee products and their marketing. So, it can make a positive contribution to the Indonesian and Turkish economies by increasing exports of coffee products and expanding the introduction of Indonesian coffee culture and taste.</i></p>
<p><b>Kata Kunci</b>            Indonesia            Kopi            Turki            UMKM</p>	<p><b>Mempromosikan kopi Lampung ke usaha kecil menengah (UKM) di Turki.</b> Produsen kopi di Indonesia menghadapi masalah dalam hal kualitas produk kopi, permodalan, serta pemasaran. Kegiatan Pengabdian kepada masyarakat (PKM) internasional ini bertujuan mempromosikan kopi Lampung kepada pasar kopi Turki dan meningkatkan kualitas produksi dan pemasaran kopi Lampung. Kegiatan PKM dilaksanakan di Istambul Turkey dengan peserta terdiri dari dosen dan mahasiswa Magister Akuntansi FEB Universitas Lampung, serta manajemen/karyawan Kahvegihbikahve sebagai salah satu SME's produsen kopi di Istambul, Turki. Kegiatan PKM internasional ini dilakukan melalui tiga tahapan utama, yaitu: (1) Persiapan: analisis situasi, penyusunan materi, pembuatan brosur untuk produsen kopi Lampung, (2) Pelaksanaan: pemberian materi kepada peserta, diskusi untuk memperkuat pemahaman dan penerapan materi. (3) Evaluasi dan Pelaporan: evaluasi komprehensif terhadap hasil PKM. Hasil dari kegiatan PKM ini, peserta dapat mengenal karakteristik dan cita rasa kopi pada dua negara (Indonesia khususnya kopi Lampung dan kopi Turki), dapat memahami dan mempelajari strategi peningkatan kualitas dan kuantitas produk kopi dan pemasarannya. Sehingga dapat memberikan kontribusi positif bagi perekonomian Indonesia dan juga Turki dengan peningkatan ekspor produk kopi serta memperluas pengenalan budaya dan cita rasa kopi Indonesia.</p> <p style="text-align: right;">Copyright © 2024, Gamayuni, et al            This is an open access article under the CC-BY-SA license</p> <div style="text-align: right;">  </div>
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## INTRODUCTION

Coffee has become part and parcel of the Indonesian culture and has been increasingly prevalent over the past decade, with an estimated per capita consumption rate of 1.5kg/year. This supports entrepreneurs in opening and expanding their businesses in coffee production, both as coffee bean producers and coffee shops that have been trending in recent

years. Indonesia is also one of the four largest coffee producers in the world (Apriani et al., 2022; Mussatto et al., 2011), whose production is dominated by local small business holders (Campera et al., 2021; Wulandari et al., 2022). Despite having a high level of production, Indonesia needs to optimize its production and marketing strategies so that it can be more competitive at the global level (Baroh et al., 2014).

Apart from Indonesia, coffee has also experienced an increasing trend in various countries around the world, one of which is Turkey. Data shows that at least 42.5% of respondents usually drink 2-3 cups of coffee daily, which shows the high level of coffee consumption (Mullo et al., 2018; Yilmaz et al., 2017). The country, located on the Asian and European continents, has a type of coffee with a strong aroma and fresh flavor that is unbeatable even with the emergence of Western coffees (Ayseli et al., 2021; Bursa, 2016; Nguyen et al., 2018). Turkish coffee culture and traditions were included in UNESCO's Intangible Cultural Heritage list in 2013, recognizing the unique way of preparing and brewing coffee and its rich communal traditions as an essential part of Turkish cultural heritage (UNESCO, 2023). Turkish coffee is made by first grinding freshly roasted coffee beans until smooth.

Then ground coffee, cold water, and sugar are added to a coffee pot and slowly brewed until it produces the desired foam (UNESCO, 2023). According to the Turkish Coffee Standard, the main properties or characteristics of Turkish coffee include: it should be Robusta or Arabica raw material, the roasting should be medium to dark brown (bitter), the temperature of the coffee powder during grinding should be below, the particle size should be less than 300 µm, it should be brewed with water and roasted coffee powder by controlling the volume and stability of the foam, the powder (twelve) should be found at the bottom of the brewed coffee, the viscosity should be high and the structure should be dense.

The coffee business also often experiences ups and downs, especially in handling market share; since 2020, Indonesia has begun to move to deal with the COVID-19 problem. Producers must organize new strategies to maintain their business amid the Covid-19 pandemic. The limited number of coffee beans that cannot be harvested has caused producers to lose their source of income. Customers are also reduced due to the decline in purchases of processed coffee products in various regions in Indonesia and abroad (Laksono, 2022). Coffee farmers in Indonesia face three crucial problems: product quality, capital, and market fulfillment due to the increase in global coffee consumption, accompanied by the emergence of coffee quality standards carried out by exporters through coffee product certification.

The international collaboration community service is a community service scheme carried out by faculties and students from Faculty of Economics and Business, University of Lampung, who collaborated with Kahvegibi Kahfe as one of the coffee companies that has exported in Turkey and Medeniyet University, Istanbul Turkey. This activity is aimed at the business community (small and medium), namely Small and Medium Enterprises (SMEs), especially companies that produce coffee beverage powder in Lampung and Turkey. The activity aims to introduce Lampung's superior products, especially Lampung coffee, and to help promote Lampung SME coffee products. This effort also expanded the export market for Lampung coffee products, primarily to Turkey, an Asian-European country.

This promotional activity is expected to be a vehicle for students and Lampung coffee entrepreneurs to introduce products, quality, and brand image and obtain various inputs or wishes from their customers abroad. In addition, this MSME product promotion activity is expected to further boost the value of Indonesian coffee exports. These efforts are expected to positively impact the value chain of increasing national economic growth, providing employment, increasing farmers' income, and reducing poverty. Some well-known coffee producers in Lampung include Dr Koffie, SR Coffee, Driver Coffee, Cap Payan Emas Coffee, and De Lampoeng Coffee. Coffee is one of the leading local products cultivated by entrepreneurs in various regions of Indonesia (Bennett & Godoy, 2006; Hafasnuddin & Djalil, 2019; Purnomo, 2018). In 2021, coffee bean production in Indonesia reached 774,000 tonnes, including export products of 380,000 tonnes or US\$ 843.30 million, processed coffee products of 197.92 tons or US\$ 604.49 million, and local consumption products. These coffee sales provided a surplus to Indonesia's trade balance of US\$ 508.82 million. One of the regions known for its coffee excellence is Lampung Province, particularly Tanggamus, Waykanan, and West Lampung, with a total coffee bean production of 115,689 tons.

The community service activities reported in this article contribute to the achievement of Sustainable Development Goal (SDG) 8: "Decent Work and Economic Growth" (Jabbour et al., 2020; Winkler & Williams, 2018). Community service activities that are oriented towards improving the quality of production and marketing of Lampung coffee in the global world are expected to encourage economic growth in the community by strengthening the competitiveness of local products in the international market.

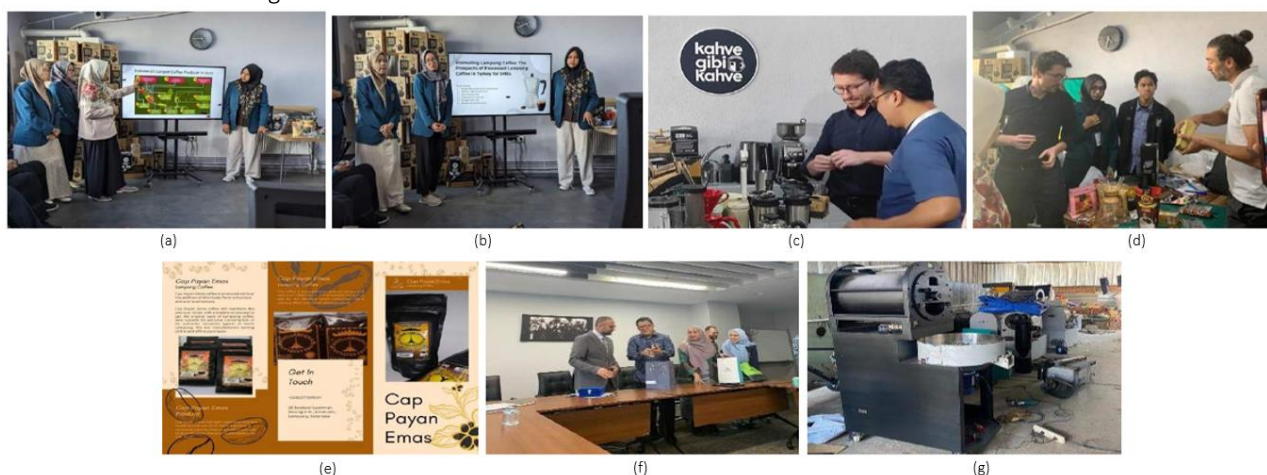
## METHOD

The activity occurred on 4 October 2023 at Kahvegibikahve Coffee Company, Istanbul, Turkey. The participants were 35, consisting of a team of lecturers and students of the FEB Unila Master of Accounting Study Programme, leadership/management, and several employees of companies (SMEs) producing ground coffee in Indonesia and Turkey. This Community Service is intended, among other things, to support the achievement of Sustainable Development Goals (SDGs) in terms of sustainable economic growth. Where the output in Community Service is the gateway to expanding the export market for local Indonesian products so that it can improve the welfare of Indonesian MSMEs, especially Lampung coffee products.

The method used in this service is the introduction of material about the coffee industry in Indonesia and its development to several coffee industry parties in Turkey through PowerPoint instruments and several samples of existing coffee products from Lampung. The presenter carried out open discussions regarding the condition of the coffee industry in both countries to produce several active discussions regarding this matter. They carried out through three main stages: (1) Preparation: conducting literature searches, analyzing the situation, and collecting relevant data. Next was preparing materials with topics by selecting the issues to be discussed and making brochures of several Lampung coffee products (2) Implementation: providing materials to participants and facilitating active discussions to strengthen understanding and application of the materials. (3) Evaluation and Reporting: The team evaluated by conducting pre-tests and post-tests, then evaluating the implementation and results of the community service.

## RESULTS AND DISCUSSION

Implementing this international community service activity is an essential step in introducing Lampung's specialty coffee to the coffee industry in Turkey. This activity is a forum for collaboration between two countries with abundant coffee commodities by introducing Indonesian coffee production, especially from Lampung, and discussing essential aspects such as production quality, export quantity, and marketing of Indonesian coffee products. This activity is expected to be a vehicle for encouraging students and Lampung coffee entrepreneurs to introduce their products, quality, and brand image and obtain various inputs or wishes from their customers abroad. Documentation of some of the activities carried out is shown in Figure 1



**Figure 1.** Activity implementation (presentation of materials, the introduction of coffee products from both countries and discussion: (a) Presenting Indonesia as a one of largest coffee producer country in the world along with its distribution; (b) Promoting Indonesia coffee as a good quality and a lot variance of innovation; (c) Presenting Turkish Coffee with the owner of Kahvegibi Kahve product and presenting some coffee product from Lampung; (d) Tasting processed coffee products from Indonesia; (e) Promoting Lampung Coffee by giving some brochures made by MIA from each coffee producer. Through brochures, consumers, namely Turkish coffee producers, can see and assess directly the quality and superiority of each product offered; (f) Promoting Lampung Coffee product to Medeniyet University; and (g) Lampung coffee production process

In general, there are three main stages that have been carried out in this community service activity (Table 1). By going through three stages of implementing International Community Service, it is hoped that it will be able to produce outcomes with measurable targets to realize the achievement of International Community Service goals.

**Table 1.** Stages of international community service implementation

No	Stages	Results of each stage
1	Preparation	Overview of partner problems, presentation materials, brochures for the Promotion of Lampung coffee products
2	Implementation	Presentation of materials through presentations with resource persons from both countries, introducing coffee products between the two countries (knowing the taste of coffee and mutual Promotion between the two countries), and discussing the material presented to provide solutions to the problems faced.
3	Evaluation	Pre-test results: participants did not understand the material Post-test results: Participants can understand the material and increase their knowledge after the presentation of the material and discussion, as well as get to know the taste of each other's coffee products directly.

In addition to the material presentation, in this activity, there were also several samples of coffee products from Lampung and Turkey to be tasted by the participants. Open discussion between the participants was also the primary method to understand the condition of the coffee industry in both countries, creating a productive dialogue atmosphere. The material of this international service activity covers several points, namely: Indonesian coffee production at the national and international levels, quality and quantity of Indonesian coffee exports, coffee-producing regions in Indonesia, Introduction to coffee types in Indonesia, processing methods and coffee production processes in Lampung, marketing and promotion of local brands and brands of Lampung coffee.

The types of outputs produced and measurable output targets in this community service activity are presented in Table 2. Based on the table, there are five main types of output achieved. As many as 95% of registered participants successfully followed the activity from start to finish. This data indicates the participants' interest in the topic being discussed. Furthermore, 80% of participants understand the coffee production process from both countries. This percentage shows that the participants already understand the production techniques applied in each region well so that it is hoped that it can help improve production quality in the future. Third, 80% of participants also managed to understand the marketing strategy. By understanding the marketing strategy, it is hoped that it can strengthen the marketing network and develop a more effective marketing strategy. Fourth, all participants have tasted the coffee from both countries. This direct experience is expected to provide direct experience related to the differences in the characteristics of the taste of coffee from both countries. Finally, 80% of participants were able to recognize the weaknesses and advantages of coffee products from both countries. With this knowledge, it is hoped that participants will be able to improve existing weaknesses and optimize their advantages.

**Table 2.** Types of outputs produced and measurable output targets

No	Type of outputs produced	Measurable output target
1	Participants knew the types and quality of Lampung and Turkish coffee products.	95% of the registered participants could participate in the activity from the beginning to the end of the event.
2	Participants knew the production process of Lampung and Turkish coffee.	As many as 80% of the participants knew the production process of Lampung and Turkish coffee.
3	Participants knew the marketing process of Lampung and Turkish coffee.	As many as 80% of the participants knew the marketing process of Lampung and Turkish coffee.
4	Participants recognized the taste of some coffee products in both countries.	All participants could taste and enjoy the coffee flavors of both countries using samples of several Lampung and Turkish coffee products.
5	Participants knew the weaknesses and advantages of each country's coffee products so that they could analyze them to improve the quality of production and marketing.	As many as 80% of the participants knew the weaknesses and advantages of each country's coffee products so that they could analyze them to improve the quality of production and marketing.

In facing various challenges in the coffee industry in Lampung, coffee producers need to consider several essential strategies. First, they should focus on improving the quality and quantity of coffee bean production. Those can be achieved by paying attention to the varieties of coffee beans, implementing sustainable agricultural practices, and ensuring proper processing of the beans. Investing in modern technology can also help improve production efficiency and coffee bean quality. Second, product diversification is also a relevant step. Lampung coffee producers could consider developing ready-to-eat processed coffee products or innovations in The House of Representatives of the Republic of Indonesia. They will open up new market opportunities and increase the attractiveness of their coffee products. Products like ready-to-eat coffee, coffee capsules, or conveniently packaged coffee can appeal to various consumer segments. Product diversification can also help mitigate the risks of fluctuating raw coffee bean prices. With a solid strategy and constantly improving product quality, coffee producers in Lampung can expand their market share, both domestically and in international markets such as Turkey, and contribute more to the Indonesian economy.

Indonesian coffee SMEs plays an important role in supporting the economic growth of the community and the nation (Ernawati, 2023; Syofya, 2024; Tambunan, 2024). As one of the largest coffee producers in the world (Apriani et al., 2022; Mussatto et al., 2011), Indonesia has great potential to increase competitiveness in the global coffee market by optimizing the SMEs sector. However, there are several challenges faced by coffee SMEs, from limited capital to the effectiveness of marketing strategies (Abdurahim & Ramdan, 2023; Ernawati, 2023). Expanding access and knowledge to the international market is one of the efforts to optimize SMEs, as carried out in this community service activity. In line with

this community service activity, collaboration with various stakeholders is expected to be established so that coffee SMEs can increasingly contribute to the local and national economic sectors.

This community service activity also contributes to the achievement of SDGs, especially SDGs 8. These SDGs are related to the importance of creating productive, sustainable job opportunities, and supporting economic growth (Hales & Birdthistle, 2022; Jabbour et al., 2020). Through this community service activity, it is hoped that it can help Indonesian coffee SMEs improve the quality of coffee production and marketing strategies at the international level. Optimizing SMEs will encourage the creation of new jobs and increase community income. This condition will support sustainable economic growth (Biryukov et al., 2021; Moiceanu & Anghel, 2024; Verma, 2019).

## CONCLUSION

This international community service activity in Turkey ran smoothly and per the activity plan that had been prepared, even though the group promoting coffee had limited time. This activity received a very positive response and results from MSME participants in coffee producers in both countries, namely Indonesia (especially Lampung coffee) and Turkey. This activity provides several results, including providing information, knowledge, and development of coffee both from MSMEs in Indonesia and Turkish MSMEs. MSMEs in Indonesia and Turkey have different problems. This activity supports MSMEs of coffee producers in both countries in learning from each other about improving their knowledge of production processes and marketing strategies, introducing Lampung coffee to coffee industry players in Turkey, and strengthening ties between the two countries in the coffee industry.

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