



Bangli Regency Government Communication Strategy in Marketing Kintamani Specialty Arabica Coffee and Community Empowerment

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ABSTRACT

This research uses a qualitative approach with the theory of communicator credibility. The results of this study are; the communication strategy of the Bangli Regency Government in marketing Kintamani Arabica Coffee is; advertising in events, out-of-town trade missions through ministries, and digital promotions. The credibility of communicators in marketing Kintamani Arabica Coffee is quite good in increasing sales so that Kintamani Arabica Coffee can be famous abroad. The obstacles faced by the Bangli Regency Government in marketing Kintamani Arabica coffee include: (1) Lack of motivation, (2) Low capital, (3) Processing and packaging technology that has not been fully mastered by the government, and others. The Bangli Regency Government empowers the community by utilizing the natural resources it has, providing assistance in the form of direction, socialization, and training.

INTRODUCTION

Coffee is a non-oil and gas export from Indonesia that contributes to increasing the country's foreign exchange, therefore, there is a need for policies and strategies for coffee development in Indonesia to continue to be competitive (International Coffee Organization, 2017). In addition to being a source of foreign exchange for the country, coffee production is also a source of income for 14.116 million farmers in the plantation sub-sector in Indonesia (BPS, 2018). According to data from the Directorate General of Plantations in 2022, the area of coffee planting in Indonesia reached 1.2 million ha consisting of 958 thousand ha of robusta coffee (77.77%) and 251 thousand ha of arabica coffee (22.23%). Indonesia's total coffee production in 2022 reached 748 thousand tons consisting of 601 thousand tons of robusta coffee (78.37%) and 147 thousand tons of arabica coffee (21.63%).

Indonesia's geographical location is ideal for a microclimate for coffee growth and production. Abundant biological resources, supported by specific geographical conditions and optimal agro-ecosystems and local wisdom possessed by its citizens. Indonesia produces specialty coffee products that have a distinctive taste and aroma and are in demand worldwide (Udayana, 2021 and Udayana 2022). Kintamani Arabica coffee is a type of coffee that has a high selling value in the world market. This recognition raises the name and value of Kintamani Arabica coffee in the local and world markets. The coffee center area in Bali Province is included in the Geographical Indication Protection Community (MPIG) area. With legal protection for the Geographical Indication Protection Community, coffee production in Bali Province can differentiate coffee products in facing global market competition (Udayana, 2017). Kintamani Arabica coffee has a high selling value, however, coffee productivity is still relatively low. The production of Arabica coffee harvests in Kintamani is not uniform, some farmers get low yields and some other farmers get less than optimal production results. This is because the application and understanding of good and correct cultivation techniques/Good Agricultural Practices by coffee farmers have not been mastered optimally (Widia and Duniaji, 2016).

Specialty coffee or *specialty coffee* is a good quality coffee. The higher the cupping test value, the higher the selling price of the coffee or coffee beans. The majority of Indonesian people are less educated about this type of coffee (Ratnasari, 2018). The existence of Kintamani specialty Arabica coffee has received national and international recognition by being awarded a Geographical Indication certificate in 2008 with ID number G 000000001. Characteristics of Arabica coffee *specialty* Kintamani is an Arabica coffee grown in the Kintamani highlands at an altitude of over 900 meters above sea level, on the slopes of the Batur volcano whose soil and climate are very supportive for coffee plants. Kintamani specialty Arabica coffee beans have a quality of 1 with a physical defect value of less than 5 per 30 grams according to the Indonesian National Standard (SNI) and the Coffee of America Standard (SCAA), namely: Maximum bean water content of 12%, Grayish green coffee beans, Coffee bean size with a diameter of 16 mm or larger. The taste at a medium roast level (Medium Roast) of Kintamani specialty Arabica coffee shows relatively homogeneous roasting

results, and the aroma of the ground coffee seems sweet with a hint of spices, sometimes a fruity taste, especially squeezed orange. In Kintamani, apart from the center of Arabica coffee plants, agro-industries are now starting to grow that process coffee beans into ground coffee (Udayana, 2021).

Citing data from the Central Statistics Agency of Bali Province (2021), Bangli Regency is the only regency that has the highest amount of Arabica coffee production compared to other regencies in Bali Province. The amount of Arabica coffee production in Bangli Regency in 2020 was 2,192.24 tons/year and experienced a decrease in productivity in 2021, namely to 2,166.22 tons/year. Arabica coffee (arabica coffee) Coffee originating from Brazil and Ethiopia controls 70 percent of the world coffee market. Arabica coffee has many varieties, depending on the country, climate, and soil where the coffee is grown. Such as Toraja coffee, Mandailing, Columbia, Brazil, and so on. Between one Arabica coffee and another, there are different flavors, Robusta coffee controls 30 percent of the world market. This coffee is spread outside Colombia, such as in Indonesia and the Philippines. Just like Arabica, the soil conditions, climate, and packaging process of this coffee will be different for each country and produce a slightly different taste, Excelsa, Racemosa, and Liberica (African coffee) coffee is a type of coffee that is between Arabica and Robusta. This coffee is currently still in the development stage, Luwak coffee is coffee that comes from Arabica or Robusta coffee beans that are eaten by civets. The civet will swallow coffee berries (red) and process them with enzymes in its stomach. The beans from the coffee berries are then excreted with its feces

Communication Strategy is one of the important elements in the business world. Especially in the era of digital and increasingly massive modernization, communication strategies have developed methods, including in one of the coffee producing areas in Indonesia, namely Bangli Regency. Coffee is one of the most important parts for society Bangli Regency, especially the Kintamani area, because coffee is the mainstay of the economy of the people in the Kintamani highlands. Kintamani is one of the areas in the highlands in Bangli Regency, Kintamani Arabica coffee is one of the superior coffees both nationally and internationally from the past to the present. In general, Bali Province produces two types of coffee, namely Arabica coffee and Robusta coffee. There are two types of coffee that are popular in Bali Province, namely Arabica coffee and Robusta coffee. The Arabica type of coffee is mostly produced in the Kintamani area. While Robusta coffee is mostly produced in other areas in Bali Province, namely Singaraja, Pupuan, Jembrana and Karangasem (Udayana, 2021). Researchers feel that this research is very important to be carried out in seeing the efforts or strategies of the Bangli Regency Government in marketing Kintamani Arabica coffee for the prosperity of the coffee farming community, as well as seeing how to empower the Kintamani community by utilizing existing natural resources. Marketing strategies are always related to and lead to market segmentation, marketing mix which includes elements of price, product, place, and promotion, as well as positioning, and identification of target markets (Atmoko, 2018).

The marketing strategy of Kintamani Arabica Coffee has been carried out by several producers of Kintamani Arabica Coffee. One of the marketing strategies of Kintamani Arabica Coffee used by producers is the Investment strategy. The company makes short-term investments with the aim of gaining investment returns in the future. This strategy was obtained by Fahmi in his research through SAP and ETOP analysis, as well as SWOT (Mirza Fahmi et al, 2013). The Kintamani Arabica Coffee Company has also attempted a marketing strategy by considering the needs and tastes of potential customers. For example, by creating various packaging, flavors, aromas, and sizes, so that customers are free to choose the variants they like. Most of the Kintamani Arabica Coffee producing companies utilize social media such as Whatsapp, Facebook, Website, Instagram, in addition to promotions at exhibitions and personal selling (Ruaida & Anggara, 2020). One interesting marketing strategy is also to provide testers in shops or coffee shops, so that potential customers can taste the coffee first before buying (Saputra et al, 2022).

The productivity of Kintamani Arabica coffee which is increasing every year, has a positive impact on improving the economy and welfare of the Kintamani Arabica coffee farming community, because the majority of the community are coffee farmers. When researchers made observations, it was seen that the majority of the residents' houses were in the middle of dense coffee plantations. From the results of the coffee production, farmers in Kintamani have succeeded in providing quite good educational facilities for their children, even many children of coffee farmers continue their education abroad. However, based on data from Udayana (2022) that the level of community education Bangli Regency consists of those educated up to Elementary School (SD) level, educated up to Junior High School (SMP) level, educated up to Senior High School (SMA) level, educated up to college level, while the rest are educated at other levels.

LITERATURE REVIEW

The phenomenon that occurs in the field, the Bangli Regency Government is trying to choose superior quality coffee in marketing Kintamani Arabica Coffee (Speciaty). The selection of superior coffee aims to motivate all groups, both farmers and the government, to produce superior coffee seeds. Because the majority of the people of Bangli Regency, especially in Kintamani, work as coffee farmers. Kintamani Arabica coffee is one of the plantation crops that is a superior export product. Marketing success is certainly related to the credibility of the communicator in delivering the message as one of the promotional methods, so that Kintamani Arabica Coffee can be famous abroad. This proves that there is a credible communicator in marketing so that it can make the name of Kintamani Arabica Coffee famous.

Indonesia is the best coffee producing country, as well as the coffee producer with the most coffee in the world. Arabica coffee produced on the island of Bali is Kintamani Arabica coffee, while Robusta coffee is widely produced in Singaraja, Pupuan village, Tabanan district, Jembrana area and Karangasem district. Some names of Indonesian coffee that have been known abroad and are part of the popular menu of cafes in big cities in the world include Kintamani Aceh Arabica coffee, Mandailing coffee, Bangli Regency, Java coffee and Toraja coffee. There are other brands that are already popular, namely Bali Coffee Kintamani and Flores Coffee. Some of these brands have become popular along with international demands in the field of coffee investment. Technological innovation also plays a big role in improving the quality of coffee beans. Although it has been popular and is one of the largest coffee producers in the world, when compared to coffee production in other coffee producing countries, coffee production is still relatively low when calculated per hectare. For example, in 2015, Indonesia produced 741 kg of Robusta coffee beans per hectare and 808 Arabica coffee beans. At the same time, Vietnam produced 1500 kg per hectare and Brazil produced 2000 kg per hectare.

The areas that Produce the Most Coffee Beans in Bali Province are Bangli Singaraja and Tabanan Regencies

Kintamani Arabica coffee is known as a premium coffee type, with limited production. Marketing of Kintamani Arabica coffee is closely related to the efforts of the Bangli district government in empowering communities based on coffee farming. Community empowerment in a development strategy is an activity to help communities have the power to decide and determine actions related to themselves to overcome personal and social obstacles by increasing their abilities by utilizing the power they have by receiving power from the environment around (Payne in Dewi & Ananda, 2022). The Bangli Regency Government has a responsibility to empower the community and protect them as farmers. The problems of coffee farmers have not been resolved, such as the lack of coffee care and the ease of coffee being attacked by pests and diseases so that the quality of the coffee is low. All depend heavily on the government through the Department of Agriculture to carry out socialization and counseling, providing guidance to farmers so that they can cultivate coffee properly (Dewi & Ananda, 2022). Not only the Department of Agriculture, the local government through the sub-district also has a responsibility to empower village communities.

Based on this background, the researcher argues that the marketing strategy carried out by the government will have an impact on all parties, both for the Bangli Regency government and also the Kintamani Arabica Coffee farmers. The marketing communication strategy carried out by the government can increase the turnover of coffee farmers. And the credibility of a good communicator is able to make a product fragrant, especially Kintamani Arabica Coffee. The Bangli Regency Government empowers the community by facilitating the community to produce Coffee as the main natural resource there and providing counseling and socialization to coffee farmers.

METHODOLOGY

Three methods of data collection in descriptive research conducted using a qualitative approach, namely observation, interviews and documentation. The researcher chose a qualitative approach based on the consideration that this study uses depth of information to analyze the communication strategy of the Bangli Regency Government in marketing Kintamani Arabica Coffee. In this study, the researcher used two data sources, namely; Primary Data, namely statements from interviews and observations that are directly related to the communication strategy of the Bangli Regency Government in marketing Kintamani Arabica Coffee. The research was conducted from March to August 2024. Secondary Data in this study are books, and other compiled materials that serve as information in research on the communication strategy of the Bangli Regency Government in marketing Kintamani Arabica Coffee.

Research informants, especially people who were interviewed to obtain the data needed in the examination. As informants, namely from the Trade Service as many as 2 people, the Agriculture and Plantation Service of Bangli Regency as many as 3 people, the Service Culture and Tourism as many as 1 person, and 4 people from the Farmer group in the village and sub-district areas of Kintamani, Bangli Regency. The object of the study is the target of the examination, which has been solidly depicted in the research plan. After all the information is collected, the next stage is to carry out an information examination strategy, the information examination procedure is very important in the process of selecting information from the beginning to the furthest limit of the review, so that the truth tends to be found.

DISCUSSION

The Role of Government in the Production Process of Kintamani Arabica Coffee

Kintamani Arabica Coffee products are the best coffee to be reckoned with both in terms of quality, taste, and aroma. Researchers interviewed the Department of Agriculture and Plantations of Bangli Regency. From the results of the discussion, information was obtained that one of the most important things in maintaining the quality of Kintamani Arabica Coffee is the process of caring for coffee, especially in pruning branches. Pruning coffee branches needs to be done properly so that later air flow and sunlight can easily enter, so that the coffee will not be damp and the coffee is not easily affected by fungus. Pruning is done by removing some unnecessary coffee branches or some coffee branches that do not grow well and are affected by disease. Pruning is done at least twice a year. Another thing to consider is the selection of fertilizers that are suitable for the soil and coffee conditions. Farmers should find out the types of fertilizers and then adjust them to the needs of the coffee plantation so that the quality of the coffee is maintained. From the results of the interview, it can be seen how the process of maintaining the quality of Kintamani Arabica Coffee from the results of the interview, the researcher then interviewed the Trade Office to find out what efforts were made to control the rise and fall of coffee prices. The results of the discussion showed that the government could not control the rise and fall of coffee prices because it was very dependent on market

needs. However, efforts that can be made to sell coffee with large profits, producers must carry out the grinding, drying, and roasting processes until it becomes coffee powder independently.

The Bangli Regency Government provides facilities through various programs such as training and fertilizer assistance to the farming community. From the results of the discussion, it was found that the government's future program is to hold coffee care training, facilitating farmers to deepen their knowledge about coffee. One of them is the knowledge that coffee plants are greatly influenced by climate and weather, so each region has its own process and method of coffee care. The government will also provide assistance in the form of subsidized fertilizers and tools needed by the community such as pruning tools, seeds, and fertilizers. Then, to find out about how to choose the best or most superior coffee seeds, researchers interviewed...The head of the Belantih village farmer group, Kintamani sub-district, said that cHow to choose the best and most superior coffee seeds, namely farmers must choose coffee parents that have good conditions and are free from disease. Then, when the fruit turns red with the characteristic sweet taste of coffee, and has large fruit, then the coffee fruit is put into a polybag. If it is already in a polybag, farmers must see its growth and make sure whether the coffee seeds grow uniformly or not. Farmers also need to pay attention to the condition of the stem whether it is good and has not branched much.

The Role of Government in Promoting Kintamani Arabica Coffee

In a discussion with the head of the farmer group in Catur Village, Kintamani District, information was obtained that the farmer group provide education related to the benefits of coffee to the general public as a sales target. In terms of health, coffee can prevent depression, prevent decreased brain function, and improve memory. Coffee has negative side effects only if consumed excessively and if the consumer has a history of stomach acid disease. Every marketing certainly requires a system to showcase it. It can be said that the promotional communication strategy system can be used as a way to enlighten, convince, and help buyers remember the Kintamani Arabica Coffee product sold.

Bangli Regency Government Communication Strategy in Marketing Kintamani Arabica Coffee

Marketing, is an important thing in a trade mission and is a determinant of trade success. Communication strategy describes two components, namely communication and marketing strategies. Communication is the way of thinking and understanding that is conveyed between people and groups. While promoting is an activity within different organizations and groups that transfers value to clients or targets. In this way, it can be concluded that, marketing communication isa combination of all the components in promoting that work with trade by creating messages that are distributed to clients or targets. The existence of good marketing communication is believed to also have a good influence, and vice versa. In other words, without skills, communicating no matter how great the product is produced or how attractive the destination

offered, will not be valuable. One of the communication strategies carried out by the Bangli Regency Government, as conveyed by the head of the Trade Service, that the communication strategy used in marketing Kintamani Arabica Coffee is 3 methods, namely; marketing communication strategy through advertising in expos/exhibitions and events, through trade missions outside the region through the ministry, and promotion through digital processes and social media.

If we look at the three efforts above, then the role of the Bangli Regency Government is as a Facilitator and Dynamicator. As a Facilitator, the government seeks to create conducive conditions for the implementation of the development process, as well as provide facilities such as facilities and infrastructure, mentoring, and funding. As a dynamist, the government provides intensive guidance and training to the community to create dynamics in regional development when stagnation occurs (Sihombing et al., 2021).

Kintamani Arabica Coffee Marketing Communication Strategy

Advertising through Expo or Exhibition

Advertising is a form of communication by making consumers remember data about the benefits of an item that is arranged in such a way that buyers are interested in an item. Publication is a way to help strong marketing in compiling correspondence between organizations and buyers in their efforts to face competitors. The emergence of promotional media to introduce products and services to customers makes buyers more interested or influenced. This will support changes in buyer behavior to be as desired by the manufacturer.

Expo or exhibitions are held so that organizations from a particular industry certain exhibit and show their goods, follow the latest fashion, and are done openly. Some expos are open to the general public but there are also expos whose participants are only from certain groups. As the results of the interview with Samsul Bahri as Head of Tourism Section at the Bangli Regency Culture and Tourism Office who said that Expos or exhibitions and events of the Bangli Regency Government, especially by the Tourism Office, have often been held. In fact, not only at the regional level, these activities are also carried out in various countries, including abroad. These expo activities are not only carried out by the Tourism Office, but also in collaboration with several cooperatives, farmer groups and community groups related to the marketing of Kintamani Arabica Coffee products. From the results of the interview, it can be seen that the government plays a role in promoting Kintamani Arabica Coffee through expo or exhibition activities.

The role of the government, especially Bangli Regency, is to make breakthroughs in efforts to promote Kintamani Arabica Coffee products packaged in the Kintamani Arabica Coffee festival and exhibition. This breakthrough is needed to face the international economic community. This activity aims to elevate the culture of the Kintamani community, present the best coffee process, so that it becomes a source of economy for the Kintamani community in Bangli Regency. The government also guarantees the certainty of the price of coffee purchased directly from coffee farmers in Kintamani, Bangli Regency. Farmer groups stated that with the festivals and events held, it is

possible that it will become a new source of economy for the Kintamani community in general and Bangli Regency in particular. Event visitors can witness the coffee harvest and get educational value about Kintamani Arabica Coffee.

Foreign Trade Mission through the Ministry

Indonesia's competitiveness in terms of coffee commodities on the global market is also determined by coffee bean exports or demand from other countries. Indonesia has had a world coffee export market for decades, such as the United States, Asia, and Europe, followed by other countries such as Africa, Russia, and China since 2016 (Alexander & Nadapdap, 2019). A trade mission is an activity that brings together prospective buyers in a region or foreign buyers abroad with prospective exporters from Indonesia. This activity is an activity in the form of G to B (Government to Business) and B to B (Business to Business), because the government is trying to bring together the two parties to reach a business agreement.

Promotion through Social Media

In its development process, social media is not only used for interaction between users, but also used in broader business, community relations, and political interests (Zulhazmi, 2020). In a marketing strategy, the most important and primary thing is to present the product directly as clearly and as close as possible to consumers. As the results of an interview with the Bangli Regency Agriculture and Plantation Service, there are several communication tools used by the government or the community in marketing Kintamani Arabica Coffee, one of which is a smartphone. Social media such as Instagram, Facebook and others are used by the community for the purpose of marketing Kintamani Arabica Coffee which provides information about Kintamani Arabica Coffee. All social media users can access information from these accounts. Social media can also be an educational medium about the scientific benefits of consuming Kintamani Arabica Coffee.

Digital marketing can be characterized as a marketing exercise including intelligently using various online media. One type of computerized promotion using electronic media or the web is web marketing. Web marketing is promotional cycle that utilizes electronic mail innovations, especially the web, procedural tasks computerized advertising can be significant in keeping up with the developments in computerized technology and making plans to attract buyers and direct them to combine electronic and regular communications. One of them is e-commerce which is currently a fundamental need for trade organizations. E-commerce can also be utilized by buyers to easily get the desired goods using the internet (Mumtahana, Hani Atun, Nita & Tito, 2017). Advanced promotional methods utilizing online entertainment are very important because they can provide information to MSMEs about how and the stages in expanding their networks. Through web marketing, they can showcase goods to increase the advantages of the MSMEs themselves. Good management in MSMEs can make MSMEs able to survive and compete. MSME management includes the fields of Human Resources (HR), production, and marketing (Wibowo et al., 2015).

However, the use of online media also requires good internet accessibility in rural areas. Currently, accessibility is still not optimal. However, the Indonesian government has committed to ensuring that internet accessibility can reach even remote areas (Agustini in Fauziyah et al., 2022).

Credibility of Bangli Regency Government Communicators in Marketing Kintamani Arabica Coffee

The results of the researcher's observations, the credibility of communicators in marketing Kintamani Arabica Coffee has been quite good in contributing to increasing sales of Kintamani Arabica Coffee, so that Kintamani Arabica Coffee can be famous abroad. The efforts made by the government in providing appreciation to communicators in marketing have also been quite good, so that communicators are increasingly enthusiastic and increasingly creative to continue to be communicators in marketing Kintamani Arabica Coffee. Information from the Department of Industry and Trade, there are many groups from government and community parties who act as communicators in marketing Kintamani Arabica coffee. Some of them are Department of Agriculture and Department of Tourism. become communicators. Each group has good and qualified communicators, such as the Department of Agriculture, have succeeded in inviting UMKM actors to improve the quality of coffee. The Department of Tourism holds exhibition events to promote Kintamani Arabica Coffee so that visitors come from within and outside the country. Coffee lovers can get to know and learn more about Kintamani Arabica Coffee. Creativity in communication strategies can still be improved by creating interesting advertisements and promotional content. This is closely related to effective communication with consumers. Because in the process of effective communication can build good relationships with customers. Communication ethics relates to the comparison between the message delivered and the message received. Also not about the amount of information but how easy the information can be received (Wahyudi, 2018).

Bangli Regency Government's Obstacles in Marketing Kintamani Arabica Coffee

According to the results of interviews with several related agencies in Bangli Regency, there are several obstacles in marketing Kintamani Arabica coffee. One of them is about regulations. capital. Some coffee producers experience constraints with capital to be able to market outside the region. Another constraint is in terms of the shipping process, packaging for outside the region which has been carried out in Bangli Regency. The results of the discussion also stated that the packing process to shipping can be completely carried out in Bangli Regency, so that can be an achievement. Bangli Regency can only send raw materials in the form of green beans. In fact, there is actually a market potential for shipping roasted materials on a large scale. However, it is still constrained by equipment for production and capacity.

The high production and export figures of Indonesian coffee are certainly a positive thing, but Indonesia is currently still finding it difficult to provide coffee in processed form. So far, most of Indonesia's coffee exports are still in the form of coffee beans. Around 90% of coffee exports are in the form of raw coffee beans or better known as green bean coffee, the main problem of the constraints on the development of the downstream coffee industry in Indonesia is;

1. There are barriers to entering the industrial market.,
2. Facilities and technology are inadequate,
3. There are obstacles in regulations, especially regarding employment, taxation and trade,
4. Lack of motivation and trade,
5. Low capital,
6. Processing and packaging technology that has not been fully mastered.

The government is making every effort to take part in both the regulation and the coffee production process in Bangli Regency. The Bangli Regency Government will try to focus on improving the quality of Kintamani Arabica coffee production, because it is a superior commodity for the local community. The government wants to maintain this coffee, the pride of the Kintamani community. There are several problems faced by the Bangli Regency Government in Marketing Kintamani Arabica Coffee, including the lack of innovation in the dominant small and medium business sector. In fact, product innovation can increase product value (Mawardi & Abidin, 2020) In addition, the high cost of coffee distribution travel makes the selling price of coffee high.

Kintamani Arabica Coffee is now famous to the corners of the country, even espresso that has the best taste and aroma has been sent to several countries, there are still some problems, especially business visionaries. So far, coffee has been handed over to the recipient of the coffee and not from the Kintamani community itself. So of course it still requires quite a large transportation cost. Problem others are still many kintamani arabica coffee makers who do not have factories with good quality, such as the absence of drying floors and office space. This affects the intensity of the value of espresso traded. Next is the satisfaction of the quantity of goods. In addition, coffee beans that have been harvested by farmers are sold in wet conditions (logs), although some are dried before being sold. However, drying still uses traditional methods, namely under the heat of the sun so that the drying duration is quite long and less hygienic. The drying process is carried out in the open with plastic and tarpaulin as a base, or a floor made of cement material, until some are dried directly on the ground which has the risk of being exposed to dirt, soil, and the touch of roaming animals (Hardi et al., 2020).

Empowerment of Bangli Regency Community in Kintamani Arabica Coffee Production

Usman in (Mangowal et al., 2013) stated that community empowerment plays a big role and is an important strategy in the development process. Empowerment society is vital as a force, both economic, material, and physical strength, as well as community income, institutional aspects (the existence of containers/groups as a place for individual strength to grow), intellectual, cooperation, and joint commitment in order to comply with and apply the principles of empowerment. Despite living in the world's best coffee producing area, the people in the Kintamani highlands are still trapped in a chain of deprivation. Therefore, the Bangli Regency government is trying to reduce the level of deprivation by empowering the community. Rural community development needs to prioritize community empowerment strategies. The Bangli Regency Government sees the potential of coffee plants as one of the resources that can be utilized to empower its community. In addition to consistently providing counseling on Kintamani Arabica Coffee production, the Bangli Regency Government also helps coffee farmers in the coffee production and processing process. For example, the government helps provide machines to entrepreneurs who are still in mini or micro capacities, such as Roasting machines, Sealer machines, and Greander machines. After providing supporting equipment for coffee production, the government also helps provide a way for coffee farmers to sell their coffee crops outside the region, namely by implementing several marketing strategies. Marketing strategies are carried out as described in the previous sub-chapter. Empowerment of coffee farmers is also carried out by involving them in farmer groups, then providing knowledge on how to manage good coffee plants. Extension is also carried out by socializing and providing training for farmers and the people of Bangli Regency on how to care for coffee properly and correctly.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion, it can be concluded that the communication strategy of the Bangli Regency Government in marketing Kintamani Arabica coffee uses...3 methods, namely; marketing communication strategy through advertising in expos/exhibitions and events, through trade missions outside the region through the ministry, and promotion through digital processes and social media. The credibility of communicators in marketing Kintamani Arabica Coffee is quite good in increasing sales so that Kintamani Arabica Coffee can be famous abroad. The efforts made by the government in providing appreciation to communicators in marketing are also quite good well, so that communicators are more enthusiastic and more creative to continue to be communicators in marketing Kintamani Arabica coffee.

The obstacles for coffee farmers in Bangli Regency in marketing Kintamani Arabica Coffee are quite numerous, starting from the capital aspect, so that they try to be independent in the marketing process to outside the region. The shipping and packaging process is still in process. Another obstacle is that the exported products are still in the form of raw materials, whereas if they are already in a processed condition, they can certainly increase the price.

The main problem in developing the downstream coffee industry in Indonesia is;

1. There are barriers to entering the industrial market.,
2. Facilities and technology are inadequate,
3. There are obstacles in regulations, especially regarding employment, taxation and trade,
4. Lack of motivation and trade,
5. Low capital,
6. Processing and packaging technology that has not been fully mastered.

The Bangli Regency Government has empowered the community by utilizing the natural resources it has, in this case coffee plants. The district government provides assistance in the form of direction, equipment assistance, assistance in relations with external parties and importers, as well as by helping to communicate with various parties. In addition to the Department of Agriculture, the District also organizes community empowerment of farmers by providing knowledge about coffee plant management techniques. Socialization and training are also consistently carried out with farmers as the main subjects. Empowerment not only improves the quality and quantity of Kintamani Arabica coffee, but also increases the selling power of coffee. Based on the research results and conclusions that researchers have previously conveyed, it is expected that the Bangli Regency Government will play a greater role in maintaining the stability of production and prices of Kintamani Arabica Coffee, increasing cooperation with various parties in the marketing process, facilitating the production of Kintamani Arabica Coffee so as to increase the purchasing power of coffee in the national and international arena. For the people of Bangli Regency to maintain the quality of Kintamani Arabica Coffee by consistently maintaining and improving the production process of Kintamani Arabica Coffee, by carrying out good maintenance and harvesting methods.

ADVANCED RESEARCH

Further research needs to be conducted to develop and increase the added value of Kintamani Special Arabica coffee in marketing promotion activities and brand creation.

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