

## INTEGRATION OF COFFEE COMMODITIES AND COASTAL TOURISM AS AN INNOVATION FOR SUSTAINABLE LOCAL ECONOMIC DEVELOPMENT IN JENGLUNGHARJO VILLAGE, TANGGUNGGUNUNG DISTRICT, TULUNGAGUNG REGENCY

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### Abstract

Sustainable local economic development requires innovation based on regional potential that integrates community-driven leading sectors. This study aims to analyze the integration between coffee commodities and coastal tourism as a strategy for sustainable local economic development in Jengglungharjo Village, Tanggunggunung District, Tulungagung Regency. A qualitative descriptive approach was applied, using in-depth interviews, participatory observations, and documentation studies as data collection techniques. The data were analyzed using the Miles and Huberman interactive model, consisting of data reduction, data display, and conclusion drawing/verification.

The results indicate that integrating coffee commodities with coastal tourism creates new economic synergy through the development of coffee-based educational tourism and local product marketing in coastal tourist areas. Collaboration among farmer groups, the tourism awareness group (*Pokdarwis*), and the village government has led to a social innovation model called “Coastal Coffee Village,” which combines economic, social, and environmental values. Despite several challenges such as limited infrastructure and human resource capacity, this integration strategy has successfully increased community income, strengthened village identity, and established a sustainable direction for local economic growth. This study concludes that cross-sector integration based on local potential is a strategic approach to building an adaptive, inclusive, and competitive rural economy.

**Keywords:** *sectoral integration, local economy, coffee, coastal tourism, sustainability*

## INTRODUCTION

Local economic development serves as a strategic approach to improving community welfare by utilizing local resources and capacities. In rural contexts, economic resilience can be strengthened through cross-sectoral integration, particularly between the agricultural and tourism sectors. This integration not only diversifies the local economy but also promotes innovation, environmental sustainability, and active community participation in managing local resources.

Jengglungharjo Village, located in Tanggunggunung District, Tulungagung Regency, possesses distinctive local economic potential. The village has two primary sectors that can be synergistically developed: coffee as a leading agricultural commodity cultivated in the hilly areas and coastal tourism, which attracts visitors with the natural beauty of the southern coastline. When managed in an integrated manner, these two sectors hold great potential to create an innovative and sustainable model for local economic development.

Integration between coffee commodities and coastal tourism can be realized through the concept of agroecotourism—an approach combining agricultural activities with educational and experiential tourism. Through this concept, visitors not only enjoy local coffee products but also engage in learning experiences about cultivation, harvesting, and post-harvest processing. The synergy between coffee farming and coastal tourism strengthens local economic value chains, creates new employment opportunities, and enhances the village's competitiveness as a destination centered on its unique commodities.

However, this potential integration has not been fully optimized. Agricultural and tourism activities in Jengglungharjo Village remain fragmented, lacking coordination and collaborative strategy. Challenges include limited human resource capacity, low marketing innovation, and weak institutional support among key stakeholders such as the village government, farmer groups, and Pokdarwis. These constraints hinder the full realization of the village's economic potential.

Therefore, a comprehensive study is required to formulate an integration model between coffee commodities and coastal tourism as an innovative strategy for sustainable local economic development. This research seeks to analyze existing potentials and challenges, identify supporting and inhibiting factors, and design integrative strategies that could serve as a foundation for local policy and implementation. The results are expected to contribute scientifically and practically to the development of sustainable local economic models, reinforcing Jengglungharjo Village's position as a competitive coffee and coastal tourism-based village in southern Tulungagung.

## LITERATURE REVIEW

Research in Indonesia has demonstrated that coffee-based agrotourism possesses significant potential for improving local incomes and generating employment opportunities. For instance, Pangestuti, Hanum, and Wahyudi (2018) found that the development of Kampung Kopi Amadanom in Malang was not yet optimal due to limited local government support and human resource capacity. Similarly, Yudhari et al. (2020) examined Arabica coffee agrotourism in Kintamani, Bali, and found that although its aesthetic and production potential was high, environmental sustainability received the lowest assessment score.

Risvita et al. (2023) noted that community participation in developing coffee agrotourism in Wagir District, Malang, remained low, affecting the socio-economic sustainability of the initiative. Aprylasari and Azizah (2024) analyzed the impact of coastal tourism at Sijile Beach on local livestock businesses and found that while economic diversification opportunities emerged, social conflict, land price fluctuation, and environmental pressure also posed challenges.

Integration between agriculture (e.g., coffee) and tourism (e.g., agro- or eco-tourism) has increasingly been recognized as an effective strategy for local economic development. Setiyorini (2018) discussed the potential of "coffee tourism" as a form of agritourism that adds value to coffee commodities through tourism and education but highlighted that economic benefits remain underexplored due to limited marketing innovation. Furthermore, Judijanto (2025) emphasized that integrating agroforestry with ecotourism strengthens ecological, social, and economic dimensions simultaneously, though field implementation often faces institutional barriers.

## RESEARCH METHOD

Both the coffee commodity as a primary agricultural sector and coastal tourism as a natural service sector have great potential for synergistic development. Through an integrative innovation approach, these two sectors can be connected within a coastal coffee agroecotourism framework, wherein agricultural activities become part of the tourist experience. The integration process requires institutional support, active community involvement, and sustainability-oriented management. When these elements function harmoniously, sustainable local economic development can be achieved, characterized by increased income, enhanced community participation, and the preservation of local environmental and cultural assets.

### Key Indicators

Main Aspect	Conceptual Indicator	Contribution to Local Economy
<b>Coffee Commodity</b>	Production, processing, selling value, local branding	Main source of community income
<b>Coastal Tourism</b>	Attraction, facilities, accessibility	Opportunities for service-based and MSME economy
<b>Sectoral Integration</b>	Product collaboration, coffee-coast tourism packages, integrated promotion	Economic value addition and village innovation
<b>Institutions &amp; Human Resources</b>	Roles of Pokdarwis, farmer groups, and village government	Capacity building and program sustainability
<b>Sustainability</b>	Environmental preservation, social welfare, economic stability	Foundation for long-term local economic resilience

This framework contributes to local development theory by incorporating the integration of geographically based sectors (coffee and coastal) as a hybrid innovation model for village sustainability. It also reinforces community-based tourism and value-chain integration theory in rural economic contexts. A descriptive qualitative approach was adopted to understand the integration phenomenon of coffee and coastal tourism within the sustainable local economic development context of Jengglungharjo Village. The study was conducted purposively in Jengglungharjo Village, Tulungagung, due to its distinctive dual potential and ongoing community initiatives led by Pokdarwis.

#### **Data Sources:**

- *Primary data* were collected through in-depth interviews, field observations, and documentation related to coffee and tourism development.
- *Secondary data* included official village reports, Pokdarwis documentation, coffee production data, coastal tourism profiles, and relevant academic literature.

Data analysis employed the **Miles and Huberman (1994) interactive model**, comprising:

1. **Data Reduction:** Selecting, focusing, and simplifying field data according to thematic categories such as coffee potential, tourism potential, integration forms, and sustainability factors.
2. **Data Display:** Presenting reduced data in descriptive narratives, tables, matrices, and diagrams to visualize relationships among components.
3. **Conclusion Drawing/Verification:** Developing and verifying conclusions through continuous triangulation and informant validation to ensure data credibility.

## **RESULT AND DISCUSSION**

### **1. Potensi Komoditas Kopi sebagai Basis Ekonomi Lokal**

Findings from field observation and interviews reveal that Jengglungharjo Village possesses strong potential in cultivating Robusta and Arabica coffee in its southern hill regions. Fertile soil and suitable agroclimatic conditions make coffee one of the community's flagship commodities. Farming activities are managed by farmer groups using mostly traditional methods. While coffee serves as a major income source and cultural symbol, its value chain remains dominated by unprocessed bean sales. Limited post-harvest technology and modern production knowledge restrict added value creation.

Training conducted through community mentorship programs has significantly enhanced farmers' abilities to implement the *red-cherry picking* concept and standardized post-harvest drying methods. These improvements in processing quality have created new opportunities for Jengglungharjo coffee to be developed as a flagship local product with educational tourism value (*coffee agrotourism*).

### **2. Coastal Tourism Potential and Pokdarwis Activities**

Jengglungharjo Village hosts several coastal destinations, including Sanggar Beach and Pathok Gebang Beach, both of which serve as major attractions for domestic tourists. These tourism activities are managed by the **Tourism Awareness Group (Pokdarwis Sanggaria)**, which plays a vital role in maintaining environmental cleanliness, providing visitor services, and conducting digital promotions through social media.

Interviews with Pokdarwis members revealed that the village's tourism potential remains underutilized due to limited infrastructure—such as poor road access, inadequate sanitation facilities, and a lack of culinary areas—and a general shortage of tourism product innovation. Nevertheless, there is strong commitment among the village's younger generation to develop tourism that goes beyond recreation, emphasizing educational and sustainable experiences. Pokdarwis has begun collaborating with local coffee farmer groups to design a thematic tourism package called "**Coffee & Coast Journey**," which integrates coastal tourism experiences with coffee education. This collaboration marks an initial step toward economic integration, enhancing the value chain between two complementary sectors.

### **3. Integration of Coffee Commodities and Coastal Tourism as a Local Economic Innovation**

Field data analysis indicates that the integration of coffee and coastal tourism sectors has fostered new synergies, resulting in the emergence of **village-based creative economic activities**, including:

- The development of coffee educational tourism in plantation areas, linked with coastal tour packages.
- The marketing of processed coffee products at coastal tourism sites as distinctive local souvenirs.
- The creation of a thematic village branding initiative under the identity "**Coastal Coffee Village**."

This integration has produced measurable economic benefits, including increased household income, particularly in tourism services, culinary enterprises, and coffee-related micro, small, and medium enterprises (MSMEs). Moreover, cross-sector collaboration has strengthened community capacity through enhanced cooperation among previously independent social groups. The integration model aligns with **Helmsing's (2011)** theory of local economic development, emphasizing the importance of collaboration among local actors, innovation rooted in endogenous resources, and sustainability. In the context of Jengglungharjo, innovation emerges from the fusion of agribusiness (coffee) and ecotourism (coastal), leading to adaptive and inclusive economic diversification.

### **4. Supporting and Inhibiting Factors of Integration**

#### **a. Supporting Factors:**

- The availability of complementary natural resources (coffee and coastline).
- Strong community and social capital through the active roles of farmer groups and Pokdarwis.
- Institutional support from the village government through local regulations and promotional facilitation.
- The growing tourism market driven by trends in ecotourism and educational tourism.

#### **b. Inhibiting Factors:**

- Limited infrastructure supporting tourism and coffee processing activities.
- Insufficient knowledge of digital marketing and tourism management.
- Lack of financial support for micro-business development.
- Weak coordination among key stakeholders (village government, agencies, and community groups).

## 5. Strategies for Strengthening Integration toward Sustainability

The interactive analysis using the Miles & Huberman model indicates that the success of integrating coffee development and coastal tourism is influenced by three main components:

1. **Community empowerment** through entrepreneurship training and business management assistance.
  2. **Product innovation and digital promotion**, including the development of tourism-branded coffee packaging and integrated promotional content under the concept of "*Coffee & Coast Experience*".
  3. **Institutional collaboration** among village government, farmer groups, tourism awareness groups (Pokdarwis), and academic partners.
6. **Implications and Research Contributions**

This study provides both theoretical and practical contributions:

- a. Theoretical Contribution: It enriches the existing literature on cross-sectoral integration in local economic development, particularly those based on natural and socio-cultural resources.
- b. Practical Contribution: The research findings serve as a reference for local government and community empowerment institutions in designing adaptive, integrated economic policies aligned with local potential and sustainability principles.

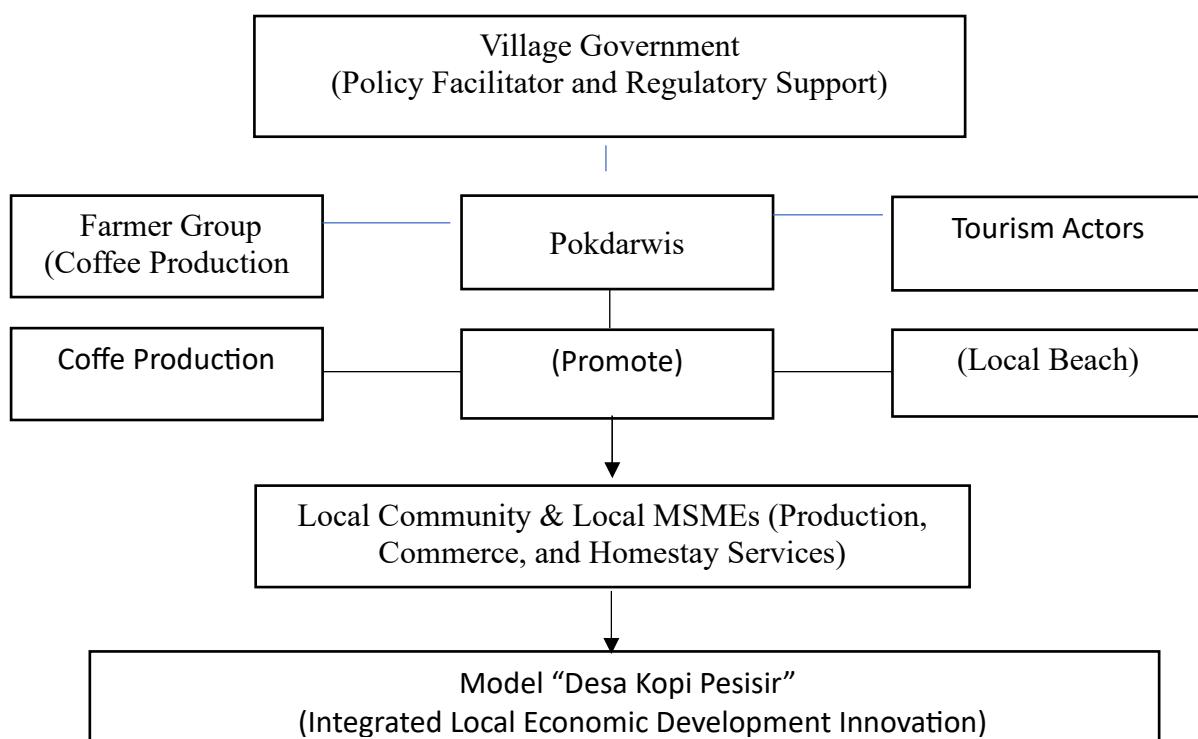
## Figures and Tables

Table 1. Summary of Data Reduction Results Based on Research Focus

Research Focus	Key Findings	Implications for Local Economic Development
<b>Coffee Commodity Potential</b>	Improvement in coffee quality through <i>red-cherry picking</i> practice and basic post-harvest processing standards	Enhances product value, increases market competitiveness, and opens opportunities for educational-based agritourism
<b>Coastal Tourism Potential</b>	Strong natural attraction managed by the Sanggaria Tourism Awareness Group ( <i>Pokdarwis</i> )	Creates a potential market for local products and serves as a strategic platform for coffee promotion
<b>Integration Model</b>	Collaborative synergy among coffee farmers, <i>Pokdarwis</i> , and village government	Establishes educational-themed tourism packages under the concept of " <b>Coffee &amp; Coast Experience</b> "
<b>Key Constraints</b>	Limited infrastructure, low human resource capacity, and insufficient financial support	Hampers innovation development and reduces the sustainability of tourism-based promotional activities
<b>Sustainability Strategies</b>	Capacity building, digital promotion, and institutional collaboration	Strengthens local economic resilience and improves rural competitive advantage

Table 2. Matrix of Interrelationships Among Key Components

Component	Interrelationship Description	Implications for Local Economic Development
<b>Coffee Commodity</b>	Serves as the core economic product and educational tourism attraction	Increases farmers' income and promotes business diversification through value-added products
<b>Coastal Tourism Sector</b>	Provides a strategic platform for promotion, experiential learning, and market access for local coffee products	Enhances tourist flow and stimulates local consumption and creative economic activities
<b>Tourism Awareness Group (<i>Pokdarwis</i>) &amp; Farmer Group</b>	Joint development of thematic and experiential tourism packages based on coffee and coastal attractions	Strengthens community-based institutional capacity and fosters social-economic empowerment
<b>Village Government</b>	Acts as a policy facilitator, coordinator, and regulatory support system for sector integration	Supports village branding, tourism planning, and sustainable rural economic development
<b>Local Community &amp; MSMEs</b>	Main actors in production, service provision, entrepreneurship, and hospitality-based activities (e.g., homestay, local culinary, souvenirs)	Enhances participation, encourages entrepreneurship, and increases household-level economic independence



Integration Model Between Coffee and Beach Tourism in Jengglungharjo Village

## CONCLUSION

This study demonstrates that the integration of coffee commodities and coastal tourism in Jengglungharjo Village represents an innovative strategy for developing a sustainable local economy. Through a descriptive qualitative approach and the interactive analysis model of Miles & Huberman, the findings reveal that the synergy between these two sectors has the potential to expand the local economic value chain, increase community income, and strengthen the village's identity based on natural resource utilization.

The potential for integration can be observed through the following aspects:

1. Coffee serves as a valuable agribusiness product with both economic and educational potential.
2. Coastal tourism functions as an attractive service sector that draws visitors and creates new market opportunities for local products.
3. Institutional collaboration between farmer groups, the Tourism Awareness Group (*Pokdarwis*), and the village government forms the foundation for an integrated economic management system.

The integration of the coffee sector and coastal tourism has resulted in the “Coastal Coffee Village” model, which combines production activities, educational tourism, and creative marketing strategies. This model not only strengthens the village's competitive advantage but also contributes to the development of an inclusive, innovative, and sustainable local economic ecosystem.

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