

Promotion Of Robusta Coffee Agrotourism In Pagar Alam City, South Sumatra

Umi Narimawati ^{1*}, M. Yani Syafei ², Ahmad Feriyansyah³, Yadi Maryadi^{4*}

^{1,2} Lecturer at Universitas Komputer Indonesia, Management Science Doctoral Program, Bandung, Indonesia

^{3,4} Student of the Universitas Komputer Indonesia, Management Science Doctoral Program, Bandung, Indonesia

* Corresponding Author:

Email: yadi.75422003@mahasiswa.unikom.ac.id

Abstract.

This community service activity aims to enhance the promotion of Robusta Coffee agrotourism potential in Pagar Alam City, South Sumatra Province, as one of the leading destinations focusing on agriculture and ecotourism. Through a participatory and collaborative approach involving coffee-based Micro, Small, and Medium Enterprises (MSMEs), farmers, and village tourism authorities, the program included training in digital marketing, the creation of promotional content, and strengthening local coffee identity. The results of this activity demonstrate an increased understanding among local actors regarding branding strategies, optimization of social media content creation skills, and an expansion of digital-based promotional outreach. This program is expected to strengthen tourism appeal and support sustainable local economic growth rooted in Robusta coffee.

Keywords: Agrotourism; Robusta coffee; digital promotion; Pagar Alam City and community empowerment.

I. INTRODUCTION

Pagar Alam City possesses substantial potential as a center for coffee agrotourism due to its ideal geographical conditions at the foot of Mount Dempo and the superior quality of its Robusta coffee. According to [1], there is potential for developing traditional culinary tourism destinations in local markets, which may serve as a primary attraction for visitors. The development of coffee agrotourism in this region, supported by its natural wealth and local traditions, offers opportunities to attract tourists and stimulate the local economy through tourism based on indigenous commodities. However, the realization of coffee agrotourism potential in Pagar Alam is currently constrained by the lack of effective promotional strategies. Many local entrepreneurs have yet to fully utilize digital marketing technology or enhance their competitiveness on a broader scale. As highlighted by [2], the utilization of information technology can significantly impact the performance of SMEs, which play an integral role in developing agrotourism in the region. Thus, facilitating learning and the adoption of technology among entrepreneurs in Pagar Alam is crucial. Furthermore, coffee agrotourism development must also consider the socio-economic dimensions of surrounding communities. [3] underscores the importance of zakat distribution, which affects independence and community welfare. By integrating community empowerment programs, including productive zakat, the development of coffee agrotourism will not only increase income but also empower local communities and preserve cultural identity.

Based on this analysis, it can be concluded that coffee agrotourism promotion in Pagar Alam should be implemented comprehensively. This requires the utilization of information technology, community empowerment programs, and digital marketing training to enhance local SMEs' performance. Active participation of entrepreneurs in the promotion and product introduction processes will enable them to reach wider markets and raise awareness of coffee agrotourism in the region. Agrotourism provides not only economic but also social benefits for local communities. Referring to [4], the development of agrotourism can improve the capacity and skills of local farmers. In this context, it is essential to establish specific programs focusing on product quality, thereby ensuring sustainability in agriculture while preserving local culture. Accordingly, the development of coffee agrotourism in Pagar Alam is expected to generate a significant impact on the local economy and community empowerment. Ultimately, this community service

program aims to promote coffee agrotourism in Pagar Alam through digital training, creative promotional media production, and fostering synergy among farmers, MSMEs, and village tourism authorities. Using a community-based and participatory approach, the program emphasizes active involvement of local residents in the development and promotion of coffee agrotourism. It is expected that this initiative will not only increase visitor numbers and community income but also contribute to cultural and environmental preservation in Pagar Alam.

II. METHODS

The implementation method of the community service activity “*Promotion of Robusta Coffee Agrotourism in Pagar Alam City*” adopted a participatory and educational approach, consisting of several strategic stages to ensure the program’s success.

1. Preliminary Survey and Mapping of Agrotourism Potential

The activity began with a preliminary survey and mapping of agrotourism potential in Pagar Alam Selatan District. Referring to [1], the mapping aimed to identify strategic points that could be enhanced into traditional culinary tourism destinations. During this process, the characteristics of local coffee products were also analyzed to determine strengths and opportunities that could be leveraged in agrotourism promotion.

2. Digital Promotion Training

Based on [5], [6], [7], this stage included training on effective branding strategies and digital marketing for Micro, Small, and Medium Enterprises (MSMEs). The training engaged participants in creating attractive visual content for social media platforms such as Instagram, TikTok, and YouTube, while also providing insights on social media management to enhance audience engagement.

3. Assistance in Promotional Content Development

As emphasized by [8], [9], the program focused on providing direct assistance in developing promotional content. Participants received hands-on support in producing diverse promotional materials such as attractive product photography, collecting positive testimonials, and producing educational videos explaining the uniqueness and quality of Robusta Coffee. This assistance was intended to improve participants’ practical skills in managing agrotourism product promotion.

4. Evaluation and Feedback Collection

In the final stage, following [10], [11], evaluation and feedback collection were conducted to measure program effectiveness and identify strengths and weaknesses. The evaluation results were expected to provide valuable insights for improving and optimizing future programs.

Through this participatory and educational approach in each stage, the program was designed to effectively and sustainably enhance the promotion of Robusta Coffee agrotourism in Pagar Alam City while generating tangible benefits for local communities.

III. RESULT AND DISCUSSION

This community service program involved 25 participants consisting of coffee farmer groups under the *Community Concerned with Geographical Indication of Robusta Coffee in Pagar Alam City*. The outcomes of the program provided several significant contributions to agrotourism development in the region.

Table 1. List of Coffee Farmer Groups in Pagar Alam Selatan District

No	Nama Kelompok	Alamat
1	Dempo Tani	Desa Talang Darat, Gunung Dempo
2	Mekar Jaya	Kampung IV Gunung Dempo
3	Tani Subur	Gunung Gare III Gunung Dempo
4	Harapan	Desa Pagar Agung, Tanjung Agung
5	Maju Bersama	Desa Tanjung Payang, Tanjung Agung
6	Sidomaju	Desa Pagar Agung, Tanjung Payang
7	Tani Jaya Abadi	Desa Pagar Agung, Tanjung Payang
8	Serasan II	Desa Tanjung Payang, Tanjung Agung

9	Binaria I	Desa Blumai, Ulu Rurah
10	Harapan Maju	Beringin Sakti, Ulu Rurah
11	Karya Makmur	Desa Keban Agung, Ulu Rurah
12	Mandiri	Jambat Balo, Ulu Rurah
13	Sinar Tani II	Desa Blumai, Ulu Rurah
14	Tani Bersama	Desa Beringin Sakti
15	Dasawisma Sempurna	Dusun Tinggi Hari, Tumbak Ulas
16	Maju Bersama	Desa Karang Dapo, Tumbak Ulas
17	Anggrek	Kampung Melati, Besemah Serasan
18	Sejahtera Bersama	Desa Sidorejo, Sidorejo
19	Mandiri	Dusun Tanjung Cermin, Nendagung
20	Sepakat Lestari	Pagar Jaya, Nendagung
21	Tani Jaya	Tanjung Cermin, Nendagung
22	Seganti	Tanjung Cermin
23	Suka Mulya	Desa Muara Perikan, Gunung Dempo
24	Tani Subur	Dusun Gunung Gare III, Gunung Dempo
25	Tani Jaya	Janang, Gunung Dempo

Source: Pagar Alam Selatan District, 2025



Fig 1. Implementation of Community Service activities

The program's implementation demonstrated that the utilization of Robusta coffee potential in Pagar Alam has been effective, as supported by [12], who stated that enriching culinary tourism experiences can serve as a key attraction for tourists. A crucial element of success was the improvement in digital literacy and financial technology (fintech) adoption among coffee farmers, aligning with the digital training delivered. The training was aimed at enhancing participants' ability to use technology for agrotourism promotion [13]. This development is essential for expanding market reach and increasing the efficiency of coffee marketing through digital platforms. The program also made a substantial contribution to community empowerment, where local potential-based initiatives successfully raised awareness, technical skills, and cooperation among participants, supporting findings from [14], [15].

Direct mentoring in content development not only improved participants' technical skills but also boosted their confidence to promote products independently. Additionally, effective evaluation was acknowledged as a strategic step to ensure program sustainability. Regular evaluations, as highlighted by [16], [17], were carried out to identify improvement opportunities and support long-term success. Another notable achievement was the establishment of a collective social media account managed collaboratively by participants. This account had a significant impact on strengthening MSME capacity and local branding, aligning with research by [18], [19], [20]. It functioned as a platform for sharing experiences, information, and product promotion, reinforcing the collective identity of the Pagar Alam coffee community. In conclusion, the results confirmed that a participatory and educational approach successfully enhanced participants' abilities in promotional content creation, fostered social accountability through collaboration, and strengthened understanding of local branding and Robusta coffee agrotourism potential in Pagar Alam. These positive impacts are expected to serve as a strong foundation for future agrotourism development, positioning Pagar Alam as an attractive and sustainable tourism destination.

IV. CONCLUSION

The promotion of Robusta Coffee agrotourism in Pagar Alam City through digital training and promotional content development has proven effective in improving the capacity of local stakeholders. The program's implementation demonstrated that participants successfully enhanced their skills in creating promotional content and utilizing digital technologies, which in turn contributed to the recognition and attractiveness of local Robusta coffee products. Thus, the program not only generated direct benefits for participants but also positively influenced agrotourism development in the area.

To ensure sustainability and future success, several recommendations can be considered:

1. Strengthening Partnerships

Collaboration with the tourism office and local creative industries should be reinforced to create better synergy in agrotourism development. Such partnerships could enhance the competitiveness of local products and attract more tourists.

2. Joint Branding Development

Initiatives such as coffee certification, educational tourism packages, and digital marketplaces are recommended to strengthen product image and accessibility. Strong branding will not only capture consumer attention but also facilitate more effective marketing.

3. Establishing a "Digital Coffee Village"

Developing an experiential-based tourism destination would provide visitors with direct learning about coffee cultivation and processing while offering authentic experiences. This destination could function as an educational center and generate economic benefits for local communities.

By implementing these recommendations, the Robusta Coffee agrotourism promotion program in Pagar Alam is expected to continue evolving and contribute to economic recovery and social development in the region.

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