



Coffee as geo-product of a small island geopark increasing livelihood in a local community - A study in Belitung Island

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Abstract

Belitung island is known as the place with hundreds of coffee shop/café and the people have the culture of coffee in their daily lives. The Belitung geopark was established in 2018 as a national geopark that has a community that develops geoproducts, and coffee is one of their geoproducts. The study examines the marketing of coffee as the geoproduct of Belitung island geopark and how coffee plays a role in the community's livelihood. The study method used was qualitative, where primary and secondary data were collected through desk study, field study, observations and interviews. Content analysis and descriptive analysis were conducted in the study. The result showed that coffee as a geoproduct of Belitung Island in terms of marketing has value, distribution of the product is still limited and coffee plays an important role in the community. In addition, SMEs are the main producer and marketer for coffee. The problems related with marketing coffee are in its product development and branding strategy, also the value chain needs to be upgraded. This study provides a baseline for future development of geoproducts in the island geopark of Belitung.

Keywords: Coffee, geoproduct, geopark. SME, Belitung

Introduction

Indonesia has a fairly extensive amount of coffee plantations and is one of the major coffee producers in the world. Indonesians have long known the culture of drinking coffee in their daily lives. Belitung Island community, Bangka Belitung Province is one such community. Since the Dutch colonial era, drinking coffee in a coffee shop cannot be separated from the daily lives of the residents of Belitung Island. It has become a common sight to see people in this area relaxing in coffee shops scattered along the road. Coffee shops in Belitung not only offer the sensation of drinking coffee, but also provide for freedom of expression in public spaces so as to be able to promote local cultural values. In Belitung, coffee shops have thus become a public space that is used as a medium of cultural communication between local communities so that many are also used as a space for information exchange (Candraningrum, 2018). This atmosphere makes it a special attraction for tourists visiting Belitung, especially those who like coffee as this aspect will make this a very valuable experience.

Belitung Geopark is one of the national geoparks that has the same potential as the 10 main tourism destinations. In this case the Belitung Geopark is included in the top 3 in its development priorities and will be prepared to accelerate development (<https://www.belitungtimurkab.go.id>)



The superiority of the Belitung geopark is the ownership of coffee geoproducts which have been become famous and have become a distinctive icon of this region. Some areas with a coffee shop centre are Manggar City in East Belitung Regency and Tanjung Pandan City in Belitung Regency. So, the region has the nickname "1001 Coffee Shop." Because along the main street in the city, there are an estimated 1001 coffee shops in this area. This aspect means the area can be used as an opportunity for the Belitung geopark to create a high interest in visiting tourists, by marketing the typical Belitung coffee product geopark to tourists. The paradigm shift based on globalization and digitalization has led to a shift in views of coffee shops that are no longer merely public spaces but have become part of modern marketing concepts to advance the regional tourism industry. The tourism industry provides high opportunities for improving the local economy. The purpose of this study is to put coffee on the tourism map as a superior geoproduct in Belitung Geopark and also to understand the problems faced in the marketing of coffee geoproducts.

Literature Review

Geoproducts are traditional products that are innovative, new or re-created, which are related to biodiversity. These products are part of strategies to promote local identity that can be a way to be "Bringing a Geopark Home" (Rodrigues, 2017). Geoproducts also include types of products that include handicrafts and local products such as cookies that contribute actively to local economic growth and also to increase awareness of the values of geodiversity, biodiversity and culture.

The development of geoproducts not only enhances the local economy but also educates tourists and popularizes the geology. Local products and crafts must be near the brand image and must be designed based on the geopark cultural environment. This will certainly stimulate local residents to engage in new economic activities in the geopark area. (Farsani, 2010). The presence of geoproducts also not only enhances the local economy and presents local products, but also educates tourists and popularizes geology (Farsani, et al, 2011). A geopark seeks to involve local communities in new job opportunities and geo-marketing, such as geotours, geoproducts, geo-museums, geo-sports, geo-lodging, geo-restaurants and geo-bakeries (Farsani, 2012).

The universal characteristics of a geoproduct are: (a) the essence of tourism products, (b) it consists of the basic needs of tourists (for example the need to rest, learn something new that is strictly related to travel motives), (c) they are tangible (real) products, (d) an actual market offering stating what the client gets from his money, it consists of all the standard elements of the tour package that enables the realization of the essence of tourism products (meeting tourist needs), (e) products that are expanded (enriched, enlarged, enhanced), (f) they contain additional services included in the tour offered, increasing its attractiveness (Kaczmarek et al., 2010). A geoproduct must be made from local or regional materials in the geopark region, depicts geological or geomorphological symbols, is commercial and contains elements of education, and has links to traditional products and links to geoscience (Farsani, 2011). Geoproducts can be classified into two categories namely ornamental and edible geoproducts. Decorative / ornamental items usually made of stone or wood can be used as furniture, children's toys, and other souvenirs that give certain geopark symbols. Geoproducts can also be ornamental products in the form of local crafts. These types of geo-products can not only preserve handicrafts as a cultural component and develop the local economy, but also present the geological heritage of geoparks to visitors, local communities, and children including school children (Farsani, 2012).

Research Methodology

The research method used in this research was qualitative, so content analysis and descriptive analysis were carried out in this study. The qualitative study was conducted by



collecting primary and secondary data, and primary data was obtained through interviews with MSME stakeholders in Belitong Geopark, namely the East Belitung and SME Belitung District offices, the Bappeda Office, and also SME geoproduct entrepreneurs as well as 50 SMEs as respondents in the research. Primary and secondary data collection was conducted through literature study, field studies, observations and interviews.

Results

Analysis conducted found that the coffee plants in the Belitung area were relatively few. So if it is associated with Belitung as 1001 coffee shops, there is a gap between the two. In its operations, other coffee shops / entrepreneurs sell coffee which is a mixture of coffee from outside the Belitung region.

Another thing that needs to be thought of in the coffee business in Belitung is coffee marketing. It is known that packaging is one of the keys to product development, and in the Belitung region, coffee packaging is still simple so it does not support the improvement of branding strategies. Branding strategies are structured by SMEs to identify goods as well as to differentiate from goods from competitors.

The East Belitung Region is considered unable to transform by changing the paradigm of relaxing in a coffee shop as a reinforcing machine for the tourism sector. Some people consider that the coffee shops in the area are still limited to a place for entertainment. Initially the city of East Belitung had a strong branding concept but the fact is that currently considered the branding process has not been carried out to the maximum potential. This is an indication of the difference in the concept of coffee shops in the minds of shop owners in Belitung and East Belitung,

In brand management concepts, this difference is very important. Because it can be interpreted that the attributes, benefits, values, culture, personality, and brand users are very different. By attribute, coffee shops in Belitung have a clear stereotype that is as a driver of the tourism sector without leaving the local wisdom of kinship between sellers and buyers. In terms of benefits, brands attached to the city have proven to be very useful in bringing tourists to Belitung. Aspects of values, culture, personality, and users are also interrelated in bringing tourists in the area. This branding is intended to increase the number of visitors because the city's branding is designed to make the existing coffee shop a commodity tool to drive the success of city tourism. But in reality, this success has not yet been seen. The number of coffee shops in Manggar (Belitung) is not up to 1001 coffee shops. So in marketing, what the East Belitung Regional Government has done is still not in line with expectations. But in terms of managing cultural marketing, the decision for city branding is quite interesting because they have the opportunity to be developed (Candraningrum, 2018).

Product design, production processes, marketing activities and distribution channels are supported through a variety of accesses to reach end customers by involving a chain of activities that is increasing and providing other alternatives as additional income for Mayan farmers divided between different companies in different regions. Combining tourism and coffee plantations can be an alternative for coffee farmers so that productivity and the economy of the surrounding community can be sustainable. Synergy between tourism and coffee plantations can be done by providing education to coffee farmers related to coffee processing and the development of tourism areas.

The geoproduct's production and distribution activities provide additional income for the local population and can attract investment. It also functions as a pedagogical tool for environmental education, training and interdisciplinary research related to geoscientific science, environmental issues and sustainable development.

Discussion

Seeing this problem, a strategic step is needed to be able to increase the value of coffee products that have become the flagship in the Belitung Geopark. Strategic steps that can be done is to focus on maintaining the existence of Belitung coffee. It is well known that the bankruptcy of the tin industry in Belitung has shaped the livelihood transition from tin workers to tourism practitioners, one of which is the coffee entrepreneur. Of course this becomes a new demand for the coffee business, and the many people who depend on coffee as a livelihood. One strategic step that can be taken is to increase value through the development of marketing strategies and the product value chain of the company's activities to bring products to end-users.

The success of the Belitung Geopark in advancing its tourism industry is evident in recent years. Many regional tourism sources are well managed and promoted to local, national and international communities. One of them is the existence of coffee shops on Belitung Island, specifically the Manggar area in East Belitung Regency and Tanjung Pandan area in Belitung Regency (Candraningrum, 2018). In the beginning, the culture of drinking coffee was a leisure activity. At present the culture of drinking coffee has become one of the mainstay activities to improve the tourism industry on Belitung Island (Rahayu, 2018). In the concept of brand culture or cultural marketing, Belitung land is considered as a charming area that has local wisdom values and is still very well maintained among its residents. This is certainly a social capital asset which is then promoted by local governments as content from the tourism industry (Candraningrum, 2018).

In general, the coffee commodity supply chain is exported with a long flow ranging from farmers (producers), collectors, traders / cooperatives, wholesalers, exporters, importers, retailers and finally consumers. In the context of coffee before the final product is made available to consumers, supply chain intermediary agents namely importers and processors (industry) must play their role. Importers will sell commodities to industry (as processors) to process raw commodities and produce finished products which are then sold to distributors or wholesalers. Then wholesalers will sell to retailers of all levels from supermarkets and shops to coffee shops and small shops before selling to consumers. Theoretically, all coffee retailers, importers and exporters must implement a global supply chain mechanism in their operations to survive in the global market.

Conclusion

Integration among relevant stakeholders (farmers, distributors, retailer/café, government, exporter, business and tourism association) needs to be done to be able to provide benefits in the form of integrated coffee plantations and economic value, not only in terms of products but also tourism that involves local communities. Integration can unite between production and coffee products reaching consumers. From the phenomena that occur in two regions in the Province of Belitung, it can be concluded that the cultural factor of drinking coffee that has long emerged in the Belitung community, turns out to be one of the drivers of regional tourism investment if managed and developed properly.

The existence of a culture of drinking coffee certainly cannot be separated from the existence of a lively coffee shop. These spaces give rise to a process of communication and deep interaction for the community so that its function is no longer a place to enjoy the aroma of coffee alone. Deep interaction then gives birth to groups of people with similar interests. Finally, there is a special coffee shop among journalists, or a coffee shop as a gathering place for fishermen, etc. From this it can be seen, how the various interactions that arise and form a special community so that they are able to have the same culture. Then it becomes a marketing strategy based on brand culture or culture marketing, which is run by local residents



and local government. The synergy between them is well formed, evidenced by an increase in the number of tourists to Belitung every year. Another thing that concerns business and tourism community is the coffee product value chain that needs synergy from producers / farmers to end consumers. So if the value chain becomes more efficient, it will further improve the quality of local people's livelihoods in the Belitung region. Because seen from the potential of existing coffee will continue to develop, because coffee has a significant value for local residents.

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