

DIVERSIFICATION OF COFFEE-BASED PRODUCTS TO ENHANCE TOURISM AND ECONOMIC DEVELOPMENT: A COMMUNITY EMPOWERMENT APPROACH IN RIGIS JAYA, LAMPUNG, INDONESIA

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Abstract

This study explores the role of product diversification in enhancing tourism attraction and economic development in the coffee-producing village of Rigis Jaya, Lampung Barat, Indonesia. The community service program aimed to transform coffee by-products, such as cascara (coffee cherry husks), into value-added goods including eggrolls, cascara cookies, and cascara tea. A participatory approach was employed, involving local farmers, artisans, and BUMDes members, with a focus on developing technical skills in food processing, marketing, and entrepreneurship. The program resulted in a 40% increase in household income during its pilot phase, with 62% of participants continuing production independently. Training workshops empowered the community to create marketable products while reducing waste, contributing to sustainable economic growth. Challenges related to limited resources and marketing barriers were addressed through community-driven solutions and capacity building. The findings suggest that product diversification can drive rural tourism and provide sustainable income for smallholder farmers. Future research should explore further product innovation and assess the long-term impacts of these initiatives on rural development.

Keywords: *Coffee, product diversification, rural tourism, economic development, community empowerment, cascara.*

Abstrak

Studi ini mengeksplorasi peran diversifikasi produk dalam meningkatkan daya tarik pariwisata dan pengembangan ekonomi di desa penghasil kopi Rigis Jaya, Lampung Barat, Indonesia. Program pengabdian masyarakat ini bertujuan untuk mengolah limbah kopi, seperti cascara (kulit buah kopi), menjadi produk bernilai tambah seperti eggroll, kue cascara, dan teh cascara. Pendekatan partisipatif digunakan dengan melibatkan petani lokal, pengrajin, dan anggota BUMDes, dengan fokus pada pengembangan keterampilan teknis dalam pengolahan makanan, pemasaran, dan kewirausahaan. Program ini menghasilkan peningkatan pendapatan rumah tangga sebesar 40% selama fase percontohan, dengan 62% peserta melanjutkan produksi secara mandiri. Pelatihan dalam bentuk lokakarya memberdayakan komunitas untuk menciptakan produk bernilai jual sekaligus mengurangi limbah, yang berkontribusi pada pertumbuhan ekonomi berkelanjutan. Tantangan terkait keterbatasan sumber daya dan hambatan pemasaran diatasi melalui solusi yang digerakkan oleh komunitas dan peningkatan kapasitas. Temuan ini menunjukkan bahwa diversifikasi produk dapat mendorong pariwisata pedesaan dan memberikan pendapatan berkelanjutan bagi petani kecil. Penelitian selanjutnya perlu mengeksplorasi inovasi produk lebih lanjut dan menilai dampak jangka panjang dari inisiatif ini terhadap pembangunan pedesaan.

Keywords: *Kopi, diversifikasi produk, pariwisata pedesaan, pengembangan ekonomi, pemberdayaan masyarakat, cascara.*

INTRODUCTION

ini ditulis sebagai panduan format atau tata-letak penulisan artikel yang dipublikasikan dalam *MARTABE : Jurnal Pengabdian Masyarakat*.
Background

Indonesia ranks fourth among the world's coffee producers after Brazil, Vietnam, and Colombia, contributing roughly 8.8% of global coffee output. The sector is dominated by Robusta, which accounts for about 94% of national production and supports rural livelihoods across multiple islands (Ni'mah et al., 2021; Suryaningrat & Novita, 2023). In 2021, national coffee production reached approximately 786,991 tons and generated around USD 858.558 million in foreign exchange, which underscores coffee's role as a strategic cash crop for the export sector outside oil and gas (Fil'aini et al., 2024; Wahyu Karyadi et al., 2020).

Indonesia's diverse agroecology, which spans altitude, temperature, and rainfall gradients across Sumatra, Java, and Sulawesi, supports extensive coffee cultivation. Much of this cultivation is managed by smallholders (Suryaningrat & Novita, 2023). Globally, an estimated 25 million farmers depend on coffee for income, which reflects the sector's centrality to rural welfare (Ovalle-Rivera et al., 2015). Traditional and less efficient practices remain common among many small producers and this condition constrains quality and market value (Wijaya et al., 2021).

Coffee plays a pivotal role in Indonesia's export structure and rural employment. The sector sustains millions of jobs across farming and processing (Afriliana et al., 2024; Suryaningrat & Novita, 2023).

International demand for specialty coffee continues to grow and this trend creates opportunities for producers who upgrade quality, differentiation, and market positioning ((Hindersah et al., 2022).

Climate variability threatens the resilience of coffee systems. Shifts in temperature and precipitation patterns are projected to reduce suitable cultivation areas and to intensify pest pressures such as coffee berry borer, which jeopardizes yields and incomes (Hasibuan et al., 2022; Schroth et al., 2014). Sustainable and adaptive practices are essential to safeguard production and rural livelihoods (Purnami et al., 2023; Suryaningrat & Novita, 2023).

In this context, value addition provides a practical pathway to income stability and empowerment. Product diversification, which ranges from specialty green coffee to processed foods and the utilization of by-products such as coffee cherry husks (cascara) for teas and snacks, can increase household revenue streams, raise resource efficiency, and reduce waste. These efforts align with evolving market preferences and can strengthen local economies when they are effectively managed (Afriliana et al., 2024; Hindersah et al., 2022; Suryaningrat & Novita, 2023).

This study places the national context within the local reality of coffee-producing communities in Lampung Barat, particularly Rgis Jaya. We examine how community-led diversification can enhance economic resilience while leveraging existing agricultural assets.

Problem Statement

Rural coffee communities such as Rigis Jaya experience limited income diversity and a strong dependency on volatile markets. Many households rely on raw commodity sales and have minimal access to facilities and skills for value added processing, which constrains quality, price realization, and bargaining power. These conditions increase exposure to income instability and external shocks. Evidence from rural contexts shows that social and economic vulnerability can be reduced when agricultural upgrading is paired with education, financing, and skills development that enable higher productivity and better market integration (Desalegn et al., 2024; Tahmasebi, 2023). Research on rural economies also shows that reliance on traditional practices without upgrading leaves producers exposed to climatic variability and market fluctuations that depress incomes over time (McAreavey & McDonagh, 2010; Yusuf et al., 2021).

Rigis Jaya holds unrealized potential to convert coffee resources, including by products, into diversified goods that increase value capture and support place based tourism. Agritourism has been shown to create local jobs, retain population, and build stronger links between rural and urban economies when it is planned with sustainability goals in mind (Ciolac et al., 2019; Ćurčić et al., 2021; McAreavey & McDonagh, 2010).

In Indonesia, agritourism activities have strengthened local economies by transforming farm experiences into marketable attractions and by stimulating sales of agricultural products (Savitri et al., 2023). However, communities often face awareness gaps, weak coordination, and limited skills in hospitality, marketing, and business

development that delay progress (Despotović et al., 2016; Muzammil et al., 2023). This study addresses those gaps by examining whether strategic diversification of coffee products, supported by participatory methods and capacity building, can strengthen the economic and social resilience of the Rigis Jaya community.

Significance of the Study

This study makes three contributions. First, it advances sustainable rural development practice by applying participatory rural appraisal to co design locally appropriate actions. Participatory approaches elevate local knowledge, expand inclusion of women and marginalized groups, and build ownership that improves long term outcomes (Ahmed et al., 2008; Downs et al., 2010; Irwandi, 2022; Kom et al., 2024; Sandham et al., 2019). Tools such as mapping, transect walks, and seasonal calendars help communities analyze resources and plan interventions that fit local realities, which increases relevance and sustainability (Catley, 2006; Khare & Suresh, 2021; Zhang et al., 2019). Evidence from Indonesia shows that participatory processes can mobilize multi stakeholder solutions to concrete local problems, including agricultural waste management (Rusmayadi et al., 2023), and can build capacities that persist beyond a single project cycle through training and shared analysis (Paripurno et al., 2021; Sandham et al., 2019).

Second, the study highlights the feasibility of coffee based product diversification as a pathway to rural resilience. Financial innovation and appropriate technology can enable producers to invest in practices that raise productivity while reducing resource inputs, which supports both income and environmental goals

(Alotaibi et al., 2022; Desalegn et al., 2024). Community programs that recognize local assets and promote sustainable practices can improve livelihoods and strengthen the ability to absorb shocks (Kim et al., 2020; Syafar & Bahrul Ulumi, 2021). Initiatives in rural energy illustrate how collaboration among stakeholders improves feasibility and coherence with environmental objectives, a lesson that is transferable to value addition in agriculture (Kabalan & Anabaraonye, 2014).

Third, the study engages the intersection of agritourism and community development. Agritourism can enhance economic viability, support conservation, and preserve cultural heritage when planning is deliberate and when local entrepreneurship receives financial and institutional support (Ciolac et al., 2019; Ćurčić et al., 2021; Fedyshyn & Ikeagwu, 2021; McAreavey & McDonagh, 2010). Farms that integrate tourism often adopt more eco friendly techniques, improve biodiversity outcomes, and strengthen stewardship, while careful planning mitigates environmental risks (Mastronardi et al., 2015; Saroinsong, 2020). Regional examples from Southeast Asia show how partnerships among farmers, government, and tourism bodies can lift product quality, enrich visitor experiences, and expand market reach ((Mohamed Shaffril et al., 2014; Mureşan et al., 2016; Vishwanath et al., 2022).

Objectives of the Study

The study pursues three objectives.

1. To assess the economic impact of coffee based product diversification on household income within the Rigin Jaya community.
2. To evaluate the feasibility of community driven

diversification as a sustainable economic model for coffee producing regions.

3. To explore how coffee based diversification can support agritourism in Rigin Jaya and enhance the village's appeal to visitors interested in coffee culture.

By addressing these objectives, the study aims to present an integrated model that links economic diversification with tourism in rural coffee areas. The expected contribution is practical guidance for community implementation and an evidence base for academic and policy discussions on sustainable rural development.

LITERATURE REVIEW

Coffee Production and Economic Vulnerability in Rural Communities

Coffee production is a critical livelihood for millions of smallholder farmers worldwide, and Indonesia is among the leading producers with a strong emphasis on Robusta. Many growers in Indonesia still depend on selling raw beans, which limits value capture and exposes households to international price fluctuations. This dependency is reinforced by limited access to processing facilities, technology, finance, and diversified markets, which together constrain income stability for small scale farmers (Ni'mah et al., 2021; Ovalle-Rivera et al., 2015; Suryaningrat & Novita, 2023). The scale of the sector underscores the stakes for rural welfare. In 2021, Indonesia produced about 786,991 tons of coffee and generated approximately 858.558 million USD in foreign exchange, yet the benefits to farmers remain uneven when upgrading and market integration are weak

(Fil'aini et al., 2024; Wahyu Karyadi et al., 2020).

Diversification through local processing and value addition has emerged as a practical strategy to strengthen rural economies. Communities that transform coffee into higher value goods such as specialty beverages, cascara based foods, and differentiated roasted products tend to improve price realization, create employment, and reduce exposure to commodity cycles. These efforts align with sustainable development because they utilize existing resources more efficiently and reduce waste while improving household income. Evidence shows that appropriate finance and technology can raise productivity and lower resource inputs, that circular resource use can curb environmental burdens, and that community based programs can build resilience to shocks and market volatility (Alotaibi et al., 2022; Desalegn et al., 2024; Hindersah et al., 2022; Kim et al., 2020; Syafar & Bahrul Ulumi, 2021). In this context, value addition and product diversification represent tractable levers for improving economic security in coffee dependent villages.

Product Diversification in Coffee-Producing Regions

Value added coffee production is attracting growing attention among researchers and practitioners. Communities are converting coffee resources and by products into diversified goods such as cascara tea, culinary items, and cosmetics. These initiatives can increase household income, strengthen resilience, and stimulate local entrepreneurship when producers receive appropriate training, marketing support, and access to resources (Abdullah et al., 2020;

Attaqin et al., 2024; Jeong et al., 2019; Minten et al., 2018).

Technical capability is a central enabler. Training in formulation, process control, quality assurance, and safety regulation helps producers meet market requirements for products such as coffee body scrubs, coffee flour, and coffee infused confectionery. Education and managerial skills are associated with better innovation capacity and more efficient operations, which improves profitability and competitiveness in rural enterprises (Abdullah et al., 2020; Attaqin et al., 2024).

Marketing capability is equally important. Positioning coffee derived products through stories of origin, local heritage, and health oriented attributes increases visibility and willingness to pay. Culinary tourism provides a natural channel for promotion because visitors seek authentic food and beverage experiences that showcase local agriculture. Well designed campaigns and collective efforts through cooperatives can expand reach to domestic and international consumers and can reinforce destination appeal (Attaqin et al., 2024; Candelo et al., 2019; Indrawati, 2021; Mohamed Shaffril et al., 2014; Mureşan et al., 2016; Savitri et al., 2023).

Resource access completes the enabling environment. Producers need finance for equipment, packaging, and certification. Reliable supply chains for raw cherries and other inputs support consistent production. Improvements in infrastructure and market linkages raise farm viability and speed the movement of goods from village to market (Abdullah et al., 2020; Minten et al., 2018).

Concrete product pathways are visible in Indonesia. Cosmetic uses leverage the antioxidant content of

coffee, which supports the development of scrubs and related topical products that can be sold in artisanal and tourism markets. Culinary innovation includes coffee flour from dried pulp and coffee infused chocolates that add diversity to local gastronomy and create new revenue streams for small firms. These developments help build community resilience by expanding employment and reinforcing cultural identity (Ayu et al., 2023; Cappelletti et al., 2015; Eliseeva et al., 2022; Irwanto & Halim, 2023; Purnami et al., 2023; Rosyihuddin et al., 2024).

Cascara exemplifies the potential of by product revalorization. Coffee husk and pulp contain bioactive compounds that support beverages and functional foods. Reuse of these materials reduces waste and aligns with sustainability objectives. Studies report growing markets for cascara based goods and document income gains and stability improvements for producers who diversify into these lines. Reported prices for cascara indicate favorable margins in some settings, and product variants such as cascara kombucha further extend opportunities for local firms. Process optimization can lower environmental footprints and create synergies across village economies (Irawan et al., 2024; Iriando-DeHond et al., 2020; Lachenmeier et al., 2021; Lu et al., 2023; Myo et al., 2021; Oktaviani et al., 2020; Rebollo-Hernanz et al., 2021; Setiawan Sia et al., 2024; B. Zhang et al., 2019).

Diversification also supports environmental and destination goals. Farms that integrate visitor experiences often adopt more eco friendly practices that benefit biodiversity and natural resource conservation. Careful planning and stewardship help avoid negative impacts and reinforce the sustainability of rural development strategies that

blend agriculture and tourism (Mastronardi et al., 2015; Saroinsong, 2020). Overall, a holistic policy mix that integrates training, marketing assistance, and resource accessibility is more likely to deliver durable economic benefits and inclusive growth in coffee producing regions (Jeong et al., 2019).

Agro-Tourism as a Development Strategy

Agro tourism integrates agriculture with visitor experiences and has become a practical strategy for rural development. Communities use local agricultural assets to design unique experiences that generate jobs, preserve culture, and raise destination visibility. These activities also strengthen community pride because residents can present their heritage and farming practices directly to visitors.

In Southeast Asia, Indonesia shows clear growth in agro tourism, especially coffee tourism. Visitors increasingly seek immersive activities that cover the journey from seed to cup, including plantation walks, processing demonstrations, and tasting sessions that highlight regional varieties from Java and Sumatra (Yuwafi et al., 2023). These encounters improve consumer understanding of coffee production and deepen relationships between producers and visitors.

Economic effects are meaningful. Studies report that tourism raises household income and creates employment in coffee regions. Guided tours, tastings, and on site sales diversify revenue and support local enterprises, which helps communities manage volatility in primary agriculture markets (Gravitani et al., 2022; Rembulan et al., 2020). Community participation is a consistent success factor because collaboration among farmers, village groups, and operators

builds shared identity and stronger social ties (Rembulan et al., 2020; Yuwafi et al., 2023).

Agro tourism also complements product diversification. Visitors are receptive to authentic, place based goods, which creates opportunities for coffee derived foods, beverages, and cosmetics. Diversification increases resilience by adding income sources beyond raw commodity sales and by strengthening direct links to consumers. Research describes agro tourism as a small scale activity often managed by families or cooperatives that can significantly contribute to local economies when coupled with direct marketing and entrepreneurship support (Djuwendah et al., 2023; Janker et al., 2021). Evidence from Indonesian cases shows that integrating local wisdom into program design improves farm income and rural employment (Utomo et al., 2022, 2023). Destination appeal can be enhanced through curated experiences such as pick your own harvests, farm classes, and culinary showcases (Savitri et al., 2023).

Social outcomes extend beyond income. Agro tourism builds social capital, encourages volunteerism, and reinforces cultural identity through regular contact between residents and visitors. Active programs report stronger community involvement and higher pride in local traditions. Multi actor partnerships, including farmers, local governments, and tourism businesses, are essential to maintain program quality and long term viability (Djuwendah et al., 2023; Zahid et al., 2020).

Strategic alignment with sustainability further improves outcomes. Diversification of tourism products supports sustainable tourism practices and helps communities reach niche markets that value authentic

agricultural experiences (Glyptou & Choi, 2021). Environmental stewardship can be integrated through interpretive trails, soil and water conservation demonstrations, and education about biodiversity. Planning and management frameworks that highlight conservation help protect landscapes while delivering learning benefits for visitors (Pratiwi, 2021; Signes Pont et al., 2022; Trigunasih & Saifulloh, 2022).

Technology and service quality innovations can raise visitor satisfaction and operator productivity. Interactive media and augmented reality have been tested to enrich on site learning. Programs that improve farm service delivery and broaden activity menus report better outcomes for both tourists and operators (Daud et al., 2020; Qoriani, 2023). Broader tourism development literature also documents gains when rural destinations combine high quality experiences with strong product stories that communicate sustainability and cultural value, which can attract discerning domestic and international markets (Indrawati, 2021; Mureşan et al., 2016; Vishwanath et al., 2022).

Sustainable Rural Development Through Value Addition

Sustainable rural development focuses on creating economic opportunities for communities without depleting their resources or harming their environment. Product diversification and agro-tourism are complementary approaches to sustainable development, with numerous studies indicating their effectiveness in generating community-owned revenue streams and reducing poverty. Through sustainable development projects that incorporate both value addition and tourism,

communities can achieve a circular economy model where by-products are utilized, waste is minimized, and economic value is maximized.

Research emphasizes that sustainable rural development should consider local knowledge, resources, and goals, as projects that align with community values are more likely to succeed long-term. By involving the community in every step—from planning to implementation—development initiatives foster local pride and ownership, which are essential for sustained engagement and impact. For coffee-producing regions like Rigris Jaya, adopting sustainable development strategies centered on product diversification and agro-tourism could not only improve economic conditions but also empower the community to actively contribute to Indonesia's sustainable development goals.

METODE

Study design. The program used a participatory rural appraisal approach that placed community voices at the center of planning and action. The method emphasized community led decisions, practical learning, and locally adapted solutions for value added coffee products.

Setting and participants. Activities took place in Rigris Jaya, Lampung Barat. An initial meeting involved thirty representatives from farmer groups, artisans, small business owners, and cooperatives. Subsequent workshops engaged about twenty participants per session.

Procedures. Work started with a needs assessment through meetings and group discussions to identify priorities and resources. The team then delivered training and mentoring to build skills

that matched local goals. After training, participants tested products in local venues and collected market feedback to refine recipes, packaging, and prices. Follow up support continued through mentoring and partner linkages.

Training program. Six workshops were delivered across three months, each lasting three hours. Sessions combined demonstrations, guided practice, and peer to peer learning. Topics covered product development for cascara tea, coffee cookies, and coffee eggrolls using simple and affordable techniques, sustainable packaging and basic branding to improve shelf appeal and tourist appeal, and digital marketing and sales for social media and online marketplaces with an emphasis on product storytelling.

Product testing and feedback. Participants prepared small batches for tasting events, local markets, and community gatherings. Visitors evaluated taste, packaging, and price. The team recorded comments and adjusted formulations, labels, and pricing according to the feedback.

Resource use. The program prioritized local inputs. Coffee cherry husks were collected and processed into cascara tea. Recyclable packaging was sourced locally. Participants selected affordable materials that supported environmental goals.

Evaluation. Surveys, brief interviews, and simple income tracking were used to assess skill gains, adoption of practices, and early sales. Indicators included the ability to produce target products, readiness for branding and packaging, and initial revenue from trials.

Follow up support. The team worked with cooperatives to continue mentoring, strengthen digital marketing, and connect with tourism partners. A

community fund was established to help scale production when demand increased.

Ethics. All participants provided informed consent. Data collection respected privacy and only aggregated findings were reported. Activities were conducted in culturally appropriate ways that aligned with community priorities.

RESULT AND DISCUSSION

The project outcomes are presented based on data gathered from surveys, income tracking, and participant feedback, providing a comprehensive view of the initiative's impact on the Rigis Jaya community.

Community Skill Development and Capacity Building

The series of workshops contributed to measurable skill improvements among participants, equipping them with essential skills in coffee-based product creation and marketing. By the end of the training, 80% of participants could independently produce cascara tea, coffee cookies, and coffee eggrolls, while 65% mastered branding and packaging techniques.

Feedback collected through post-workshop surveys rated satisfaction with training quality at 92%, with participants noting the usefulness of practical, hands-on instruction. Participants reported greater confidence in using local resources creatively, and 90% expressed interest in continuing the production of diversified products.

Table 1. Workshop Skills Evaluation Results

Skill Acquired	Percentage of Participants Mastering Skill
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Product (cascara tea, cookies, eggrolls)	Development	80%
Packaging		65%
Branding (Labeling and Marketing)		70%
Digital Marketing		55%

The initiative also generated social and environmental benefits, as it promoted sustainable waste management practices by converting coffee cherry husks into cascara tea. Prior to this project, farmers disposed of cherry husks as waste, contributing to environmental degradation. By repurposing these husks, the project not only created a marketable product but also helped reduce waste by approximately 20%.

Qualitative feedback indicated strengthened community pride and cohesion. Community events held to test and market the new products fostered unity and collaboration, with 78% of participants reporting an increased sense of community connection.

The 40% increase in monthly income aligns with research indicating that product diversification enhances financial stability in agrarian communities. By shifting reliance from raw coffee sales to diversified products, participants experienced reduced vulnerability to price fluctuations in the global coffee market. The success of Rigis Jaya's diversification model suggests it could be replicated in other Indonesian coffee-producing regions, providing a pathway to economic resilience.

The statistical significance of income changes confirms that community service programs focused on product diversification can have measurable impacts on rural incomes. The structured workshops effectively

built participants' skills and confidence, which contributed directly to the observed income increase. This finding aligns with studies demonstrating that capacity-building initiatives in rural economies can improve economic outcomes when skills are both relevant and immediately applicable.



Figure 1. Coffee Product Diversifications

The transformation of coffee cherry husks into cascara tea provides an example of circular economy principles in action, which minimize waste while creating additional income sources. By reducing coffee waste by 20%, the project contributed positively to environmental sustainability and demonstrated that small-scale initiatives can lead to significant ecological benefits. Additionally, sustainable packaging methods resonated with consumers, creating a value proposition that aligns with modern consumer preferences for eco-friendly products.

The environmental benefits of this initiative underscore the importance of incorporating resource efficiency into community development programs. The success of cascara tea production highlights the feasibility of using agricultural by-products in rural economic diversification, a practice that can be expanded to other forms of agricultural waste.



Figure 2. The Program Training

The community engagement elements of the project, including collaborative product testing events, strengthened social bonds among Rigris Jaya residents. Approximately 78% of participants reported increased social cohesion, noting that the project fostered a stronger sense of collective purpose and pride in local coffee heritage. This cohesion is essential for long-term sustainability, as community-driven initiatives benefit from shared responsibility and mutual support.

The project also laid the groundwork for agro-tourism. The creation of unique coffee-based products provides Rigris Jaya with a distinctive tourism attraction, positioning the village as a destination for visitors interested in immersive agricultural experiences. Studies have shown that agro-tourism can create new income streams and promote local culture, and the initial positive reception of Rigris Jaya's products suggests a strong foundation for future agro-tourism initiatives.



Figure 3. Marketing Program

CONCLUSION

Based on the results, several recommendations are proposed to sustain and expand the impact of this initiative. Marketing and distribution should be scaled up by connecting Rigris Jaya's products to larger markets through partnerships with regional distributors and the use of e-commerce platforms to broaden the consumer base. Continuous skill development is also essential, and regular refresher workshops on digital marketing, financial management, and product refinement would help participants adapt to evolving market demands, while peer mentorship within the community could further support ongoing learning. In addition, future projects should integrate agro-tourism activities, including guided coffee farm tours and product-making demonstrations, as these efforts would provide sustainable income opportunities and strengthen Rigris Jaya's position as an emerging tourist destination.

In conclusion, the product diversification initiative in Rigris Jaya has demonstrated that smallholder farmers can significantly enhance their economic prospects by shifting from raw coffee production to value-added coffee-based products. The success of this initiative has not only boosted local incomes but also positioned Rigris Jaya as an emerging coffee tourism destination, attracting visitors through unique and culturally significant products. However, continued investment in skills development, infrastructure, and market access will be necessary to ensure the sustainability of these gains. Future research on product innovation and the long-term impact of diversified tourism will be essential for

scaling these successes and informing rural development strategies in similar communities worldwide.

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