

## **KOPI ARABIKA JEMPOLAN CATUR VILLAGE, KINTAMANI: PRODUCT AND PROMOTIONAL MIX ANALYSIS**

**Ni Luh Christine Prawitha Sari Suyasa<sup>1</sup>, I Made Ray Tedy Setiawan<sup>2</sup>,  
Maria Regina<sup>3</sup>**

<sup>1</sup>Program Studi Vokasi Hotel Manajemen, Fakultas Ekonomika dan Humaniora, Universitas Dhyana Pura; <sup>2</sup>Program Studi Manajemen, Fakultas Ekonomika dan Humaniora, Universitas Dhyana Pura; <sup>3</sup>Universitas Dhyana Pura  
Email: christine.suyasa@undhirabali.ac.id<sup>1</sup>, raisetiawan78@gmail.com<sup>2</sup>, paprika.road@yahoo.com<sup>3</sup>

### **ABSTRACT**

*This research aims to identify the coffee product and analyze the promotion strategy of Kopi Arabika Jempolan Catur Village, Kintamani. It's using descriptive qualitative method and data collection based on interview session with the local people, UUP Catur Paramitha located in Subak Abian Sari Kenjung, Catur Village, Kintamani, Bangli.*

*The research found that the coffee product is based on the category of production: a) wet product, b) dry products, and c) products come from waste and coffee grounds and its uses. The promotion strategy can be done through: a) advertising through newspaper, printed stickers, b) sales promotion by distributing samples and free trials, c) personal selling through collaboration with local restaurant nearby, d) Direct marketing by opening coffee outlets, e) Public relation that is held through religious and non-religious event.*

**Keywords:** Coffee, Promotional Mix, Promotion Strategy

### **ABSTRAK**

Penelitian ini bertujuan untuk mengidentifikasi produk kopi dan menganalisa strategi promosi Kopi Arabika Jempolan Desa Catur, Kintamani, dengan menggunakan metode kualitatif dan pengumpulan data berdasarkan wawancara dengan masyarakat lokal, pengelola UUP Catur Paramitha berlokasi di Subak Abian Sari Kenjung, Desa Catur, Kintamani, Bangli. Temuan dari penelitian ini adalah produk kopi dikategorikan berdasarkan dari produksinya, antara lain: a) Produk basah; b) Produk kering; c) Produk dari ampas kopi dan biji kopi sisa hasil pemilahan. Strategi promosi dapat dilakukan melalui: a) pemasaran melalui media cetak: koran, stiker; b) Promosi penjualan dengan cara membagikan sampel dan penawaran kopi gratis untuk dicoba; c) penjualan produk kopi dengan cara bekerjasama dengan restaurant sekitar, d) Pemasaran langsung dengan cara membuka outlet kopi pada tempat yang ramai, e) Pemasaran melalui aktifitas dengan masyarakat pada acara – acara keagamaan maupun bukan keagamaan.

**Kata Kunci:** Kopi, Bauran Promosi, Strategi Pemasaran

## 1. Introduction

Indonesia is an agrarian country that relies on the agricultural sector, it has a very important role because it plays a role in supporting the development and the source of people's livelihood. Indonesia has already known as agrarian country that produces of various reliable plantations commodities (Setiawati, 2007). The main commodity cultivated by many farmers in Indonesia is coffee. According to Raharjo (Raharjo, A. 2013). Indonesia is in the big three of producer coffee after Brazil and Vietnam by contributing about 6% of the world's total coffee production. Indonesia is the fourth largest coffee exporter in the world with a market share of about 11% in the world. Indonesia has three kinds of coffee plants namely Arabica Coffee, Robusta Coffee, and Liberika Coffee according to Siswoyo (Siswoyo, P.S. 1993). One of the famous coffees plants and has big business potential in Bangli, Bali is Arabica Coffee.

Arabica coffee is type of traditional coffee with the best taste. Most of the coffee is made by using this kind of coffee beans. This coffee is coming from Ethiopia and now has been cultivated in different parts of the world, from Latin America, Central Africa, East Africa, India and Indonesia. This coffee grows in tropical or subtropical countries. Arabica coffee grows at 600-2000m above sea level. This plant can grow up to 3 meters when the environmental conditions are good. The optimum growing temperature is 18-26°C. The resulting of coffee beans is small enough and the color is green to dark red.

From many coffee producers, one who has successfully developed various coffees is *Subak Abian Wanasari Kenjung Catur Village Kintamani* under the leadership of I Gusti Ngurah Rupa, known as "Kopi Arabika Jempolan". Beside the delicious taste of Arabica coffee, there are also some obstacles faced by coffee farmers in the area. First, it's hard to promote the coffee products which has already existed and/ or developed the coffee products. Second one, there will some questions such as where, to who, and by what coffee product is marketed. To answer the above problems, this research title is "*Kopi Arabika Jempolan Catur Village, Kintamani: Product and Promotion Mix Analysis*".

The goals of this research are: 1) to know the coffee products produced by "*Kopi Arabika Jempolan*" Catur Village, Kintamani; and 2) to know promotional mix in UUP Catur Paramitha Village, Kintamani.

## 2. Method

This research is done in UUP Catur Paramitha, Subak Abian Sari Kenjung. Catur Village, Kintamani, Bangli. This Study is done from April to July 2018. Place selection is done intentionally based on some considerations, as follows: (1) Catur Village is a partner of Dhyana Pura University, (2) The majority of Catur Village people work as farmers (3) UUP Chatur Paramitha is a small company that produces various processed coffee, tea, and herbal oils.

Data used in this research is qualitative data. Qualitative data is data presented in the form of words that has meaning. In this case, the qualitative data gets from the interview with the owner of UUP Catur Paramitha, I Gusti Ngurah Rupa about the type of product produced, promotional strategies are done to increase sales and decrease obstacles which are faced in the application of promotion mix.

Respondent is determined through purposive sampling method who are considered as informant of product, promotion mix, and obstacle faced in applying promotion mix at UUP Catur Paramitha.

Data analysis method used is descriptive qualitative. According to Singaribun & Effendi (1989) qualitative descriptive is a method of analysis and interpretation of existing data with the aim of describing a social phenomenon. This method is also used to describe the type of product, the application of promotional mix in promoting *Kopi Arabika Jempolan* in UUP Catur Paramitha, the data will be analyzed descriptively qualitative with the aim to describe the nature of a condition or indication that is happening at the time of the research done.

### 3. Findings and Analysis

This research started by grouping some coffee product according to the type of manufacture and continue with analyzing the results of processed coffee. It uses promotion mix analysis consisting of advertising, sales promotion, personal selling, direct marketing, and public relations. The analysis result can be seen as follows:

#### Product

Some of the products produced by UUP Catur Paramitha are wet product, dry products and products come from waste and coffee grounds which are very useful for healthy.

##### 1. Dry Product

Dry product is the process of making coffee by picking which coffee beans are red colored first. After that soaked in the water so it can know the damaged coffee beans. It can be known by coffee bean that's floating. Next, coffee beans are dried in the sun. After that, the next process is a huller or peel process of the epidermis and then the coffee beans is ready for roasting. The advantage of this dry product process is easier because the process is directly dried in the sun and the weakness is to deal with the weather especially when it is rain season may take longer. The results of dry process are divided into two types: a. Green beans, b. grinded coffee

##### 2. Wet Product

Wet product is the process of making coffee by picking which coffee beans are red colored. After that soaked in the water so it can know the damaged coffee beans. It can be known by coffee bean that's floating. The next process is *palfer* or it can be said the release of cherry skin on coffee. After that, fermentation process of coffee beans. This process can be conducted for 12 hours, 24 hours or 36 hours. Along this process fermentation, the taste of the coffee will be different. If the fermentation for 12 hours makes a bitter taste in coffee, if for 24 hours the taste of coffee produced is *nano-nano* flavor and if for 36 hours makes the coffee taste more acidic. After fermentation, the coffee beans are washed and dried on the *para-para* (should not be exposed to the soil directly). And then, coffee beans are dried on a tarpaulin or solar dryer. The next process is the huller or the release of the epidermis and then the coffee beans are ready for roasting.

The advantage of the wet product process is the taste can change during the process of fermentation, however the disadvantages is mostly weather, where it may take longer on fermentation. The result of wet product is called specialty

coffee, where the coffee went through the whole process with carefully and best way. Its process includes growing and process, roasting, grinding and brewing.

### 3. Other Product

In addition of resulting coffee products, there are another products produced by using coffee grounds, coffee waste, coffee *benalu*, coffee *wiwilan* leaves, green bean coffee, and the result of damaged coffee roasting.

Beside that, each product of coffee process has some benefits for healthy in it.

- 1) Utilization of fermented fruit coffee mucilage as the basic ingredient of liquid organic fertilizer called "Mollen Kopi<sup>++</sup>".
- 2) Utilization of coffee *wiwilan* leaves as coffee making material of tea coffee leaf.
- 3) Catur Cascara coffee from coffee waste (chery) red picked and dried which is waste after processing with *pulper* machine.
- 4) Green bean is green coffee which is processed to scrub by using knitting (*rajutan*) coffee. Green bean scrub is for skin health.
- 5) The fresh room is processed from roasted coffee (reject) which is packed by using plastic packaging.
- 6) Coffee waste is used as super fertilizer which is very useful for the growth and development of plants.
- 7) Benalu coffee is processed into tea.

### Promotional Mix

Promotional mix is used to analyze the promotion of Kopi Arabika Jempolan Catur Village, Kintamani that can be seen as follows:

#### a) Avertising

Advertising is the effective way to give the clear information about coffee product through print advertising and digital advertising<sup>[4]</sup>. The first activity that is conducted by UUP Catur Paramitha in promoting *Kopi Arabika Jempolan* Catur Village, Kintamani through print media that is newspaper and sticker.

Advertising through newspapers has been done in several brands of newspapers in Bali such as *Denpost*, *Bali Post*, *Post Bali*, and *Tribun Bali*. Uniquely, this advertising does not spend money or considered as free advertisement. Each print media from each brand of the newspaper contact I Gusti Ngurah Rupa directly to get some information related products sold which will then be published in print media. In this case, the two parties which are involved on this advertising process do not spend any money. This is because both parties are mutual benefited. On the other hand UUP Catur Paramitha also needs promotion to introduce *Kopi Arabika Jempolan* products to the public. In the end, the deal happens for the benefit of each other.

Different with newspaper, advertising by sticker spends the cost of promotion. Sticker printed then pasted around the stalls or highways with the aim of the public can know *Kopi Arabika Jempolan* product. Details of cost promotion can be seen in the table below:

**Table 1 Cost promotion advertising in 2017**

COST PROMOTION (RP)				
No	Year	Sticker	Newspaper	Total
1	2017	Rp. 800,- x 100 shops = Rp. 80.000	-	Rp. 80.000

Source: UUP Catur Paramitha

Based on the table above, it shows that in 2017, the company spends 80.000 rupiahs for making sticker promotion about *Kopi Arabika Jempolan* product. The purpose of this promotion is to attract consumers who don't know the products of *Kopi Arabika Jempolan* that is produced by UUP Catur Paramitha. In addition through the print media, advertising is also done through digital media such as promotions on facebook, instagram, and google. UUP Catur Paramitha works with one of the promotional accounts on facebook to promote its products more widely. Similarly instagram and google account.

b) Sales Promotion

Sales promotion activities are done by distributing samples and free trials to consumers. This has been applied by UUP Catur Paramitha in promoting *Kopi Arabika Jempolan* products at outlets that's selling this product. The mechanism of this promotion is, the Catur Paramitha UUP ask to all stall to open one packet of coffee that they have given for free as one seed. The purpose of the opening of coffee packaging so that consumers can smell the aroma of *Kopi Arabika Jempolan* even can feel the pleasure of this coffee. UUP Catur Paramitha really prioritizes customer satisfaction. So that's why, they give a pack of coffee to one stall.

UUP Chatur Paramitha also shows how processed coffee directly to people who visit the main outlet of *Kopi Arabika Jempolan*. The purpose of this activity is people can know the origin of the coffee. Then, consumers don't hesitate with the quality and taste of *Kopi Arabika Jempolan* production in UUP Catur Paramitha.

c) Personal Selling

Personal selling is type of promotion done directly to the consumer by doing the communication before <sup>[9]</sup>. UUP Chatur Paramitha also does this personal selling activity by collaborating with Sandra Restaurant, Madu Sari, Lake View, and Warmadewa in its cooperative with cheaper price. By supplying Arabica coffee as customer request, so that the customer does not have difficult to get the product. The company distributes its products directly to consumers.

I Gusti Ngurah Rupa, the leader of UUP Catur Paramita, come to companies that could potentially sell his coffee products. He promotes his coffee and offers to the company, it cause mutual profit. On one side I Gusti Ngurah Rupa is able to supply coffee and sell coffee with large quantities and on the other side the company get the coffee with a cheaper price. Due to the relationship with these companies, hopefully people know more *Kopi Arabika Jempolan* and consumer's interest will increase every year. Examples in Sandra restaurant, customers come to the restaurant are not only consume food in the restaurant, but also offered the coffee hopes customers like the coffee that's served. So the relationship between the UUP Catur Paramitha and the companies will not end.

d) Direct Marketing

Direct marketing is a promotion product by marketing the product directly to get a direct response from consumers. Direct marketing that's conducted by UUP Catur Paramitha is establishing a coffee outlet next to the production place. The purpose of establishing an outlet that's located next to the production place, so that the sale of the product does not go through an intermediate, so in the end the selling price of coffee is still stable. Another reason is UUP Catur Paramitha is want to establish good and lasting relationships with consumers. If there are suggestions and critics from consumers, it can be a motivation to become a company that produce better products and quality in the future.

e) Public Relation

Public relation is promotion that related with the surrounding community to introduce more the products and keep corporate image in the community. UUP

Catur Paramitha is trying to establish a good relationship with the consumers and with the local community. UUP Chatur Paramitha has ever sponsored election activity that's held in Catur village a few days ago. People who came to vote would be able to enjoy 1 cup of coffee served directly. Then UUP Chatur Paramitha also has followed an exhibition that's held in Bangli. And *Kopi Arabika Jempolan* was served as "welcome drink". So it can help the company promote its coffee indirectly to guests who attended the exhibition. In addition, UUP Chatur Paramitha also contributed in religious ceremonial activities conducted in Catur village. There are religious events such as *piodalan* at the temple, *pitra yadnya* ceremony, wedding ceremony. It also gives benefits both sides, on one side the UUP Catur Paramitha is able to promote its coffee indirectly to the people who come to the event and the UUP Catur Paramitha considers it is a Punia in a form of Coffee and on the other side people can enjoy *Kopi Arabika Jempolan* directly.

Through sponsoring, participating in exhibitions and contributing to religious activities, the community knows more that in Catur Village there is a company that produces Arabica Coffee and the taste of coffee is not much different from the other companies and hopefully the community around prioritizes more the product local in the Catur village such as the UUP Catur Paramitha.

#### 4. Conclusion

Based on the findings, several conclusion can be drawn: (1) UUP Chatur Paramitha has various types of *Kopi Arabika Jempolan* products that have been grouped by type of production: a) wet product, b) dry product, c) product come from waste and coffee grounds and its uses; and (2) In terms of promotion, UUP Catur Paramitha uses Promotional Mix Analysis to know the form of promotion is done. This analysis consists of advertising, sales promotion, personal selling, direct marketing, and public relations.

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