



INNOVATIVE ASSISTANCE IN THE PRODUCTION OF NANGOLOGY COFFEE IN AN EFFORT TO INCREASE THE UMKM COMMUNITY OF PRASI VILLAGE, GADING SUB-DISTRICT, PROBOLINGGO DISTRICT

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Abstract:

The Community Service Program (KKN) conducted in Prasi Village, Gading District, Probolinggo Regency, aimed to provide guidance in the development of MSME products through the innovation of "Nangology Coffee," a product derived from the local specialty of pinang coffee. This activity involved students who not only assisted the community in improving product quality but also taught the use of digital marketing to expand the market for local products. The guidance included training on the use of social media (Instagram, Facebook) and e-commerce platforms such as Shopee to market products online. The results of this activity showed an increase in the community's knowledge of digital marketing, improvements in packaging quality, and an increase in the sales of "Nangology Coffee" both locally and outside the region. This innovation is expected to boost the local MSME economy in Prasi Village and open new opportunities for the development of local products. This program aligns with research that shows that the use of information technology in digital marketing can improve competitiveness and the potential for MSMEs to grow more rapidly. The implementation of digital marketing also provides long-term positive impacts for MSME players, who will continue to grow by utilizing increasingly popular online platforms.

Keywords: KKN, MSMEs, Nangology Coffee, Digital Marketing, Prasi Village, Product Innovation, Information Technology.

INTRODUCTION

Community Service (KKN) is a form of student dedication to society integrated into higher education in Indonesia. This program aims to provide students with hands-on experience in understanding and solving problems within the community. Through KKN, students can apply the knowledge gained in the classroom in real-world activities that benefit society, as outlined in Law No. 12 of 2012 on Higher Education. KKN also serves as a platform to prepare students to become professional individuals capable of adapting to various social and cultural conditions in the field. Mulyani, S. (2018).

One form of KKN is Community Service (PKM), which aims to help communities address the issues they face. PKM focuses on improving the quality of life of the community through counseling, training, and implementing various beneficial innovations. This program aligns with the Tri Dharma of Higher Education, which includes education, research, and community service, and serves as the foundation for many universities in Indonesia to contribute to community development. Sulaiman, E. (2020)

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In the context of KKN and PKM, students not only act as observers but also as agents of change who can provide practical solutions to the challenges faced by the community. One example of this is the development of local products by KKN students to improve the economy of the community in Prasi Village. Through KKN and PKM, students are expected to bring significant positive impacts to the village and the region where they serve, while enriching their experiences in understanding the social dynamics of the community. Budiarto, D., & Arief, T. (2021).

Rural communities in Indonesia have great potential to develop competitive local products, particularly in the agriculture and coffee processing sectors. One innovation in coffee products that is starting to gain recognition is Nangology Coffee, which is a unique blend of coffee and betel nut. This product not only offers a distinctive taste but also has great potential in boosting the economy of the community, especially in Prasi Village, Gading Subdistrict, Probolinggo Regency. Through the KKN program conducted by students of Zainul Hasan Genggong Islamic University (UNZAH), assistance activities are carried out to introduce Nangology Coffee to the local community, with the aim of enhancing skills in production and marketing, as well as opening broader market opportunities. Aulia, N., & Yuliana, L (2024).

Innovative assistance in the production of Nangology Coffee is expected to increase the capacity of the rural community in managing micro, small, and medium enterprises (UMKM) and to introduce this product to a wider market.

UMKM in Prasi Village face various challenges, including product processing, marketing, and more effective business management. Therefore, this assistance is crucial in providing relevant training and guidance so that they can innovate, improve product quality, and expand market networks, both locally and nationally. Cahyaningsih, D., & Tanjung, A. R. (2020)

This assistance activity is expected to not only benefit the improvement of the quality of the lanang coffee product produced but also provide a significant impact on the economic welfare of the local community. Additionally, strengthening digital marketing and utilizing social media is expected to open up broader market opportunities, considering the increasing use of information technology in business. Hariyanto, S., & Adi, R. (2020)

This article will discuss how innovations in the production of Nangology Coffee can have a positive impact on the development of UMKM in Prasi Village, as well as the challenges and solutions encountered in the assistance and development of this local product.

RESEARCH METHOD

Community Service (KKN) is a form of community service aimed at identifying the potential and problems faced by rural communities, as well as providing solutions to these issues through various relevant empowerment activities. Before starting the Community Service (KKN) activities, we, the KKN students, conducted an initial observation in Prasi Village to identify the potential and needs of the local community. Sutrisno, E. (2017).

Based on the observations we made, we discovered a unique feature in one of the hamlets, namely Bercak Hamlet. This uniqueness lies in the production of a distinctive betel nut coffee, a blend of coffee and betel nut. According to research by Abdurrahman (2019), betel nut contains various compounds beneficial to health, such as tannins and alkaloids, which add additional benefits to the betel nut coffee product.⁸ This betel nut coffee product has become a distinctive feature of the people of Bercak Hamlet and adds value to the diversity of potential the village possesses. The uniqueness of this product opens opportunities to improve the community's economy, as betel nut coffee has a flavor different from regular coffee and holds great potential to be further developed as a local flagship product, as stated by Kusnadi (2021) regarding the role of local products in boosting regional economies. Kusnadi, A. (2021).

The uniqueness of local products, such as the betel nut coffee from Prasi Village, has the potential to become a distinct attraction and create economic opportunities if managed well and introduced with the right strategies.¹⁰ The betel nut coffee from Prasi Village is known not only for its unique and refreshing taste but also for the health benefits it contains. The combination of coffee beans, which are rich in antioxidants, and betel nut, which has various beneficial contents, makes this product have the potential to provide positive effects on the body. From a tradition and culture perspective, betel nut coffee symbolizes the strength of nature, which can enhance the body's endurance and provide the energy needed to carry out daily activities.

One of the main benefits of betel nut coffee is its ability to enhance the body's vitality. Coffee itself contains caffeine, which can increase focus, reduce fatigue, and provide the energy required for daily routines. Meanwhile, betel nut, which is often used in traditional herbal medicine, is known to have properties that improve blood circulation and maintain digestive health.¹¹ The combination of both creates a drink that is not only refreshing but also supports the body's endurance naturally.

In addition, betel nut contains tannins and alkaloids, which are beneficial to health. Tannins serve as anti-inflammatories that can help reduce inflammation, while the alkaloids in betel nut can aid in boosting metabolism.¹² This combination makes betel nut coffee an ideal choice for those looking for a drink that is not only tasty but also provides comprehensive health benefits.

Furthermore, betel nut coffee has a positive impact on mental health. The caffeine in coffee is known to improve mood and concentration, help reduce stress, and boost the production of endorphins, also known as the happiness hormone.¹³

With a cup of betel nut coffee, you're not only treating your taste buds but also benefiting the balance of both body and mind.

The betel nut coffee from Prasi Village, in addition to being delicious, also holds deep cultural value. Behind each sip, there is a story about how the local community maintains the balance of nature and tradition. This is a precious heritage, which not only offers health benefits but also honors the local wisdom that has existed for centuries.

The Community Service activities began with a visit to the home of Mrs. Hanik, who owns the betel nut coffee business in Bercak Hamlet, Prasi Village. This visit aimed to get to know the betel nut coffee business, which has become a

flagship product in the village. During this meeting, we discussed the production process of betel nut coffee, starting from the selection of raw materials, processing, to the marketing of the product. Mrs. Hanik explained how coffee and betel nut fruits are blended to produce the unique betel nut coffee.

During the visit, we, as KKN students, also learned a lot about the traditional process of making betel nut coffee, from the stage of selecting and drying the betel nut fruits to the technique of roasting the coffee beans, which are then mixed with the betel nut. Mrs. Hanik also shared her experiences regarding the challenges faced in running the betel nut coffee business, one of which is the limitation in marketing. Currently, betel nut coffee is only sold through farmer groups in Bercak Hamlet. The main challenge is the lack of access to a wider market and limited branding of the product, which hinders the expansion of the betel nut coffee business to larger markets.

After observing and discussing with Mrs. Hanik about the betel nut coffee business in Bercak Hamlet, we continued the innovative assistance activities in the production of betel nut coffee. As part of the innovation in the development of this betel nut coffee product, KKN students actively contributed to creating an appealing identity for the product by naming it Nangology Coffee. This assistance program aims to improve the quality of the betel nut coffee product, introduce new innovations in its packaging, and expand its market in Prasi Village, Gading District, Probolinggo Regency.

The first step in the innovation of developing betel nut coffee in Prasi Village was for KKN students to actively create an appealing identity for the product. After discussions with the group, we decided to name the betel nut coffee product Nangology Coffee, with a more attractive and modern packaging approach. The neat and appealing packaging is expected to attract more consumers and increase the product's sales in both local and national markets. We also taught how to market the product more effectively by utilizing digital platforms and social media.

An important part of this assistance program was providing training to the village community on how to use social media to market Nangology Coffee. We taught them how to create business accounts on platforms such as Instagram, Facebook, and other marketplaces like Shopee, which allows them to reach a wider audience. In this case, we provided an understanding of the importance of attractive product photos and the use of appropriate descriptions to catch the interest of buyers. Utilizing social media and digital platforms can have a significant impact on the growth of micro, small, and medium enterprises (UMKM), especially in expanding market reach and introducing flagship products more effectively. Wibowo, A., & Setiawan, M. (2021).

To further support marketing efforts, we also helped design promotion strategies that fit the characteristics of Nangology Coffee. We introduced a story-based marketing concept, where product innovation is carried out using a

storytelling approach that not only introduces the product but also educates consumers about the cultural values and local wisdom contained within it. Through this approach, we hope to increase consumer awareness of local products made from coffee and betel nuts sourced from Prasi Village. 15 Setiawan, F. & Rahayu, M. (2018).

This assistance is not limited to production and marketing but also includes better business management. We provided training on business financial management so that UMKM actors can be more prudent in managing the income and expenses of the Nangology Coffee business. With a better understanding of financial management, it is hoped that business owners can develop their businesses sustainably. Financial management training is an important step to enhance UMKM's ability to manage cash flow and make better financial decisions, thus supporting the sustainability of the business. Purnama, T., & Yuliana, E. (2020).

As a result of this assistance program, we observed several positive changes, including an expanded knowledge of digital marketing among UMKM actors. However, challenges in managing production and distribution more broadly still need to be addressed together.

Overall, this innovative assistance activity has had a positive impact on improving the quality of Nangology Coffee, enhancing skills in business management, and digital marketing for the people of Prasi Village. With this program, it is hoped that Nangology Coffee can become a flagship product that is not only known locally but also has the potential to penetrate broader and sustainable markets.

RESULTS AND DISCUSSION

The outcome of the Community Service Program (KKN) activities we carried out in Desa Prasi, Gading District, Probolinggo Regency, showed that students not only played a role as facilitators in product development but also directly learned about the coffee production process. Students participated in the initial stages of making pinang coffee, starting from selecting coffee beans to the traditional processing steps, such as roasting. This process provided valuable insights into the importance of raw material quality in producing high-quality coffee products.



Figure 1.1 Pinang fruit peeling process



Figure 1.2 Photo of KKN students with Pak Suja'i in the coffee warehouse



Figure 1.3 Photo of the coffee roasting process by KKN students

As part of the innovation in the development of pinang coffee in Desa Prasi, the KKN students actively participated in creating an attractive identity for the product. In an effort to give the product a distinctive feature and attract a broader market, we decided to name the pinang coffee product "Nangology Kopi."

The process of choosing this name began with a group discussion between KKN students and the local community, specifically the small business owners who produce pinang coffee. We wanted the name chosen to not only reflect the uniqueness of the product but also be memorable and meaningful, relevant to the village's local potential. Finally, we chose the name Nangology Kopi, which consists of two parts: "Nango," referring to the local term "Nang" which means coffee, and "logy," derived from the Greek language meaning science or knowledge. This name reflects the blend of local tradition and modern knowledge in coffee processing, which combines coffee and pinang in a product innovation.

We hope the name Nangology Kopi will become a symbol of the unique identity of this product, providing a modern impression while still preserving local values. With this name, we expect the pinang coffee from Desa Prasi to become more easily recognized, both locally and nationally. A catchy and meaningful name is expected to attract consumers' attention while strengthening the product's branding in the digital marketing era.

The assistance activity we conducted included teaching the use of digital marketing to small business owners (UMKM). One of the focuses of this assistance was to introduce digital marketing as a way to reach a wider market. The training given to the UMKM group in Desa Prasi on utilizing social media such as Instagram and Facebook, and e-commerce platforms like Shopee, has provided them with new

knowledge on how to market products online. By using attractive photos and appropriate product descriptions, the Nangology Kopi product began to be known in a wider market, even beyond the village area. Some of the results obtained from this assistance include:

a) Increased Knowledge of Digital Marketing

One of the most noticeable outcomes of this assistance was the increased knowledge of digital marketing among the local community. The training provided to the UMKM group in Desa Prasi on how to use social media like Instagram and Facebook, and e-commerce platforms like Shopee, offered new insights into how to market products online. With the help of social media, the UMKM could showcase more appealing product photos and provide clearer and more professional product descriptions. This contributed to a growing interest from consumers outside the village in the Nangology Kopi product, which was previously difficult to reach by a wider market.

b) Improved Product and Packaging Quality

In addition to marketing training, the assistance also included improvements in product quality, including packaging. The Nangology Kopi product, which was previously marketed simply, now features more attractive, practical, and professional packaging. With better packaging quality, this pinang coffee product looks more appealing in the market, increasing its attractiveness to consumers both locally and regionally. This is in line with modern marketing principles that prioritize attractive product visualization to build consumer trust.



Figure 1.4 Nangology Kopi, an innovative product from pinang coffee by KKN students

3) Increased Sales

Along with the implementation of digital marketing techniques and improvements in product quality, the sales of Nangology Kopi increased. This product is no longer only sold in the local market but can now be accessed by

consumers from various regions via digital platforms. The increase in sales has had a positive impact on the income of the UMKM in Desa Prasi, and serves as proof that utilizing digital marketing can expand the market and increase local people's income.

The application of digital marketing in the development of Nangology Kopi has had a significant impact on improving product quality and competitiveness. As explained in research by Sutisna (2017), the use of information technology in marketing allows UMKM to reach a wider market at a more efficient cost. The assistance provided during the KKN program has proven that digital marketing training can help UMKM groups harness the potential of online markets that were previously inaccessible. Sutisna, S. (2017).

These results align with research by Prihatini and Suryadi (2019), which revealed that UMKM utilizing digital marketing tend to grow faster and more broadly compared to those relying solely on conventional marketing. By using platforms like Instagram, Facebook, and Shopee, the Nangology Kopi product is not only recognized by local communities but is also beginning to attract consumers from outside the region. Prihatini, P., & Suryadi, S. (2019).

The increased knowledge and skills in digital marketing are expected to have a long-term impact, enabling UMKM in Desa Prasi to continue developing their businesses by leveraging increasingly popular online platforms. Additionally, the success of this digital marketing initiative serves as a model for other UMKM to be more innovative and introduce their local products to a wider market.

CONCLUSION

After the implementation of the Community Service Program (KKN) with a mentoring program for the community in Desa Prasi, Gading District, Probolinggo Regency, it can be concluded that this activity has had a significant and positive impact on the local community. The mentoring provided not only gave new insights into the technical aspects and innovations in product development but also opened the community's awareness about the importance of digital marketing in expanding market reach.

One of the most visible impacts was the increased knowledge and skills of the community, particularly the small business groups (UMKM), in utilizing social media and e-commerce platforms to market their products. Previously, products like pinang coffee were only marketed conventionally and were limited to the local market. However, after receiving training on digital marketing, these products are now accessible to consumers outside the village and even beyond the region. This shows that with the appropriate use of technology, UMKM can expand their markets and enhance their product competitiveness.

In addition, the innovation in developing pinang coffee into Nangology Kopi also provided a unique and attractive new identity for the product. The name chosen not only reflects the uniqueness of the product but also introduces a blend of local tradition and new knowledge in coffee processing, which becomes an additional attraction for consumers. The coffee processing, which was previously simple, can

now be done to higher standards, producing high-quality products with more appealing packaging.

Overall, this KKN program has made a positive contribution to improving product quality, more effective marketing, and the competitiveness of UMKM in Desa Prasi. It is hoped that the impact of this mentoring will be sustainable and serve as an example for other villages in utilizing technology for the development of local products and the improvement of the community's economy. This success shows that KKN is not only a form of community service but also a valuable learning experience for students to apply the knowledge gained in the classroom in a real-world context within the community.

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