



PROPOSED VALUE ADDED AND CO-CREATION MARKETING STRATEGY FOR INDONESIAN SPECIALTY COFFEE INDUSTRY

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Abstract

Indonesia as a country that is located in the coffee belt also produce coffee with various characteristics. This makes Indonesia the fourth biggest coffee producer in the world. High number of coffee production in Indonesia is not comparable with the income that the farmers get. It is because Indonesia's consumption of coffee still dominates by commercial coffee or low-quality coffee. An increase in the welfare of coffee farmers can be done with increase the consumption of high-quality coffee or what it is called specialty coffee. It is not about quantity but quality. But then, consumption of Indonesian specialty coffee is still low. Objectives of the research is to collect the related information for the Indonesian specialty coffee industry, taste preference of Indonesian coffee drinker, also to find the right marketing strategy to increase the consumption of specialty coffee in Indonesia. The methods used in this research are blind cupping as the primary data and literature review as secondary data. Five origins of coffee from Indonesia are being the sample of the research in the blind cupping test.

Marketing strategy programs used in this research are oriented on co-creation value. Co-creation as the collaborative development of the new value allows and encourages the stakeholders to create a value experience to involve the customer. Consumers need to get experience in consuming specialty coffee and try to taste various Indonesian specialty coffee. This experience will stimulate their knowledge and interest to explore more about Indonesian specialty coffee. Collaboration between stakeholders also can increase the knowledge among the coffee farmers.

Keywords: Specialty Coffee, Consumer Knowledge, Coffee Consumption, Co-creation.
