

Implementation of Creative Packaging Concepts for Coffee Products: Findings from a Community Service Program at Elmind Farm

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Received
31/07/2025

Accepted
13/04/2026

Published
31/07/2026

DOI

[10.59329/carmin.v6i1.216](https://doi.org/10.59329/carmin.v6i1.216)

ABSTRACT

Packaging plays a crucial role in enhancing the attractiveness and selling value of a product, particularly in the coffee industry, which prioritizes quality and local identity. This study aims to examine how Elmind Farm coffee product packaging influences consumer perceptions and contributes to the marketing strategies of UMKM in Legok Harendong Village, Bandung Regency. This area is known for its Arabica and Robusta coffee commodities. The research was conducted using a descriptive-qualitative approach through direct observation and interviews with business owners and consumers. The study results indicate that visual packaging elements such as design, color, and environmentally friendly materials positively impact brand image. Furthermore, clear product information and local narratives on the packaging contribute to building consumer trust and emotional engagement. Packaging serves not only as a protective product but also as an effective communication and branding medium for expanding the market and increasing the competitiveness of local coffee in the digital era.

Keywords: local coffee, packaging, product attractiveness, UMKM branding

How to cite:

Rubini, R.A., Sukajie, B., Angliawati, R.Y., & Ramona, N.S. (2026). Implementation of creative packaging concepts for coffee products: findings from a community service program at Elmind Farm. *Carmin: Journal of Community Service*, 6(1), 1-9

INTRODUCTION

Coffee is one of the most highly demanded commodities in Indonesia. However, with the growing number of locally produced coffee brands available in the market, how can a brand distinguish itself from its competitors? One key factor that is often overlooked is product packaging. This article explores the role of packaging in enhancing the market appeal of coffee products through a case study of Elmind Farm, a micro, small, and medium-sized enterprise (MSME) that has successfully leveraged innovative packaging as a branding strategy.

Many people perceive packaging merely as a means of protecting a product (Ermawati, 2019). However, its role extends far beyond this basic function. Attractive packaging can create a strong first impression and serve as an effective marketing tool. For locally produced coffee, such as that offered by Elmind Farm, packaging is not solely about aesthetics but also about communicating the story and identity behind the product. Elmind



Farm, for example, has adopted a packaging design that not only reflects a modern visual identity but also embodies the values of sustainability and product authenticity. By incorporating local design elements, such as traditional motifs combined with minimalist aesthetics, the enterprise has successfully attracted consumers seeking a connection with local culture while enjoying high-quality coffee (Yasmi, 2023).

Branding is a critical aspect of business, particularly for MSMEs such as Elmind Farm. Packaging serves as an integral component of a broader branding strategy, enabling the enterprise to differentiate its coffee products from those of its competitors. Well-designed packaging can communicate the brand's story, convey the product's origin, and reflect the core values upheld by the business (Yasmi, 2023).

At Elmind Farm, each coffee package includes information regarding the cultivation methods and processing techniques used in producing coffee beans. This strategy not only enhances transparency for consumers but also strengthens their trust in the product (Setiawan et al., 2020). Consumers who are initially attracted by the appealing packaging may ultimately be encouraged to purchase the product because they feel connected to the brand's story and the sustainable practices implemented by Elmind Farm.

Visual appeal is often a primary factor influencing consumers' purchasing decisions (Prasetyo et al., 2023). Studies have shown that consumers tend to prefer products with packaging that are both visually attractive and informative. In the context of locally produced coffee, aesthetically appealing and functional packaging can significantly enhance a product's attractiveness, whether displayed on retail shelves or marketed through online platforms.

At Elmind Farm, market research was conducted to better understand consumer preferences regarding packaging design. The findings revealed that packaging serves not only as a container but also as an effective promotional tool. Through engaging illustrations and informative text, the packaging communicates the distinctive qualities of the coffee, including its flavor profile and processing methods, thereby enhancing consumers' understanding and appreciation of the product (Setiawan et al., 2020).

Packaging plays a crucial role in enhancing the appeal of coffee products, particularly for MSMEs such as Elmind Farm. By adopting creative and informative packaging designs, the enterprise has been able not only to attract consumers' attention but also to foster brand loyalty (Susilawati et al., 2023). Through a thorough understanding of consumer preferences and purchasing behavior, Elmind Farm demonstrates how strategically designed packaging can serve as a powerful competitive advantage in an increasingly competitive marketplace. In an increasingly competitive coffee industry, business owners should not overlook the importance of product packaging. Attractive packaging serves not only as a means of protecting the product but also as a powerful representation of the brand's identity, capable of fostering consumer trust and interest (Zed et al., 2024). By implementing appropriate strategic approaches, as demonstrated by Elmind Farm, locally produced coffee can strengthen its market presence and achieve a distinctive competitive advantage in an increasingly crowded marketplace.

Legok Harendong Village, located in Jatisari Village, Cangkuang District, Bandung Regency, West Java, represents a notable example of a community that has successfully developed its local potential by leveraging indigenous wisdom and the spirit of collective cooperation. The village was once recognized as a popular traditional nature tourism destination, particularly among domestic tourists seeking a peaceful rural atmosphere characterized by natural beauty and a tranquil environment distinct from the bustle of urban life.

The development of Legok Harendong Village began in 2017 and was initiated and implemented independently by the local community, without substantial reliance on government assistance or external support. Guided by a strong tradition of mutual cooperation, community members collaboratively transformed a bamboo forest previously regarded as eerie or mystical into an attractive ecotourism destination distinguished by its scenic landscape, visual appeal, and social media-friendly attractions. Visitors are able to experience a peaceful natural environment characterized by cool surroundings and rich local cultural values. In addition to its tourism potential, Legok Harendong Village has evolved into a community-based economic center driven by agriculture and micro, small, and medium-sized enterprises (MSMEs). Nearly all village residents, both men and women, are actively engaged in productive economic activities, resulting in virtually no unemployment within the community—an achievement that is both remarkable and commendable. Most residents work as farmers or MSME entrepreneurs who process locally produced agricultural commodities into value-added products.

Among the village's leading agricultural commodities are sweet mandarin oranges (*Citrus reticulata*) and Arabica and Robusta coffee beans cultivated on the fertile mountain slopes using environmentally sustainable farming practices. These agricultural products not only satisfy local consumption needs but also possess considerable economic potential for distribution to regional, national, and even international markets, particularly when supported by effective packaging, branding, and marketing strategies.

The region's cool climate and fertile soil have made significant contributions to the success of its agricultural sector, providing a strong foundation for sustainable and self-reliant community livelihoods. Furthermore, an entrepreneurial spirit has gradually emerged among local residents, particularly within the coffee industry. One notable example of this transformation is the establishment of the coffee-based MSME, Elgeha Coffee.

As one of the village's emerging coffee entrepreneurs, Elgeha Coffee provides a compelling example of how rural enterprises can effectively utilize social media to build a community of local coffee enthusiasts, expand their market networks, and promote the distinctive coffee products of Jatisari Village to a broader audience. Rather than marketing coffee solely as a commodity, the enterprise also communicates the stories, cultural heritage, and unique flavors associated with its place of origin. Elgeha Coffee demonstrates that, through well-planned digital marketing strategies, locally produced products from rural communities can compete in broader markets while simultaneously enhancing the visibility and reputation of their village.

IMPLEMENTATION METHODS

This community service activity was conducted at Elmindi Farm, a growing local coffee enterprise located in Bandung Regency. The implementation of the program was carried out through the following stages:

1. **Field Observation and Situation Analysis**

The community service team conducted an initial site visit to Elmindi Farm to identify issues related to the existing coffee packaging design. The observation focused on the visual appearance, product information displayed on the packaging, packaging materials, and their suitability for the target market.

2. **Discussion and Interviews with the Partner**

In-depth interviews were conducted with the owner and management of Elmindi Farm to identify their needs, expectations, and challenges in developing coffee packaging. This process ensured that the proposed solutions were aligned with the partner's actual requirements.

3. **Packaging Design Development**

Based on the findings from the observation and interviews, the team developed several alternative coffee packaging designs. The designs were tailored to reflect Elmindi Farm's brand identity, emphasizing its local uniqueness, aesthetic appeal, and comprehensive product information presented in a clear and engaging manner.

4. **Workshop and Mentoring**

The team organized a workshop with the partner to enhance their understanding of the importance of packaging in attracting consumers. The workshop covered topics such as the functions of packaging, current packaging design trends, branding strategies, and practical guidance on creating visually appealing packaging designs.

5. **Implementation and Product Testing**

The selected packaging design was implemented by producing a prototype. The prototype was then introduced through a limited marketing trial, allowing Elmindi Farm's coffee products to be presented in the new packaging and enabling the team to evaluate consumer responses.

6. **Evaluation and Follow-up**

The results of the marketing trial were jointly evaluated with the partner to identify the strengths and weaknesses of the new packaging design. Based on the evaluation, the team provided recommendations for large-scale packaging production and more effective marketing strategies to enhance the competitiveness of Elmindi Farm's coffee products.

This implementation method was designed to ensure that the community service program not only provided a practical solution in the form of a new coffee packaging design but also enhanced the partner's capacity to understand the importance of packaging as an integral part of an effective coffee product marketing strategy.

The community service program was conducted at Elmindi Farm, a local coffee enterprise located in Bandung Regency, West Java, Indonesia. This location was selected because Elmindi Farm has developed a variety of attractive and competitive coffee packaging designs that have gained recognition in the local market. The community service activities were carried out during May 2025.

The subjects of this study consisted of two groups: the business operators at Elmindi Farm, particularly those involved in production and marketing, and consumers who had purchased and consumed Elmindi Farm coffee products. Meanwhile, the object of the study focused on the design and appearance of the coffee packaging and its influence on consumers' perceptions and purchase intentions.

Data were collected through in-depth interviews with the management of Elmindi Farm to explore the strategies and considerations underlying the selection of coffee packaging designs. In addition, direct observations were conducted to examine the various packaging variants used, including their colors, materials, shapes, and visual information. To obtain consumer data, the researchers administered a structured questionnaire using a Likert scale to measure the extent to which packaging influenced consumers' purchasing decisions (Darmawan, 2020). Supporting documentation, including photographs of the packaging and promotional materials, was also collected to complement the research data.

The collected data were analyzed using thematic analysis for the qualitative data and descriptive statistical analysis for the quantitative data obtained from the questionnaire. The analysis followed three stages: data reduction, data presentation, and conclusion drawing (Purnamasari & Afriansyah, 2021).

To ensure the trustworthiness of the findings, source and method triangulation techniques were employed. Interview results were verified with the participants through member checking to confirm the accuracy of the information provided. In addition, data

validation was strengthened through peer debriefing, in which discussions with fellow researchers were conducted to ensure the objectivity and accuracy of the data interpretation.

The data obtained through observations and interviews were subsequently analyzed using the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis method (Wiharto, 2011). Through this approach, the team of students and lecturers from ARS University was able to gain a comprehensive understanding of the strategic position of the MSME. SWOT analysis facilitated the identification of internal factors, including the business's strengths and weaknesses, as well as external factors, such as opportunities and potential threats that could influence its sustainability and future development. Figure 1 presents the SWOT analysis derived from the data collected during the previous stage.

Aspect	Analysis
 Strengths (Strengths)	• Attractive and aesthetic packaging design, reflecting premium quality. • Strong brand identity through consistent visual elements. • Functionality and product safety are well maintained thanks to high-quality packaging materials. • Highlights local values and the origin of the coffee products.
 Weaknesses (Weaknesses)	• Packaging production costs are relatively high. • Dependence on visual appearance without being balanced by stable product quality can be detrimental. • Not all packaging uses environmentally friendly materials. • Information on packaging is still limited in educating consumers.
 Opportunities (Opportunities)	• Consumer trend favors products with aesthetic and functional packaging. • The specialty coffee market continues to grow. • Opportunities to expand into digital markets and export with attractive packaging. • Consumers are increasingly concerned about sustainability, opening up opportunities for innovation in eco-friendly packaging.
 Threats (Threats)	• Intense competition in the coffee industry in terms of packaging and quality. • Changes in consumer tastes and fast-moving expectations. • Fluctuations in raw material prices for packaging. • Environmental regulations that limit the use of non-environmentally friendly materials.

Figure 1. SWOT analysis of coffeepreneurs in Kampung Legok Harendong

RESULT AND DISCUSSION

The community service program was conducted by a team of lecturers and Master's students from the Master of Management Program, Adhirajasa Reswara Sanjaya University, at Elmindi Farm, located in Kampung Legok Harendong, Jatisari Village, Cangkuang District, Bandung Regency, West Java, on May 15, 2025. See Figure 2.



Figure 2. Community service activities at Elmind Farm

The results of the community service program demonstrated that packaging plays a crucial role in shaping consumers' perceptions of Elmind Farm coffee products. Based on interviews with the production and marketing teams, the packaging strategy was designed not only to enhance visual appeal but also to serve as an informative medium and a branding tool (Irawan et al., 2024). The packaging design adopted by Elmind Farm incorporates earthy color tones, such as brown, green, and black, complemented by natural illustrations and typography that conveys a premium yet traditional image. These design elements were intentionally selected to communicate the quality, authenticity, and unique characteristics of the locally produced coffee to consumers.

The observational findings revealed that Elmind Farm utilizes several types of coffee packaging, including kraft paper stand-up pouches with zipper locks and premium aluminum foil packaging. These packaging formats not only preserve the freshness and quality of the coffee but also enhance its visual appeal (Saktiana, 2023). Furthermore, the packaging features a distinctive logo and informative labels that provide details about the coffee's origin, processing method, and flavor notes, offering added value for consumers who appreciate comprehensive product information and authenticity.



Figure 3. Documentation of the community service activities

The questionnaire data collected from 50 respondents revealed that 76% of consumers considered packaging to be an important factor in their initial decision to try a coffee product, even before experiencing its taste (See [Figure 2](#)). In addition, 68% of the respondents perceived Elmind Farm's packaging as professional and trustworthy, while 82% agreed that the packaging design reflected the high quality of the product. These findings indicate that the visual aspects of packaging contribute significantly to consumers' perceived value of the product, thereby influencing their purchase intentions.

These findings are consistent with the AIDA (Attention, Interest, Desire, Action) model, in which packaging plays an important role in attracting consumers' attention and generating initial interest ([Effendi & Anshory, 2024](#)). In the context of Elmind Farm, packaging serves as the first element that interacts with consumers, both on retail shelves and through digital platforms.

Furthermore, these findings are consistent with previous studies, such as that of [Silayoi and Speece \(2007\)](#), which reported that visual packaging elements, including color, shape, and label design, have a significant influence on consumers' perceptions of product quality and purchasing decisions.

Therefore, it can be concluded that packaging is not merely a means of protecting the product but also an essential component of marketing strategy and brand building. In the case of Elmind Farm, well-designed packaging has proven to enhance product attractiveness and strengthen its market positioning in the minds of consumers.

CONCLUSION

Based on the findings of this study, it can be concluded that packaging plays a significant role in enhancing the attractiveness of Elmind Farm's coffee products. Packaging serves not only as a means of protecting the product but also as a visual element that shapes consumers' perceptions of the quality, value, and brand identity of the local coffee. The packaging design adopted by Elmind Farm has proven effective in attracting consumers' attention through its combination of colors, materials, and clear, appealing product information. By emphasizing the authenticity and distinctive characteristics of its locally

produced coffee, the packaging strategy has successfully created a strong brand image and differentiated the product from its competitors. The questionnaire findings indicated that the majority of consumers considered packaging to be an important factor in their purchasing decisions, even before trying the product. This suggests that the visual aspects of packaging have a significant influence on creating initial interest and building consumer trust in the product. Therefore, it can be concluded that strategically and aesthetically designed packaging serves as an effective marketing tool and represents one of the key factors in enhancing the competitiveness of local coffee products, such as those produced by Elmindi Farm, in an increasingly competitive market.

CONFLICTS OF INTEREST

The authors declare that there is no conflict of interest.

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