



MARKETING IJEN-RAUNG ARABICA COFFEE BASED ON SHARIA PRINCIPLES TO ENTER THE INTERNATIONAL MARKET

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ABSTRACT

Indonesia is one of the world's largest coffee-producing countries, yet the export potential of premium coffee products, including Ijen-Raung Arabica Coffee from Bondowoso, has not been fully realized due to limited domestic market adoption and increasing global competition. This study aims to formulate an effective marketing strategy for Ijen-Raung Arabica Coffee by integrating Sharia principles to enhance its competitiveness in the international market. A qualitative descriptive approach was employed. Data were collected through questionnaires, interviews, observations, documentation, and a literature review conducted in Bondowoso Regency, East Java, and were analyzed using thematic analysis. The findings reveal that an effective international marketing strategy should integrate the marketing mix (product, price, place, and promotion), market segmentation, and target market selection with Sharia marketing principles, including honesty, transparency, fairness, social responsibility, and halal value chain integration. In addition, the distinctive flavor, premium quality, product innovation, continuous quality improvement, product differentiation, and digital marketing strengthen the competitive advantage of Ijen-Raung Arabica Coffee in the global market. The study concludes that integrating Sharia-based marketing principles with product quality enhancement and digital marketing provides an effective strategy for expanding the international market presence of Ijen-Raung Arabica Coffee while maintaining ethical and sustainable business practices.

1. INTRODUCTION

The global coffee trade continues to experience significant growth in line with rising coffee consumption and demand for specialty coffee in various countries. The International Coffee Organization (ICO) reports that global coffee consumption continues to increase annually, driven by changing lifestyles, the development of a coffee-drinking culture, and growing consumer preference for high-quality coffee with distinctive flavors, provenance, and sustainable production practices. This situation opens up greater opportunities for coffee-producing countries to increase the competitiveness of their superior products in the international market (Afriyani et al., 2021; Linao, 2025; Maspul, 2024).

Indonesia is one of the world's largest coffee producers, with production dominated by robusta and arabica coffee. According to data from the Central Statistics Agency (BPS), the value of Indonesian coffee exports continues to make a significant contribution to the plantation sector, although growth has not yet matched the potential of its resources. On the other hand, increasing competition from major producing countries such as Brazil, Vietnam, Colombia, and Ethiopia requires Indonesia to strengthen its competitiveness through product quality improvements, marketing innovation, and strengthening the identity of specialty coffee based on geographical indications (Hadi et al., 2024; Oktoriza, 2023; Suryaningrat & Hapsari, 2024). Furthermore, the growing demand for halal products in the global market presents new opportunities for Indonesian coffee to expand its market share through the application of sharia principles throughout the product value chain (AISI, 2023; Herianti et al., 2023; Nurdiansyah, 2023).

One of Indonesia's specialty coffees with significant potential is Ijen-Raung Arabica Coffee, cultivated in the volcanic Ijen-Raung mountain range in Bondowoso Regency, East Java, at an altitude of approximately 1,200–1,600 meters above sea level. These agro-climatic conditions produce coffee with distinctive flavor characteristics, balanced acidity, complex aromas, and premium quality that has been recognized internationally (Sofian et al., 2025; Suud, 2023). This product has successfully penetrated export markets to various countries, including Taiwan, demonstrating Ijen-Raung Arabica Coffee's high competitiveness as

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an Indonesian specialty coffee (Durroh et al., 2025; Jember et al., 2021). However, domestic market development still faces various obstacles. Some local communities still prefer mass-produced coffee over local specialty coffees, which have higher economic value. This situation creates a gap between potential domestic production and consumption, while coffee farmers also face challenges in expanding market access, increasing product value, and building a strong brand image.

Previous studies have generally focused on conventional marketing strategies, such as market segmentation, the marketing mix (4Ps), consumer behavior, and distribution channel efficiency. These approaches have proven effective in increasing sales and expanding market reach, but they place greater emphasis on economic aspects and business competitiveness. In the context of international trade, conventional strategies have not fully addressed the growing global consumer demands for ethical aspects, transparency, sustainability, and product halal assurance, particularly in Muslim-majority countries and the growing global halal market.

On the other hand, research on Sharia-based marketing is still dominated by studies on the Islamic finance sector, MSMEs, and halal products in general, while its application to export-oriented specialty coffee commodities is still very limited (Putri & Sulistyarini, 2024). Most studies also only discuss Sharia principles as normative concepts without integrating them into international marketing strategies, brand strengthening, or upstream and downstream halal value chain management. Consequently, there remains a research gap regarding how Sharia values can become a source of competitive advantage in enhancing the competitiveness of Indonesian coffee in the international market.

Sharia-based marketing has distinct characteristics from conventional marketing. In addition to focusing on consumer satisfaction and company profits, Sharia marketing emphasizes the values of honesty (sidq), transparency (amanah), justice ('adl), social responsibility (maslahah), and adherence to halal principles throughout all business processes. The implementation of these principles is believed to increase international consumer trust, strengthen brand reputation, create long-term relationships with business partners, and add value to Indonesian coffee products amidst the growing demand for halal and sustainable products. Thus, sharia marketing is not only an ethical approach but also a business strategy with the potential to enhance export competitiveness.

Based on these gaps, this study offers a novelty in the form of integration between the potential of Ijen-Raung Arabica Coffee as a globally competitive specialty coffee commodity with the application of sharia marketing principles throughout the value chain, from production, processing, distribution, to international branding strategies. This study not only examines marketing strategies to increase sales, but also explains how the application of sharia principles can be a differentiation strategy that strengthens the export competitiveness of Ijen-Raung Arabica Coffee in the international market. Therefore, this study aims to formulate an effective sharia-based marketing strategy to support the international market expansion of Ijen-Raung Arabica Coffee Bondowoso while providing theoretical contributions to the development of literature on sharia marketing in specialty coffee commodities.

2. METHODS

This research uses a qualitative descriptive approach to gain a deeper understanding of the marketing strategy of Ijen-Raung Bondowoso Arabica Coffee based on Sharia principles and the challenges of entering the international market. The research was conducted in Sumberwringin Village, Bondowoso Regency, East Java, one of the production centers of Ijen-Raung Arabica Coffee. Research informants were selected using purposive sampling, based on their involvement, experience, and knowledge of coffee production and marketing. Informants included coffee farmers, coffee processing MSMEs, cooperative administrators, agricultural extension workers, and other relevant parties involved in the development and marketing of Ijen-Raung Arabica Coffee. This approach was chosen because it provides a comprehensive understanding of marketing strategies, the implementation of Sharia principles, and the opportunities and challenges of export market development.

Data collection was conducted through in-depth interviews, observation, documentation, and open-ended questionnaires. Semi-structured interviews were used to elicit information on marketing strategies,

the application of Sharia principles, export constraints, and international market opportunities. Observations focused on cultivation activities, post-harvest processing, packaging, distribution, and promotion of Ijen-Raung Arabica coffee. Documentation was obtained from cooperative reports, production and marketing data, relevant agency documents, activity photographs, and other supporting archives. An open-ended questionnaire was used as a supporting instrument to obtain informants' initial perceptions of the factors influencing the marketing of Ijen-Raung Arabica coffee. Data from the questionnaire were not analyzed statistically but served as supporting information, which was further deepened through interviews and observations, maintaining consistency with the qualitative research approach.

Data analysis was conducted using thematic analysis, which involved several stages: data familiarization, data transcription and reduction, coding, theme identification and grouping, theme interpretation, and drawing and verifying conclusions. The themes analyzed included marketing strategies, implementation of sharia principles, the halal value chain, international market opportunities, and marketing challenges for Ijen-Raung Arabica coffee. To ensure the validity of the data, the study applied source triangulation by comparing information from various informants, method triangulation through comparison of interview results, observations, documentation, and questionnaires, as well as member checking with key informants to ensure that the interpretation results correspond to actual conditions in the field (Motulsky, 2021; Soysal & Türkmen, 2024).



Figure 1. Method Flow Study

3. RESULTS AND DISCUSSIONS

The History of Ijen-Raung Arabica Coffee

The history of coffee in Indonesia began in the late 17th century when the Dutch East India Company (VOC) brought Arabica coffee beans from Yemen. This coffee was first planted in Batavia (now Jakarta) and then spread to various highland areas on the island of Java, including the Ijen-Raung region (Sofian et al., 2025). The mountainous agro-climate, with an altitude of over 1,200 meters above sea level, makes this region highly suitable for cultivating Arabica coffee, which has a distinctive flavor.

Sumber Wringin Village is one of the main centers of Ijen-Raung Arabica coffee production in Bondowoso Regency. Coffee plantations in this area are managed by a group of farmers who have maintained high-quality coffee cultivation for generations (Subroto & Soejono, 2022). Over time, Ijen-Raung Arabica coffee has gained recognition through Geographical Indication certification, enhancing the product's reputation in both national and international markets. Support for training, entrepreneurship development, and investment also encourages increased production capacity and expanded access to export markets.

Product Quality and Differentiation

Research results indicate that product quality is the primary factor determining the marketing success of Ijen-Raung Arabica Coffee. Based on interviews, the decline in production from approximately

30 tons to 10 tons was caused by climate change, limited plant maintenance, the use of low-quality seeds, and suboptimal post-harvest processing. These conditions resulted in inconsistent product quality, impacting the ability to meet international market standards. On the other hand, Ijen-Raung Arabica Coffee possesses competitive advantages in the form of a distinctive flavor, complex aroma, volcanic soil, and Geographical Indication protection, which differentiate it from coffee from other regions. These findings demonstrate that a differentiation strategy relies not only on product characteristics but also on geographic identity, premium quality, and continuous innovation in post-harvest processing. Therefore, improving production quality is a key prerequisite for strengthening competitiveness and expanding export markets.

The Halal Value Chain and Sharia Marketing Ethics

Research findings indicate that the application of Sharia principles is not only related to the halal status of a product, but also applies throughout the entire marketing value chain. The principle of *sidq* (honesty) is realized through the provision of accurate information regarding coffee origin, bean quality, processing methods, and product characteristics to consumers. The principle of *amanah* (trustworthiness) is implemented through consistent quality, price transparency, and timely delivery to buyers. The principle of *'adl* (fairness) is realized through fair relationships between farmers, cooperatives, MSMEs, and exporters, so that each party receives proportional economic benefits. Meanwhile, the principle of *maslahah* (benefit) is reflected in farmer development, human resource development, the use of sustainable cultivation practices, and the empowerment of communities surrounding coffee production centers. Thus, Sharia principles not only serve as a foundation for business ethics but also serve as a marketing strategy that can increase consumer trust, strengthen product reputation, and create long-term business relationships in the international market.

Export Market Segmentation, Branding Strategy, and Distribution Channels

The marketing strategy for Ijen-Raung Arabica Coffee employs a segmentation, targeting, and positioning (STP) approach, targeting premium consumers, specialty coffee shops, roasteries, exporters, and importers of high-quality coffee. Its positioning as a specialty Indonesian coffee is reinforced by its premium quality, Geographical Indication (GNI), and the unique characteristics of the Ijen-Raung region. From a marketing mix (4P) perspective, the product aspect is realized through product quality development and innovation in both bean and ground coffee. The price aspect positions coffee as a premium product that provides added value for farmers. The place aspect demonstrates that marketing has expanded from the local market to the export market through cooperatives, exporters, and international trade networks. Meanwhile, the promotion aspect is implemented through digital promotions, international coffee exhibitions, quality certification, and strengthening origin branding to increase brand recognition in the global market. Research findings also indicate that success in entering the international market is determined not only by product quality, but also by the ability to meet food safety standards, quality certification, halal certification, product traceability, sustainability, and supply consistency. Ijen-Raung Arabica coffee products have been successfully marketed to various countries, including Taiwan, demonstrating the high export market potential. Therefore, an effective marketing strategy requires integrating improved production quality, product innovation, strengthening brand identity based on Geographical Indications (GIs), implementing Sharia principles, and developing international distribution channels. This strategic integration creates a competitive advantage that not only increases the product's economic value but also strengthens Ijen-Raung Arabica coffee's position as a highly competitive Indonesian specialty coffee in the global market.

Sharia-Based Marketing Strategy for Entering the International Market

This study examines the marketing strategy of Ijen-Raung Bondowoso Arabica Coffee, based on Sharia principles, as an effort to increase competitiveness in the international market. Conceptually, Sharia marketing is an approach that integrates the values of honesty (*sidq*), transparency (*amanah*), justice (*'adl*), and social responsibility (*maslahah*) into all marketing activities, from product development and pricing to promotion and distribution, to customer service. Unlike conventional marketing, which focuses primarily on increasing sales, Sharia marketing emphasizes the creation of long-term relationships based on trust, business ethics, and sustainability. In the context of coffee exports, the application of these principles

provides added value as international consumers increasingly pay attention to product quality, traceability, fair trade practices, and supply chain sustainability (Kurniadi & Rana, 2023; Rahman, 2023; Zhu, 2024). Interview results indicate that sharia principles have been implemented in various marketing activities for Ijen-Raung Arabica Coffee. The principle of honesty (sidq) is realized by providing accurate information regarding the coffee's origin, flavor characteristics, cultivation process, and product quality to potential buyers. As stated by one MSME actor, "When selling coffee, we always explain the coffee's origin, processing process, and quality so that buyers have confidence in our product" (I_UMKM Actors_2025). The principle of transparency (amanah) is implemented through the provision of information regarding quality standards, prices, processing processes, and the use of Geographical Indications as a guarantee of product authenticity. In terms of justice ('adl), the relationship between farmers, cooperatives, MSME actors, and exporters is built through fair pricing, proportional benefit sharing, and mutually beneficial partnerships. Meanwhile, the principle of social responsibility (maslahah) is realized through farmer development, post-harvest quality improvement, the use of sustainable cultivation practices, and empowerment of local communities to obtain economic benefits from the development of specialty coffee. Thus, sharia principles are not only normative values but have been implemented in daily marketing practices.

Research findings also indicate that the application of Sharia principles supports the implementation of international marketing strategies. Honesty in promotions increases importers' confidence in the quality of Ijen-Raung Arabica Coffee, while transparency regarding product origin and production processes strengthens its image as a specialty coffee with a clear geographical identity. Furthermore, the implementation of fair trade, consistent quality, and social responsibility provide added value that differentiates the product from competitors in the global market. The product is marketed in both bean and ground form, with higher export demand for coffee beans due to the flexibility it provides buyers in the roasting process. Successful penetration into international markets, including Taiwan, demonstrates that the integration of product quality, Geographical Indication protection, certification, and the application of Sharia principles can enhance product competitiveness. Therefore, Sharia-based marketing serves not only as an ethical approach but also as a marketing strategy that provides differentiation, strengthens brand reputation, increases consumer trust, and supports the successful expansion of Ijen-Raung Arabica Coffee in international markets.

4. CONCLUSION

The research results show that the marketing success of Ijen-Raung Bondowoso Arabica Coffee is heavily influenced by the quality and consistency of production. Its geographical advantages, distinctive flavor, and Geographical Indication protection provide strong differentiation value as an Indonesian specialty coffee. However, challenges such as production instability due to climate change, raw material quality, and suboptimal post-harvest processing remain obstacles to sustainably meeting international market standards. Therefore, improving production quality, product innovation, and strengthening quality control systems are essential prerequisites for enhancing coffee's competitiveness in the global market.

The primary contribution of this research is demonstrating that Sharia-based marketing is an effective strategy for strengthening the competitiveness of Ijen-Raung Arabica Coffee in the international market. The application of Sharia principles, such as honesty (sidq), transparency (amanah), justice ('adl), and social responsibility (maslahah), not only builds consumer trust but also strengthens ethical business practices, supports halal value chain management, and enhances the product's international reputation and branding. The integration of product quality, Sharia-based business practices, a halal value chain, and an international branding strategy yields a competitive advantage that enhances Ijen-Raung Arabica Coffee's position as Indonesia's leading coffee commodity in the global market. Thus, this research contributes theoretically to the development of Sharia marketing literature while offering practical implications for farmers, businesses, cooperatives, and the government in formulating sustainable export marketing strategies.

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