



SHARIA-BASED MARKETING STRATEGIES FOR IJEN-RAUNG ARABICA COFFEE IN INTERNATIONAL MARKETS

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ABSTRACT

Indonesia is one of the world's leading coffee-producing countries with significant export potential. However, several specialty coffee products, including Ijen-Raung Arabica Coffee from Bondowoso, still face challenges in strengthening their market position and expanding their presence in international markets. This study aims to formulate effective marketing strategies for Ijen-Raung Arabica Coffee by integrating Sharia marketing principles to enhance its competitiveness in the global market. This research employed a descriptive qualitative approach. Data were collected through interviews, observations, questionnaires, and documentation involving coffee farmers, micro and small enterprises (MSMEs), and related stakeholders in Bondowoso Regency. The collected data were analyzed using thematic analysis to identify key patterns and strategic marketing opportunities. The findings reveal that Ijen-Raung Arabica Coffee possesses strong competitive advantages, including its distinctive flavor, high quality, geographical indication protection, and growing international recognition. The study also found that the implementation of Sharia marketing principles, such as honesty, transparency, fairness, and social responsibility, contributes to building consumer trust and strengthening the product's market position. In addition, effective marketing strategies include product innovation, quality improvement, market segmentation, product differentiation, and the utilization of digital marketing platforms to reach broader international consumers. In conclusion, the integration of Sharia marketing principles with quality-oriented marketing strategies can enhance the competitiveness of Ijen-Raung Arabica Coffee and support its sustainable expansion into international markets.

1. INTRODUCTION

According to recent international trade reports, global coffee consumption continues to increase, particularly in the specialty coffee segment, which is projected to grow significantly due to consumer preferences for traceable, sustainable, and premium-quality coffee products. Indonesia remains among the world's major coffee-producing countries, exporting coffee to key markets such as the United States, Germany, Japan, and Taiwan. (Afriyani et al., 2021; Linao, 2025; Maspul, 2024) . This trend creates substantial opportunities for regional specialty coffee products, including Ijen-Raung Arabica Coffee, to strengthen their position in international markets (Hadi et al., 2024; Oktoriza, 2023; Suryaningrat & Hapsari, 2024) . The value export Indonesian halal products include coffee subsector reached around 6.9 billion in the first half 2023 (Aisi, 2023; Herianti et al., 2023; Nurdiansyah, 2023) . It is known to have great potential through its superior product, namely Ijen Raung Arabica Coffee ADDIN CSL_CITATION Sofian* et al., 2025; Suud, 2023) . This type of coffee grows in volcanic mountainous areas at an altitude of 1,200–1,600 meters above sea level.

The competitiveness of specialty coffee in international markets is increasingly determined not only by product quality but also by certification, branding, sustainability practices, and market differentiation. Ijen-Raung Arabica Coffee possesses several competitive advantages, including geographical indications, distinctive flavor characteristics derived from volcanic soil, and growing international recognition. Nevertheless, stronger marketing strategies are required to transform these advantages into sustainable

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export performance. Java Ijen Raung coffee, produced in the Ijen-Raung highlands of Bondowoso, is known as a high-quality specialty coffee that has been exported, but local residents prefer cheap factory-produced coffee to local products (Durroh et al., 2025; DURROH et al., 2025; Jember et al., 2021). Coffee farmers in Bondowoso face challenge marketing weak domestic, although potential export high, such as release of 10 tons of specialty coffee to Taiwan in 2025 which confirms quality global (Durroh et al., 2025; Kanellopoulos et al., 2021). By social, things This cause imbalance between production featured with consumption local, Therefore that, data is needed about pattern behavior consumer related factors that influence choice buy coffee. This is will makes it easier for coffee marketers, especially Java Ijen products Roar, to design and choose the right marketing strategy to win heart consumer as well as superior in competition coffee business, especially in the area Bondowoso.

Decline finished coffee exports an interesting phenomenon to explore more in. Issue This need discussed Serious Because potential coffee exports can donate foreign exchange, while data on Power competition Not yet There is. (Kanellopoulos et al., 2021; Patil & C, 2025; Singh, 2023) So that handle problem this, we need research that reveals variables What only those who influence Indonesian coffee exports. Therefore, the goal studies This is analyze factors determinant Indonesian coffee exports, plus checking Power competitiveness and opportunities in the global market.

Study about local coffee marketing in Indonesia in general Still focus on marketing strategy conventional like market segmentation, marketing mix, and efficiency channel distribution. On the other hand, research about marketing more sharia-based Lots applied to halal products in general general, but Not yet in a way specific study superior coffee commodities area as object study main (Putri & Sulistyarini, 2024). Novelty study This lies in integration three aspect main that is potential superior coffee commodities area, implementation principle sharia marketing which includes honesty, transparency, fairness, and responsibility answer social, and marketing strategies international based sharia. Despite the growing literature on coffee marketing and export development, most previous studies have concentrated on conventional marketing approaches, such as market segmentation, promotion strategies, consumer preferences, and supply chain efficiency. Meanwhile, studies examining sharia-based marketing in the coffee sector remain limited, particularly in the context of export-oriented specialty coffee products. Existing research on sharia marketing has largely focused on halal food products, Islamic financial services, and small-scale enterprises, leaving a significant gap regarding its application to internationally competitive coffee commodities. Consequently, there is limited empirical evidence explaining how sharia marketing principles can contribute to strengthening export competitiveness, enhancing consumer trust, and supporting sustainable market expansion for specialty coffee products such as Ijen-Raung Arabica Coffee.

The novelty of this study lies in the integration of three key dimensions: (1) the development of a regional specialty coffee commodity with export potential, namely Ijen-Raung Arabica Coffee; (2) the implementation of sharia marketing principles, including honesty, transparency, fairness, and social responsibility; and (3) the formulation of sharia-based international marketing strategies aimed at strengthening export competitiveness. Unlike previous studies that examine either coffee marketing or sharia marketing separately, this study combines both perspectives within a single analytical framework focused on export-oriented specialty coffee.

Study This No only emphasize on aspects marketing products, but also examines chain halal value starts from production, processing, distribution, to international branding strategies. Research This highlight combination practice global business and adaptation culture local that allows Kopi Kenangan compete with brand international. The focus is on brand strategy and decisions purchase consumers, without in a way explicit integrate principle sharia marketing or chain halal value in general comprehensive (Lee et al., 2021). Research This emphasize sharia principles such as honesty, fairness, openness, and sincerity as runway Marketing. For example, the implementation of sharia marketing strategies for cracker MSMEs, which focuses on price sell appropriate and halal products, but No specializing in coffee commodities or chain integrated halal values in a way international (Anwar & Sarip, 2024; Fujiwara, 2022)

Ultimately, the success of the sharia marketing strategy for Bondowoso's Ijen Raung Arabica Coffee will depend heavily on the synergy between religious values, product quality, and professionalism in business management. The integration of spiritual and economic values is a characteristic that distinguishes the sharia approach from conventional systems (Asykarulloh & Sultoni, 2023; Elisa et al., 2024; Fikriyah et

al., 2024) . Therefore, this study seeks not only to describe the theoretical application of sharia principles but also to capture their actual implementation in the field. It is hoped that Ijen Raung Coffee can become a true representation of Indonesia's superior halal product, able to compete in the global market without losing its inherent Islamic roots.

2. METHODS

This study employed a qualitative descriptive approach to explore the implementation of sharia marketing principles and the international marketing strategies of Ijen-Raung Arabica Coffee in Bondowoso Regency. A qualitative approach was selected because it enables researchers to obtain a comprehensive understanding of social phenomena, business practices, and stakeholder experiences related to coffee production and marketing. Rather than testing predetermined hypotheses, this study seeks to examine meanings, perceptions, and practices developed by actors involved in the coffee value chain, particularly in relation to sharia-based marketing and export development efforts.

The research was conducted in Sumberwringin District, Bondowoso Regency, East Java, which is recognized as one of the main production centers of Ijen-Raung Arabica Coffee. Informants were selected purposively based on their involvement and knowledge of coffee production, processing, and marketing activities. The study involved several categories of informants, including coffee farmers, owners or managers of coffee-processing micro and small enterprises (MSMEs), representatives of farmer cooperatives, agricultural extension officers, and local government officials associated with coffee development programs. The purposive sampling technique was applied to ensure that the selected informants possessed relevant information and practical experience related to the research objectives. Data were collected through interviews, observations, documentation, and questionnaires. Semi-structured interviews were conducted directly with key informants using an interview guide that focused on coffee production systems, marketing practices, challenges in accessing export markets, and the implementation of sharia marketing values such as honesty, transparency, fairness, and social responsibility. Each interview was recorded with the informant's consent and supplemented with field notes to capture contextual information.

Observation activities were carried out to obtain firsthand information regarding coffee cultivation, harvesting, post-harvest processing, packaging, branding, and marketing activities. Through direct observation, researchers were able to compare interview findings with actual practices occurring in the field. Documentation was also utilized to strengthen research findings through the examination of cooperative reports, government publications, export records, promotional materials, photographs, and other documents relevant to the development and marketing of Ijen-Raung Arabica Coffee. In addition, questionnaires were employed as a supporting instrument to complement qualitative findings. The questionnaires were designed to identify respondents' perceptions regarding factors influencing consumer preferences and marketing effectiveness. The questionnaire data were not analyzed statistically as the primary basis for drawing conclusions; instead, they served as supplementary information that enriched the interpretation of interview and observation results.

Data analysis was conducted using thematic analysis. The first stage involved organizing and transcribing interview recordings, observation notes, and documentary materials into written form. The second stage consisted of familiarization with the data through repeated reading to gain an overall understanding of the information collected. The third stage involved coding, where important statements and information related to marketing strategies, export opportunities, market challenges, and sharia marketing implementation were identified and labeled. The fourth stage focused on grouping similar codes into broader categories and themes. Subsequently, the identified themes were reviewed and interpreted to uncover patterns, relationships, and meanings relevant to the research objectives. Finally, conclusions were drawn by integrating findings from all data sources (Motulsky, 2021; Soysal & Türkmen, 2024) . For clarify stages research that has been described below served channel method study in form a diagram that describes the data collection process up to withdrawal conclusion in a way systematic .



Figure 1. Method flow study

3. RESULT AND DISCUSSIONS

History of the Development of Ijen Coffee Roar Arabica

The history of coffee in Indonesia began at the end of the 17th century when *Vereenigde Oostindische Compagnie* (VOC) brought Arabica coffee seeds from Yemen. This coffee first planted in Batavia (now Jakarta) and then spread to various area plains high in Java, including the area that is now known as area Ijen-Raung (Sofian et al., 2025). Arabica Coffee known grow fertile at high altitudes, making it suitable for area mountains like around Crater Ijen. Sumber Village Wringin is one of the from six villages in the sub-district Source Wringin which becomes location Arabica coffee plantation. The coffee produced here often called as Arabica coffee Raung-Ijen, shows its relevance with geography mountains Ijen and Raung. Coffee plantations in Sumber Wringin and villages surrounding area generally managed by several power Work with amount around 20 coffee farmers (Subroto & Soejono, 2022). In its development, Arabica coffee from Source Wringin has interesting attention for development economy local. There are directions for stage training related production coffee processing and entrepreneurship for farmers in Sumber Wringin Village, as well as push investment private for develop their coffee business. The driving factor of this coffee until spread to the market international is with quality and uniqueness the taste that this coffee gives award certification international from store sales small to the international market.

Condition Marketing and Production of Ijen Coffee Roar Bondowoso Arabica

Study This study condition Marketing and production of Ijen Coffee Roar Arabica Bondowoso as part from chain mark superior coffee commodities area. In terms of conceptual, marketing in context This No only covers activity distribution and promotion, but also their interrelationships with quality production, sustainability results harvest, and Power competition products on the market (Bertossi et al., 2024; Department et al., 2024; Shahrin et al., 2024). In practice, coffee marketing is strongly influenced by factors production like quality seeds, conditions environment, as well as technique processing post-harvest. This theme become relevant because imbalance between potential quality coffee production tall with weakness marketing domestic show existence gap in system coffee agribusiness (Oktoriza, 2023). Therefore that, discussion This focus on how condition real production and marketing influence Ijen coffee capabilities Roar in penetrate a wider market wide, good domestic and international.

Based on results interviews conducted to informant, found that condition production is greatly influenced coffee marketing. This is related with limitations source power possessed farmer as well as factor nature that is not stable. In addition, the quality results harvest also becomes determinant main in success marketing product.

As stated by one of them farmers “ Coffee production now No certain , first Can up to 30 tons, now only about 10 tons because weather and poor maintenance maximum ” (I_Hendra Wahyudi_2025) This is in tune with what was expressed by the perpetrator MSME: “Coffee Ijen Roar actually has quality good , but processing inadequate post- harvest appropriate make the result No always consistent ” (I_UMKM Actors_2025) This show that success marketing No can separated from quality and stability production . In addition , the constraints technical at the level upstream impact directly on power competition product (Das, 2021) .

Through results interviews conducted to the informant above , it can be seen that there is connection direct between quality production with effectiveness coffee marketing . Decline amount production from 30 tons to 10 tons shows existence dependence tall to factor external like weather and limitations maintenance plants. In addition, the quality seeds and lack of use fertilizer become influencing factors results harvest . From the side marketing , inconsistency quality consequence error processing post-harvest cause product difficult fulfil market standards in general sustainable (Santos-Rivera et al., 2025) . This impact on market confidence in the coffee product. With Likewise, coffee marketing does not only depends on the distribution strategy, but also on the readiness system stable and quality production. Conditionthis show that improvements in the sector production become prerequisite important For strengthen Ijen coffee marketing Roar in a way overall.

Market data on coffee sold in the international market show that Indonesia is one of the the world's leading coffee producer and exporter In 2022, Indonesia succeeded exporting as much coffee as 437.56 thousand tons with mark reception foreign exchange reach 1.15 Billion. The coffee trade volume balance in 2022 was recorded at amounting to 1.09 billion. The price of coffee on the international market can fluctuates. Data as of March 20, 2026 shows The price of coffee rose to 309.75/Kg. However, the price of coffee on the international market Still nature No stationary and can influenced by various factors , including production in exporting countries big like Brazil .

In 2021 , East Java produced as much coffee as 48,675 tons. The export value of coffee and coffee products from East Java shows trend positive. In 2020, the value export reach 166.85 million , an increase of 1.73 percent compared to in 2019 which amounted to 164.01 million From the results field research show that Ijen coffee plantation Roar be at a height between 1100–1550 meters above sea level with characteristics land volcanic which provides distinctive taste of coffee . Product this has also been get protection Indication Geographical guarantee authenticity and quality . However Thus , the practice production Still face various obstacles , such as use seeds quality low , limited fertilizer , as well as technique processing post-harvest management is not optimal (Harsono et al., 2021) . In addition , fluctuations in weather participate influence results harvest so that production No stable every year . On the side marketing , this coffee initially only marketed through small shops , but now has penetrated the international market . The selling price of coffee reached Rp. 60,000 per kilogram, which shows existence mark sufficient economy tall (Sofian* et al., 2025) . Findings This strengthen that although own potential big , system production and marketing Still need strengthening to be more optimal.

Study This show that condition production own a very decisive role in success Ijen Coffee Marketing Roar Arabica Bondowoso. Although this coffee own superiority from side geography and taste , various constraint like instability production , quality low seed , as well as processing post-harvest which is not optimal obstacle main in increase Power competition product . In addition , dependence to factor natural participate strengthen uncertainty results harvest . On the other hand , success penetrate the international market show existence potential big that can developed more continued . Finding pattern This indicates that strengthening system production become key main in support more marketing effective . With Thus , integration between quality production and marketing strategy become factor important in increase Ijen coffee location Roar in the market more wide.

Marketing strategy Sharia- based in Entering the International Market

This study examines the implementation of sharia-based marketing strategies in the marketing of Ijen-Raung Arabica Coffee from Bondowoso and their contribution to expanding access to international markets. In the context of business activities, sharia marketing emphasizes ethical values such as honesty,

transparency, fairness, and social responsibility. However, these values are not merely normative principles; they are reflected in various practical marketing activities carried out throughout the coffee value chain. The application of sharia principles begins at the production stage through quality assurance and continues through processing, pricing, promotion, distribution, and customer relations. Consequently, sharia marketing serves not only as an ethical framework but also as a strategic instrument for strengthening product credibility and competitiveness in international markets (Kurniadi & Rana, 2023; Rahman, 2023; ZHU, 2024). Therefore that, discussion focused on how sharia principles are implemented in practice coffee marketing as well his contribution to Power competitiveness in the global market.

Interview findings indicate that honesty is implemented through the delivery of accurate information regarding the origin, quality, processing method, and characteristics of the coffee being offered. Producers and business actors avoid exaggerating product claims and provide detailed information concerning coffee specifications requested by buyers. One MSME actor explained:

"In marketing our coffee, we always explain the origin of the beans, the processing method, and the quality grade so that buyers receive information that matches the actual product conditions" (I_UKM Actors_2025) This was also reinforced by the Department of Agriculture Ijen Coffee Roar guarded quality and authenticity through indication geographically to remain own value in the international market (I_Dinas Pertanian_2025) (Law et al., 2023) This practice demonstrates that honesty is applied directly in promotional and communication activities, thereby helping to build trust among consumers and business partners. The principle of transparency is reflected in efforts to provide clear information regarding product quality standards, pricing mechanisms, and supply chain processes. Transparency is also supported by the use of Geographical Indication (GI) certification, which guarantees the authenticity and origin of Ijen-Raung Arabica Coffee. According to representatives from the Department of Agriculture, maintaining product authenticity through geographical indication protection is an important strategy for increasing consumer confidence, particularly in export markets

Through results interviews conducted to the informant above, can understood that marketing strategy sharia- based applied through practice honesty and transparency in delivery information products. MSME actors emphasize importance trust consumer as factor main in marketing, which is built through openness information related quality and origin product. On the other hand, support from the Department of Agriculture through protection Indication Geographical show existence effort guard authenticity product as part from mark mandate. Implementation this sharia principle No only impact on relationships between sellers and buyers, but also improve Power competition products in the international market. With Thus, marketing sharia- based functioning as a differentiation strategy that provides mark add to Ijen coffee products Roar, especially in face global competition.

The findings further reveal that the implementation of these sharia principles is closely connected to international marketing activities. Ijen-Raung Arabica Coffee is marketed in the form of both green beans and roasted coffee products, with export demand predominantly concentrated on green beans. Access to export markets requires compliance with quality standards, traceability requirements, and product consistency. In this regard, honesty and transparency facilitate communication with international buyers, fairness supports sustainable supply relationships, and social responsibility enhances the product's reputation in global markets. These factors collectively contribute to strengthening the competitiveness of Ijen-Raung Arabica Coffee amid increasingly intense international competition.

Overall, the study demonstrates that sharia-based marketing is not limited to the application of religious values at a conceptual level. Instead, these principles are translated into concrete marketing practices, including truthful product communication, transparent quality assurance, fair trading relationships, and socially responsible business management. The integration of these practices creates added value for Ijen-Raung Arabica Coffee and supports its positioning as a competitive specialty coffee product in international markets. Therefore, sharia marketing functions not only as an ethical approach but also as a practical strategy capable of enhancing consumer trust and strengthening export competitiveness.

4. CONCLUSION

This study demonstrates that the competitiveness of Ijen-Raung Arabica Coffee in international markets is influenced not only by product quality but also by the effectiveness of marketing strategies implemented throughout the value chain. The findings indicate that production-related factors, including

climate conditions, seed quality, and post-harvest handling, play an important role in determining product consistency and the ability to meet market standards. Despite these challenges, Ijen-Raung Arabica Coffee possesses significant competitive advantages derived from its unique flavor characteristics, geographical origin, and Geographical Indication protection, which strengthen its position as a premium specialty coffee product. The main contribution of this study lies in demonstrating that sharia-based marketing can strengthen the international competitiveness of Ijen-Raung Arabica Coffee through the integration of four key elements: product quality, ethical business practices, halal value chain management, and international branding. The implementation of sharia principles, including honesty, transparency, fairness, and social responsibility, is reflected in practical marketing activities such as providing accurate product information, maintaining quality standards, ensuring fair business relationships with farmers, and promoting sustainable business practices. These values contribute to building consumer trust, enhancing product credibility, and creating a distinctive competitive advantage in global markets.

Based on these findings, several practical recommendations can be proposed. Coffee producers should continuously improve cultivation practices, post-harvest processing, and quality control systems to ensure product consistency and compliance with international standards. Local governments are encouraged to strengthen support programs through farmer training, export facilitation, market access development, and promotion of Geographical Indication-based products. Exporters should expand international marketing networks and strengthen branding strategies that highlight the unique characteristics and halal value proposition of Ijen-Raung Arabica Coffee. In addition, stakeholders within the halal industry should collaborate in developing certification systems, traceability mechanisms, and halal value chain integration to increase the product's attractiveness in global halal markets. This study has several limitations. The research was conducted within a specific geographical area and focused primarily on key stakeholders involved in the production and marketing of Ijen-Raung Arabica Coffee. Therefore, the findings may not fully represent the conditions of other coffee-producing regions in Indonesia. Furthermore, the study employed a qualitative approach, which provides in-depth insights but does not allow for broader statistical generalization.

Future studies are recommended to examine the effectiveness of sharia-based marketing strategies using quantitative or mixed-method approaches involving a larger number of respondents. Comparative studies across different coffee-producing regions or export-oriented halal products may also provide a broader understanding of the role of sharia marketing in enhancing international competitiveness. Additionally, future research could explore the influence of digital marketing, halal certification, and consumer perceptions in international markets on the export performance of Indonesian specialty coffee products.

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