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Abstract

Cisadon is one of the villages that has coffee as one of the main sources of income for the local community. This research develops the marketing of Cisadon Forest Coffee through the ecotourism sector. Based on applied research, this research proves that the synergy between Kampung Atas and Kampung Bawah can improve the quality of coffee production in Kampung Cisadon. Cisadon Coffee production is developed by conducting sports tourism activities in a virtual race with the focus of Cisadon Coffee as a marketing icon. This research aims to increase community engagement and marketing of Cisadon Forest Coffee. By involving the indigenous people of Cisadon, this research indirectly also educates the community to understand that the coffee plant that grows in their area is a natural resource that can be utilized for their welfare. Thus, it is hoped that the understanding of coffee and its marketing techniques can be spread widely and evenly to realize the Cisadon tourism village.

Keywords: Cisadon Village; Coffee; Ecotourism; Marketing; Roasting Technique.

1. Introduction

Cisadon village is one of the villages that are not widely known as a coffee-producing area. This is due to its location in the middle of the forest which is difficult to reach by motorized vehicles. Cisadon village is the same as other villages in West Java. However, the remote location makes the village untouched by the influence of modern infrastructures, such as schools, health centers, electricity, to telephone signals (Hidayat, n.d.).

Based on the observations of the research team in the field, most of the teenagers in Cisadon village do not attend school. This is caused by the distance of the school which reaches 5-7 km with a trailing field in the wilderness of forest cliffs surrounded by ravines. Nonetheless, the people of Cisadon have coffee as one of their main sources of income apart from other forest products. One of the coffees produced in Cisadon Village is managed by Paridudin or often

called Kang Farid. Cisadon coffee managed by Kang Farid and his family is organic coffee produced from forest coffee plants in Cisadon Village. This coffee is grown without chemical fertilizers. Cisadon coffee is a type of robusta coffee that only grows in the lowlands. However, this type of coffee can actually grow well in Cisadon which is located at an altitude of 1000 m above sea level (Hidayat, n.d.).

Local folklore tells that the ancestors of Cisadon residents have been coffee growers since the colonial era (Christomy et al., 2020). Knowledge of their ancestral identity as coffee farmers makes the local residents of Cisadon have a good understanding of coffee growing techniques and their care. However, the procedure for processing coffee to be ready to drink is still done in a simple and traditional way. There has not been any serious effort to improve processing techniques to produce a distinctive and authentic coffee taste.

The potential of Cisadon coffee as a trading commodity has not been maximized by the local community. The main problem in Cisadon village is the lack of public awareness to introduce Cisadon coffee as a typical product of the region which is not inferior in quality to coffee in other areas. Therefore, this research uses a marketing development model for Cisadon Forest Coffee through the ecotourism sector.

According to Jones (2005), ecotourism is a regional management involving local communities that aim to improve community livelihoods and minimize forest encroachment, illegal logging, and poaching. This can be seen in the research of Anggraini and Gunawan (2021) who analyzed the forest management ecotourism development program in communities around the national park area. There is also research by Rucitarahma and Tiberghien (2021) which specifically investigated strategic managerial practices to overcome the challenges of developing CBT (Community Based Tourism) in Nglanggeran Ecotourism Village, Yogyakarta, Indonesia. This study evaluates, in particular, the impact of CBT on people's economic well-being, socio-cultural development, and environmental sustainability.

Research conducted by Anggraini and Gunawan (2021) and Rucitarahma and Tiberghien (2021) shows that the potential for ecotourism has a high selling value. However, this is not fully supported by the data found by Sugianti et al. (2021) who analyzed the highest frequency of tourism on Tunda Island, Serang Regency, Banten. Ecotourism in the area has had a positive influence on people's livelihoods, but the behavior of tourism activities is not environmentally friendly. This will affect nature and also cause habitat degradation in coastal areas. This is in line with the article proposed by Das and Chatterjee (2015) which has collected all the evidence on the results of ecotourism in the world. The evidence showed mixed results. Although there

are many success stories, the list of failures is very high. The failure is related to structural, operational, and cultural problems that make the implementation of ecotourism in many places difficult. Therefore, ecotourism should be introduced with proper monitoring, evaluation, and management of ecotourism sites to strengthen long-term conservation.

The location of Cisadon Village which is surrounded by forest is also a natural habitat for wild civet herds. Therefore, for every major harvest, Cisadon Village should be able to sell and distribute civet coffee which has the status as the most expensive coffee in the world. Unfortunately, this potential has not been maximized. In addition, Cisadon also offers a strategic landscape to build a coffee-based economy and rural tourism. The village's great potential, but not yet well-explored, is what makes the research team choose Cisadon as the starting point for the research.

The utilization of Cisadon's natural potential based on ecotourism has not been studied significantly. So far, the practice of natural activities/outdoor in Cisadon village is only done for entertainment. The people of Cisadon are still confined by their limited infrastructure and knowledge. This research is a community service research that has been carried out simultaneously since 2017 (Christomy et al., 2020). In other words, the development of an ecotourism model for marketing Cisadon forest coffee is a form of the team's effort to educate the community to understand that the coffee plants that thrive in their area are a natural resource that can be utilized for their welfare.

2. Methods

This research uses an ethnographic approach, especially participant observation according to Fetterman (2010) to observe the way the Cisadon people process coffee, especially related to roasting techniques, especially related to the roasting technique. The research team conducted ethnography for one month (7 days full time) in Mei 2021 and the rest went in and out of the location while still following the Covid-19 prevention procedures. According to Fetterman (2010), participant observation is one of the important methods in mapping the community's point of view about what is done in their daily lives. In this case, this research focus on the people's point of view about their coffee as a commodity and their views on marketing or promotional efforts carried out by outsiders.

This study abstracts the community's emic description of their coffee in the context of ecotourism because it is an intervention from a community service project. Therefore, the theoretical discussion of coffee as a commodity is more focused on finding a format for how

interventions can be carried out after observations in the field. From research in the field, it was found that branding and packaging must be done, then linking them with ecotourism marketing strategies. In the form of uphill race activities or uphill bicycle racing from the lower village to the upper village.

The ecotourism model that was tested in Cisadon Village was carried out in collaboration with event organizers engaged in sport tourism. Eco-friendly tourism activities can be carried out through uphill races or uphill bicycle races, starting from the lower village to the upper village. The implementation system is in the form of a virtual race. This is also related to the implementation of activities according to the Covid-19 health protocol.

In this research, ecotourism is a tourism practice that is responsible for maintaining the environment and the lives of residents around Cisadon through interpretation and education “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education” (Santarém et al., 2020). In other words, the exotic Cisadon Village leaves tourists yearning for a calm and well-preserved nature. However, at the same time, it also maintains the balance of nature and its people.

Therefore, ecotourism uses the following principles, namely (1) minimizing the physical, psychological and behavioral impacts of inappropriate tourist practices; (2) building awareness and respect for the environment and local culture; (3) providing a positive experience for visitors and hosts; (4) providing financial benefits from this practice for the community and related business actors; (5) producing memorable interpretations for visitors which ultimately provide input for local residents that must be preserved and maintained; (6) building infrastructure that has a low impact on the natural surroundings; and (7) respecting local customs.

3. Results and discussion

3.1. Initial notes from The Field

Cisadon is a village in Bogor Regency that is famous as a "former" area for colonial coffee plantations. According to the local community, the residents of Cisadon Village are descendants of coffee farmers during the Dutch colonial era who had experienced the forced cultivation system. This is known from the oral tradition passed down from their ancestors. Thus, Cisadon has a long historical background in the Indonesian coffee world. However, in terms of facilities, Cisadon can be classified as an area that is still left behind compared to other villages in the vicinity. This can be seen from the condition of the infrastructure and the

economy of the community which is still alarming. The village, which is about 60 km from the capital city, does not yet have a school and community health center.



Figure 1. Road and geographical conditions of Cisadon Village

Source: Fields team documentation (2019)

Judging from its geographical layout in figure 1, the highlands of Cisadon are very suitable for coffee plantations. According to [Fornazier et al \(2017\)](#), in particular the quality of young plants from coffee is affected by field conditions, scale of insect species, age of plantation, and intensity of replanting or total replacement of seedlings in the area. The ideal height will produce dense coffee and tight fissures. In addition, the acidity, aroma, and flavor of the coffee will be stronger. This makes the research team see the great potential of Cisadon coffee that has not been explored in depth.

Cisadon Village is also able to produce various types of coffee, such as Arabica and Robusta in figure 2. Even more interesting, coffee cultivation is done naturally, without using chemicals or pesticides. Moreover, the location of Cisadon Village which is surrounded by forest is also a natural habitat for wild civet herds. Therefore, for every major harvest, Cisadon Village should be able to sell and distribute civet coffee which has the status as the most expensive coffee in the world ([Sunarharum et al., 2014](#)). One of the reasons that kopi luwak has high price because of its high demand and limited supply ([Muzaiifa et al., 2020](#)). Unfortunately, this potential has not been maximized. Residents of Cisadon Village are constrained by the lack of knowledge and assistance to market their coffee products independently.



Figure 2. Types of coffee produced in Cisadon Village (fields team documentation, 2019)

Source: Fields team documentation (2019)

Currently, the development of technology and the internet has made the existence of Cisadon easily known by the public. Gradually, Cisadon Village began to develop into a natural tourist destination and offroad track for running and cycling lovers. This makes the interaction of the residents of Cisadon Village with the outside world even more intensive. Thus, the exchange of knowledge and information begins to occur. However, this has not been able to solve the main problem in Cisadon Village, namely marketing and increasing the selling value of coffee which has not been maximized.

Cisadon Village was chosen because of its geographical location which is ideal for producing good-tasting coffee. Certainly, the process of making good coffee beans greatly affects the taste of the coffee produced. The economic value of coffee beans is determined by the quality of its taste which is influenced by geographical and ecological conditions, shade, daily temperature, and processing method (Anzueto et al., 2005). Therefore, the aroma and taste of coffee are not only affected by genetics and the environment, but also by processing methods (Cheng et al., 2016). To get coffee beans with outstanding aroma and taste quality, the selection of coffee varieties and origins as well as the application of appropriate harvest and postharvest technologies are very important (Salengke et al., 2019).

Cisadon also offers a strategic landscape to build a coffee-based economy and village tourism. Good coffee production must be accompanied by attractive packaging. Attractive packaging is an important factor to increase the selling value. Packaging can customize the package with the function because the packaging is one way to promote the product and attract the interest of consumers to buy a product (Lydekaityte & Tambo, 2020). Lindh et al. (2016) identified three main packaging functions: to protect, to facilitate handling, and to communicate. According to Lindh et al. (2016), packaging protects the product during movement and withstands strong physical handling during distribution and storage. The

function of packaging design as communication is to be able to send messages from the products being sold for various purposes.

The packaging is part of a product and thus becomes a powerful vehicle for product identification, presentation, and display (Ampuero & Vila, 2006; Ford et al., 2012). In addition, product identification is closely related to product perception. Therefore, Ampuero and Vila (2006) and Ryyänen and Rusko (2015) refer to the ability of packaging to communicate, demonstrate, and justify the quality of the products offered.

If those two things, processing, and packaging, can be done optimally, the economic value of Cisadon coffee will increase by itself. This way, the locals' standard of living will also increase. So, it takes a lot of intervention from coffee experts and academics that can help to boost the economic value of Cisadon coffee. Thus, it is hoped that the community will no longer sell raw coffee beans to the market through collectors but can process it until it is ready for sale in attractive packaging and excellent taste.

In the early stages, the research team who are members of the community service program have provided assistance in designing a logo with the brand "Kopi Hutan Cisadon" in figure 3 and providing packaging (coffee wrap). Cisadon Forest Coffee branding target has been accomplished. This is evidenced by the increasing awareness of outdoor activists who visit Cisadon Village, starting to recognize that Cisadon Coffee is an important 'marker' for their activities.



Figure. 3. Cisadon Forest Coffee Packaging Logo from Community Service

Source: Christomy et al. (2020)

The benefits of Cisadon branding as a coffee producer and ecotourism area can be seen as a marker as well as a sign so that it will be easily distinguished from competitors from other regions. These markers are used for promotional purposes, to build image, attractiveness,

confidence, quality assurance, and prestige so that Cisadon coffee products, both forest coffee and adventure event/ecotourism aspects, are easy to remember. This is in line with Underwood (2003) that packaging and branding are strategic tools to differentiate product identity from other products. The visual display can be applied to product design, packaging design, display design, and so on.

Good product packaging attracts the attention of consumers or customers so that it has an influence on sales and the competitiveness of a product in the market (de Sousa et al., 2020). Unique and attractive packaging tends to give a positive impression on the brand and product quality (Hasyim et al., 2020). The development of market trends also influences the concept and appearance of the packaging. However, it should still be easily recognizable. The inspiration for the use of local cultural elements has communication potential and is one of the key aspects of an integrated approach to packaging design (Biegańska, 2018).

Packaging and product are a special combination, which provides consumers with a unique sensory experience, such as sound, image, touch, and smell. To make Cisadon Coffee Branding easy to remember, words (slogans, taglines, jingles, acronyms) need to be created. Smart slogans (taglines, jingles) have a cheerful and positive element, easy to remember, and always leave a deep impression. For example, “nyadon yuuk”, “Kopi Cisadon, nikmat tak bertepi” or “Nyadon, Ngemping, Ngopi.”. The purpose of branding is to introduce a product or event when a location name is mentioned. When people, communities, personal, influencers mention “Cisadon” or “nyadon yuuk” then listeners can immediately remember forest coffee/wild civet coffee or natural adventure/ecotourism in Cisadon.

Activities to build and improve branding, have a positive impact on both products (forest coffee) and events (ecotourism) so that their performance will continue to develop in a directed manner. Branding requires research so as not to be misguided. Through branding, people can get to know it better, so the number of competitors will not affect it if the brand is strong. Overall, the community felt that the products (Cisadon forest coffee including wild civet coffee) and events (ecotourism) were the best.

3.2. The endless delight of Cisadon forest coffee

The Cisadon community has coffee which is an important source of livelihood besides other forest products. This typical coffee garden is the result of people's plantations, they already know how to grow, care for, and sell the coffee, both in the form of green beans and roasted ones. So far, the procedure for processing Cisadon forest coffee into a drink is still done in a simple and traditional way.

The most type of coffee plant in Cisadon is robusta, around 90%. Robusta coffee can grow better in areas with an altitude of 0-1000 meters above sea level. This causes robusta coffee to be more widely cultivated in Indonesia, where the area is dominated by lowlands (Rahardjo, 2012). However, the Cisadon forest coffee plantation is located in the range of 1000-1200 masl so that it has a unique coffee taste. The general characteristics of Robusta coffee are; it has a more bitter taste, the aroma produced is distinctively sweet, the color of the beans varies, the texture is coarser than Arabica (Anggara & Marini, 2011). The distinctive taste of Cisadon Robusta is also due to the care of the Cisadon forest coffee plants carried out organically, without pesticides, and the use of natural fertilizers.

The development of this smallholder coffee plantation requires the support of various factors, including post-harvest handling in accordance with local conditions, the readiness of facilities, and processing methods such as proper drying processes so as to produce high-quality coffee beans in accordance with general trade standards (SNI, 2004). Therefore, the processing stages and specifications for post-harvest coffee bean processing equipment that is used to ensure quality, must be clearly defined (SNI, 2008). Monitoring of quality changes that occur during the process is carried out regularly. This is done so that if there is a quality deviation, it can be corrected appropriately.

Based on findings in the field, the low quality of coffee at the farmer level is mainly caused by post-harvest problems, namely high-water content. This will trigger the growth of mushrooms so that at an advanced level it will affect the taste which can ultimately reduce the selling price (Mayrowani, 2013). Generally, random coffee that is marketed is not sorted by farmers so that the coffee traded still contains some ingredients that can reduce the quality of coffee (Ismayadi & Zaenudin, 2002).

Handling of postharvest coffee cherries is divided into two types, namely dry process by directly drying them and wet process using water for the coffee stripping process. Dry processing is usually done by coffee farmers (the people) because it can be done with simple equipment. This processing method includes harvesting, sorting fruit, drying, peeling, sorting dry beans, packaging, and storing coffee beans (Choiron, 2016; Sulistyningtyas, 2017). The style of drying coffee in Cisadon after harvest is a dry process by drying the coffee during the day with a temperature range of 22°C–27°C (below 30° C) and at night below 20°C with moderate and sometimes quite strong winds. Coffee processing plays an important role in determining the quality and taste of the coffee. Coffee roasting is an important process to get a high-quality aroma and taste.

The quality of coffee taste can be improved if the roasting process is carried out at the right temperature and duration. In general, the roasting process is divided into 3 parts, namely light roast, medium roast, and dark roast. This process determines the formation of the taste and aroma of the coffee that will be enjoyed. The taste of coffee can be varied according to preference through roasting handling (Purnama, 2016; Rahardjo, 2012). So far, Cisadon residents roast coffee in the traditional way. They roast the coffee beans on the stove for 60-90 minutes and stir the coffee constantly to ensure that no part of the coffee is scorched. This method certainly limits them from producing coffee in large quantities. The results of Cisadon-style roasts with simple techniques have the character of light roast and fine grinding (powder). This technique causes the aroma and character of robusta to be less visible. For this reason, assistance is needed to increase knowledge and roasting techniques in order to get high-quality coffee products.

The strength of Cisadon Forest Coffee is not only found in the coffee beans which are grown in ideal areas, but also in its exoticism and past. In short, the problem here is that Cisadon coffee has not been processed properly so that it deserves to be remembered by tourists and to be a trade commodity.

3.3. Application of the Cisadon forest coffee marketing model through ecotourism

Education about roasting techniques is of course one of the basic choices. Only through proper roasting skills can they increase the added value of the coffee they produce. However, simple roasting technology requires electricity. The infrastructure that has become an obstacle has not yet entered the Cisadon village. This can be overcome by using a generator. However, the use of generators requires a high cost because it requires a lot of fuel.

The strategy to increase the marketing of Cisadon Forest Coffee based in figure 4 must involve the people in the Kampung Bawah (lower village). It refers to Cisadon as *Kampung Atas* (higher village) as a producer of coffee beans and Bojong Koneng as *Kampung Bawah* (lower village) which has electricity. The synergy between *Kampung Atas* and *Kampung Bawah* more or less, in its current condition, will help to overcome the infrastructure that does not yet exist. In other words, propose a model of a roasting place in *Kampung Bawah* that can be managed together. The collaboration between *Kampung Bawah* and *Kampung Atas* must be mutually beneficial to frame it in the concept of ecotourism.

Cisadon Forest Coffee can contribute to efforts in building a memorable and positive “interpretation” for the tourist experience that has a financial impact on the Cisadon

community. According to [Gumede \(2019\)](#) a sustainable tourism development strategy can take advantage of history, natural potential, and cultural heritage of local wisdom as a tourist attraction. This also affects the Cisadon Forest Coffee (Kopi Hutan Cisadon) brand so that it has an identity, personality, and image.

Cisadon Forest Coffee (Kopi Hutan Cisadon) is marketed as coffee that can only be purchased in Cisadon because it will have a large economic impact on tourism in Cisadon Village. Buying coffee at Cisadon not only provides a memorable experience, but also has an impact on other products that follow it, such as tour guides for tourist areas, food, lodging facilities, and so on.

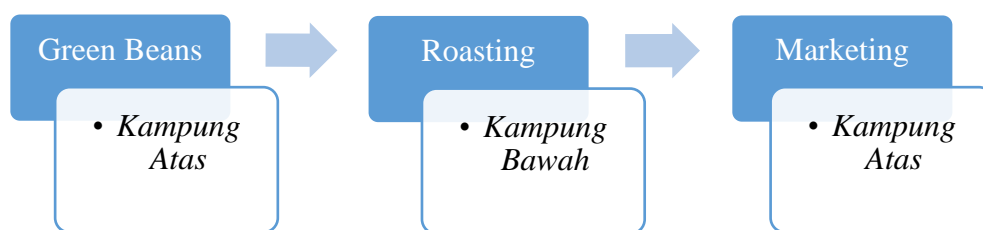


Figure 4. Roasting Process

Application of the Cisadon Forest Coffee marketing model through ecotourism is carried out through an uphill bicycle sport event entitled "*Nyadon-Ngemping-Ngopi*" in October 2021. The activity also invites village governments to participate in providing support and launching the Cisadon ecotourism program. It is hoped that the benefits will be obtained not only for *Kampung Atas*, but also for *Kampung Bawah* and outdoor sports activists, especially mountain/uphill bicycles.

Marketing of Cisadon Forest Coffee can be carried out successfully if it involves elements of the community and stakeholders who have the potential to take part in advancing the Cisadon region. Involving the indigenous people of Cisadon means indirectly this research also educates the community to understand that the coffee plant that thrives in their area is a natural resource that can be used for their own welfare. By doing so, it is hoped that the understanding of coffee and its marketing techniques can be spread widely and evenly to realize the Cisadon tourist village.

4. Conclusion

The taste and quality profile of Cisadon Forest Coffee is influenced by three types of coffee, namely arabica, robusta, and wild civet coffee. The three types of coffee are significantly

different because of the different types and amounts of chemical compounds contained in the coffee beans. In addition to the influence of diversity, other factors that affect the aroma and taste of coffee products include the geographical and ecological conditions of Cisadon's nature.

To get coffee beans with an extraordinary aroma and taste quality, the selection of superior coffee beans, and processing is very important. Attractive packaging is also an important factor to increase the selling value. If these two things can be done optimally, then the economic value of Cisadon coffee will increase by itself. In this way, the standard of living of the local population will also increase. Therefore, it takes a lot of intervention from coffee experts and academics that can help boost the economic value of Cisadon coffee. Thus, it is hoped that people will no longer sell raw coffee beans to the market through collectors but can process them until they are ready to be sold in attractive packaging and excellent taste.

Tourists and groups of nature lovers who come to Cisadon Village will be the main target of marketing. This is expected to boost sales of Cisadon Forest Coffee as well as introduce ecotourism which has started in the upper village, Cisadon. This applied research also involves the indigenous people of Cisadon so that the local community can participate in advancing and developing their area. Thus, it is hoped that the understanding of coffee and its processing techniques can be spread widely and evenly.

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Author Contribution

Each author has made a substantial contribution to this article. The five authors have their own responsibilities. Tommy Christomy on the concept, methodology, and title of the article; Sunu Wasono review, editing, and formal analysis; Fabianus Hiapianto Koesoemadinata on the idea of the Cisadon Coffee logo design and field investigations; Frans Assisi Datang in charge of data interpretation; and Rahmatia oversaw drafting articles and also served as project administration in funding this article. All team members were involved in the preparation or substantive revision of this article.

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