

## Cultural Brew: Designing Coffee-Based Tourism Packages to Boost Local MSMEs in Labuan Bajo

Dicky Satria Ramadhan<sup>1\*</sup>, Anzar Alfath Firdaus<sup>2</sup>, Asyifa Nur Laely Munawaroh<sup>3</sup>, Eka Setya Ramadhan<sup>4</sup>  
<sup>1234</sup>Department of Economics and Development Studies, Universitas Jenderal Soedirman, Jl. Prof. Dr. HR. Boenyamin No. 708, Grendeng, Purwokerto, Indonesia  
e-mail: dicky.satria@unsoed.ac.id<sup>1\*</sup>

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#### \*Correspondence:

dicky.satria@unsoed.ac.id


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### Abstract

Labuan Bajo, designated as a super-priority tourism destination in Indonesia, possesses substantial potential for the development of culture-based tourism and the promotion of local products, particularly Manggarai coffee, which is deeply rooted in local traditions. Despite this potential, coffee-based products and experiences have not yet been systematically integrated into tourism offerings, highlighting the need for structured community service initiatives to strengthen coffee micro, small, and medium enterprises (MSMEs). This program was implemented through two main stages: identification and planning. The identification stage involved field observations and Focus Group Discussions (FGDs) with coffee MSME actors, local government representatives, travel agents, and community members to map opportunities and challenges in developing coffee-based tourism. The planning stage focused on designing an integrated coffee tourism package, comprising a Coffee Plantation Tour Plan as an educational and cultural tourism experience that introduces visitors to coffee cultivation processes and Manggarai cultural values, as well as a Coffee Souvenir Shopping Plan to position local coffee as a flagship regional product. The results indicate that these planned concepts have the potential to enhance Labuan Bajo's tourism attractiveness, increase the economic value of local coffee MSMEs, and reinforce local cultural identity. This community service activity has produced an initial design that can serve as a foundation for the development of coffee-based tourism, contributing to inclusive and sustainable local economic growth. Furthermore, future development should advance toward pilot implementation and impact evaluation, supported by strengthened stakeholder partnerships, capacity building, and digital tourism integration to improve market reach and global competitiveness.

### INTRODUCTION

Labuan Bajo is one of Indonesia's top tourist destinations, receiving special attention from the government to boost economic growth in the East Nusa Tenggara region. Its designation as one of ten national priority destinations is part of the government's strategy to increase tourist arrivals in Indonesia, as reflected in the significant annual increase in visitor numbers (Hudiono, 2022). Easy access to Labuan Bajo through domestic and international flights has increased the number of tourists visiting the region.

Improvements in infrastructure such as ports, accommodations, and other tourism facilities enhance convenience for travelers (Rose & Loisa, 2024). This is evident from the significant annual increase in visitor numbers, with Labuan Bajo recognized as one of Indonesia's favorite destinations. According to data from the Central Statistics Agency, the number of foreign tourists visiting Labuan Bajo has surged dramatically since the pandemic, indicating a sustained interest in experiencing the uniqueness of the Komodo dragon (Nasim et al., 2021). The following presents the number of tourists in Labuan Bajo from 2020 to 2025, including both foreign and domestic visitors, to illustrate the dynamics of tourist visits to the area.

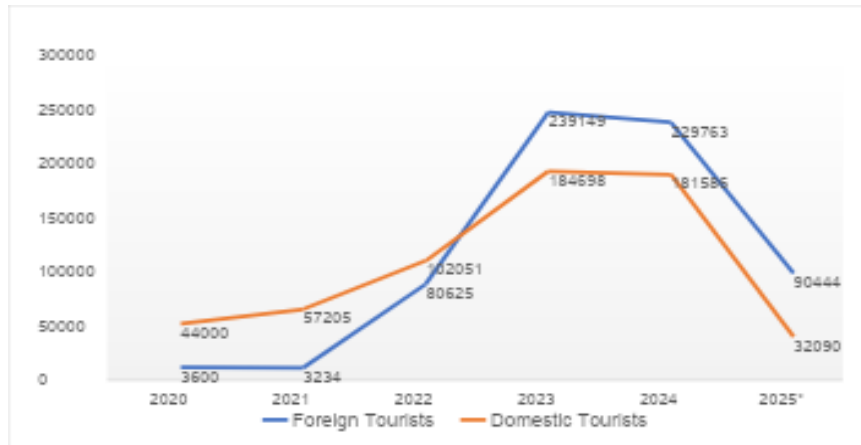


Figure 1. Number of Tourists in Labuan Bajo, 2020–2025  
 (Source : Central Bureau of Statistics, 2021–2025)

Data on the number of tourist visits to Labuan Bajo from 2020 to 2025 reflects the impact of the pandemic and the subsequent recovery of the tourism sector. During the early stages of the pandemic (2020–2021), international tourist arrivals were very low, with only 3,600 and 3,234 visitors, respectively, due to international travel restrictions. In contrast, domestic tourists remained dominant, with relatively stable numbers of 44,000 and 57,205. From 2022 to 2023, there was a significant surge in both types of tourists, particularly international visitors, whose numbers rose from 80,625 to 239,149, marking the peak of recovery and the growing global appeal of Labuan Bajo. Domestic tourist visits also peaked, reaching 184,698 in 2023 and 185,586 in 2024. However, projections for 2025 indicate a drastic decline for both categories, with 90,444 international tourists and 32,090 domestic tourists. This may suggest new challenges, such as a decline in destination competitiveness, insufficient promotion, or issues in tourism management. This trend underscores the need for sustainable strategies in tourism development and promotion, particularly to maintain post-recovery momentum and balance the influx of domestic and international tourists.

Labuan Bajo, the gateway to Komodo National Park, has successfully attracted international attention due to its rare and iconic inhabitants, particularly the komodo dragons (*Varanus komodoensis*). As the largest lizards in the world, these creatures have become the main draw for tourists eager to witness their uniqueness and elegance in their natural habitat. Thanks to the efforts of the government and tourism authorities, Labuan Bajo is not only well-known domestically but has also established a prominent place on the global tourism map (Hudiono, 2022). As a tourist destination, Labuan Bajo provides visitors with an unforgettable experience. In addition to observing komodo dragons up close, tourists can enjoy the natural beauty of nearby islands, such as Rinca Island and Komodo Island, which are surrounded by breathtaking ocean views and diverse marine life (Kiwang

& Arif, 2020). Conservation efforts to preserve komodo dragons and their habitat are crucial, as this species is threatened with extinction due to habitat loss and other human factors. Population control programs and komodo ecology studies reflect a strong commitment to the preservation of this species (Laksono, 2022).

Labuan Bajo is widely recognized as a world-class tourism destination, not only for its iconic Komodo dragons but also for its distinctive local products, particularly Flores coffee, with Manggarai coffee standing out as a key attraction for visitors. Cultivated in the highland areas of Flores, especially in the Manggarai region, this coffee is renowned for its unique flavor profile and quality, shaped by traditional cultivation and manual processing methods maintained by local farming communities. These characteristics have earned Manggarai coffee national and international recognition, positioning it as a potential flagship product within Labuan Bajo's tourism landscape (Hudiono, 2022). Despite this potential, the integration of Flores coffee into tourism offerings remains suboptimal. While many tourists express interest in tasting and purchasing local coffee as a souvenir, coffee-based experiences are rarely included in existing tour packages, which continue to prioritize natural attractions and outdoor activities over cultural and agricultural experiences (Hudiono, 2022).

Previous studies highlight that coffee tourism is an effective form of experiential tourism, offering authentic, place-based interactions that connect visitors with local traditions and production processes. Dinis et al., (2021) demonstrate that coffee tourism not only enhances tourist appeal but also revitalizes rural areas by preserving ancestral agricultural practices and strengthening community participation. Similarly, Smith et al., (2019) emphasize that tours showcasing traditional coffee processing can deepen visitors' engagement while ensuring that economic benefits remain within local communities. However, in Labuan Bajo, limited promotion and weak coordination among stakeholders have constrained the development of coffee tourism as an integrated cultural experience (Kiwang & Arif, 2020). Tourism revitalization is aimed at building tourism that is more adaptive and able to keep up with the demands of tourists (Amara et al., 2024).

Addressing this gap requires collaborative governance that involves public, private, and community actors to foster innovation and sustainability in tourism development (Hasnawati et al., 2022; Morantes, 2025). Public-private partnerships among government institutions, travel agencies, and local coffee SMEs are crucial for designing inclusive tourism packages that feature visits to coffee plantations, coffee tastings, and cultural storytelling. Such collaboration aligns with the growing demand for experiential tourism and can enhance destination competitiveness while supporting the local economy (Chen et al., 2021). Additionally, crafting compelling narratives that highlight the uniqueness of Flores coffee, its production methods, and its socio-economic and environmental values is essential, particularly in meeting the expectations of international markets (Rose & Loisa, 2024). In this context, the current community service initiative aims to design coffee-based tourism packages as a strategic approach to strengthen coffee SMEs and promote inclusive and sustainable economic growth in Labuan Bajo.

## **IMPLEMENTATION METHOD**

The equipment used in this community service activity includes laptops, projectors, screens, sound systems, digital cameras, and video conferencing devices (cameras, microphones, and internet networks) to support hybrid implementation. The materials consist of local coffee products from Databajo Coffee as an example of best practices, training modules and handouts, a guide for designing coffee-based tourism packages, as well as writing tools and worksheets to facilitate group discussions and idea development.

The following figure 2. show the hearings and focus group discussions attended by various practitioners and academics.



Figure 2. Hearings and Focus Group Discussions

This service is divided into three stages, which are planned to be carried out periodically. The first stage is identification, during which information is gathered. The second stage is implementation, where solutions are proposed to address the identified problems. The third stage is evaluation, which will take place in the subsequent activity.

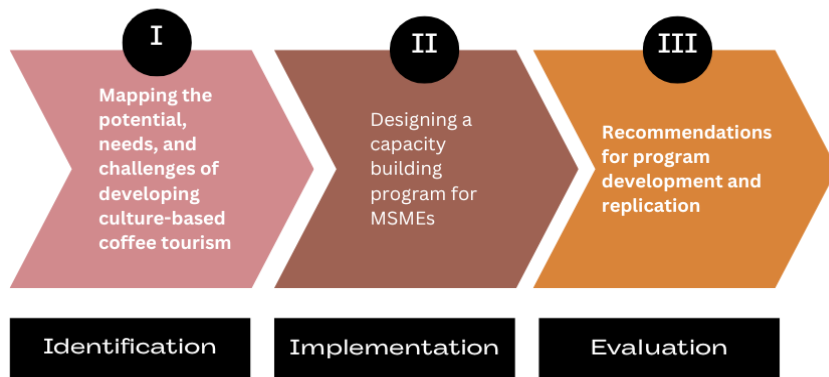


Figure 3. Flowchart

The community service program is implemented in three main stages: identification, implementation, and evaluation. The identification stage begins with field observations and Focus Group Discussions (FGDs) involving coffee SMEs, tourism destination managers, the Tourism Office, travel agents, and local communities to explore potential opportunities and challenges. The implementation stage involves training and mentoring programs aimed at enhancing the capacity of SMEs in areas such as storytelling, branding, packaging, and managing cultural coffee-based tourism experiences. This stage also includes guidance on designing thematic tourism packages that integrate the cultural and natural attractions of Labuan Bajo. The evaluation phase is conducted both formatively and summatively, incorporating participant feedback and assessments of the sustainability of the tourism packages and their contributions to local economic growth.

## RESULT and DISCUSSION

The coffee culture in Indonesia remains strong and continues to evolve within contemporary society. In recent years, coffee consumption has grown significantly, driven by the rapid establishment of new cafés and restaurants offering a wide variety of coffee-based beverages and experiences (Sari & Rianti, 2025). Beyond this modern trend, coffee in

Indonesia particularly Labuan Bajo coffee carries deep cultural and social significance. Labuan Bajo coffee is closely tied to the traditions and customs of the Manggarai people, making it more than just a beverage; it symbolizes kinship, respect, and social cohesion. In Manggarai culture, coffee is not merely a commodity for consumption but a social medium that plays a vital role in various traditional rituals, such as *penti* (the harvest thanksgiving ceremony), *bantang cama* (traditional council meetings), and guest-welcoming ceremonies. This illustrates how Indonesia's growing coffee culture harmoniously blends modern lifestyle trends with long-standing local wisdom and cultural heritage. The coffee brewing process is carried out with great care and meaning. The utilization of local resources, such as culture and local wisdom, can support inclusive and sustainable tourism, such as the coffee culture in Labuan Bajo (Aryasa et al., 2025). The beans are traditionally roasted over a wood-fired stove and then ground using a mortar and pestle made of wood, passed down through generations. The aroma of the coffee is believed to be a “call” for togetherness, inviting people to gather and engage in dialogue. Each cup serves as a bridge to stories about ancestors, the land, and the hard work of farmers who tend to their gardens on the slopes of Flores' hills. This uniqueness gives Labuan Bajo coffee its distinctive flavor not only in terms of sensory qualities but also through the cultural narrative embedded in every sip a characteristic that sets it apart in the global tourism market.

The following images display the products being inspected for the readiness of the business stand and packaging.



Figure 4. Product checks are appropriate for tour packages

The tourism package designs offered to support the coffee SMEs in Labuan Bajo are:

#### **Coffee Plantation Tour**

Tour packages that incorporate visits to coffee plantations provide tourists with opportunities to gain in-depth knowledge of the coffee production process, from cultivation to post-harvest handling. This approach aligns with the growing trend toward experiential and educational tourism, particularly among younger travelers who seek meaningful and authentic learning experiences. Such tours may include hands-on activities such as coffee harvesting, discussions on sustainable farming practices, and direct interaction with local coffee farmers, allowing visitors to better understand the social and environmental dimensions of coffee production.

Coffee plantation-based tourism packages also represent an important source of income for local communities. Capacity-building programs for tourism awareness groups (Pokdarwis) play a crucial role in strengthening local skills and knowledge related to

tourism product development, including the design and management of tour packages (Rosalina & Fariza, 2023; Suyuthie et al., 2023; Umam et al., 2020). Through structured training, community members are better equipped to deliver tourism experiences that meet industry standards, thereby increasing destination attractiveness and visitor satisfaction. The success of these initiatives can be measured through their contribution to the local economy, as community involvement in planning and managing tour packages enables residents to generate additional income while supporting long-term economic sustainability (Fatimah et al., 2021). This collaborative approach helps balance economic development with the preservation of local culture and social values.

In this context, the Coffee Plantation Tour in Labuan Bajo exemplifies a coffee-centered tourism experience that integrates education, culture, and community engagement. The tour takes visitors to the highland areas of West Manggarai, where coffee is cultivated on fertile volcanic soils under a cool climate. Throughout the journey, participants are introduced to the history of coffee in Flores, local coffee varieties, and the Manggarai philosophy that regards coffee as a symbol of brotherhood and respect. Upon arrival in the coffee-producing village, visitors are welcomed with freshly brewed coffee and traditional snacks before exploring the plantations. They engage in harvesting ripe coffee cherries and learn environmentally friendly cultivation techniques passed down through generations. The experience continues with firsthand demonstrations of traditional post-harvest processing, including manual peeling, sun-drying, wood-fired roasting, and grinding using traditional tools. At each stage, local guides enrich the experience by sharing Manggarai cultural narratives, highlighting the role of coffee in rituals such as the harvest thanksgiving ceremony (*penti*) and traditional deliberative meetings (*bantang cama*), thereby reinforcing the cultural significance of coffee within the local community. Tourists are invited to taste coffee brews of various roasting levels during a cupping session, while learning brewing techniques that incorporate both traditional and modern methods. The activity concludes with a visit to a local coffee SME center, where participants can purchase packaged coffee, brewing equipment, and handicrafts, thus supporting the local economy. This tour design offers not only a sensory experience of coffee flavors but also an authentic cultural narrative, enhancing tourists' involvement in the preservation of local heritage and creating broader market opportunities for coffee SMEs in Labuan Bajo.

Figure 5. presents the travel itinerary for the coffee plantation tour, which aims to support the sustainability of coffee tourism in Labuan Bajo.

Coffee Plantation Tour   Labuan Bajo	
JOURNEY TO THE HIGHLANDS	
08.00 AM	Pick up from Hotel or Labuan Bajo Port
08.00 AM - 09.30 AM	Travel to a coffee-producing village in West Manggarai while listening to a brief story about the history of coffee and the traditional customs of Manggarai
09.30 AM - 09.45 AM	Welcome Drink of local coffee and traditional snacks
SESSION 1	
09.45 AM - 11.15 AM	Coffee Plantation Walk
SESSION 2	
11.15 AM - 12.30 PM	Post-harvest Workshop
12.30 PM - 13.30 PM	Lunch and Cultural Performance
SESSION 3	
13.30 PM - 15.00 PM	Coffee Cupping and Brewing Class
SESSION 4	
15.00 PM - 16.00 PM	Souvenir and Community Engagement
CLOSING	
16.00 PM - 17.00 PM	Back to Labuan Bajo

Figure 5. Coffee Plantation Tour Plan

The development of coffee plantation tours in Labuan Bajo is a strategic approach to introducing local coffee culture while supporting the growth of Micro, Small, and Medium Enterprises (MSMEs). These tours include important components such as education and immersive experiences, allowing visitors to understand the entire process from cultivation to serving. Coffee agrotourism can benefit the surrounding community by increasing income and strengthening the connection between coffee MSMEs and tourists (Pratiwi, 2021). Coffee-based tourism can educate the community on the importance of sustainability and environmental conservation, which can foster better local and regional economic growth (Yudhari et al., 2020).

The success of these coffee plantation tours relies heavily on collaboration among various stakeholders, including coffee farmers, local governments, and non-governmental organizations. Soetriono & Winarno, (2020) emphasize the significance of initiatives such as coffee tourism networks, which integrate farmers' experiences into their product marketing efforts. Enhancing capacity and building trust among coffee farmers are essential for their effective participation in the coffee tourism industry.

### **Coffee Souvenir Shopping**

Coffee Souvenir Shopping in Labuan Bajo offers a unique shopping experience that goes beyond purchasing products; it invites visitors to discover the stories behind each coffee package. The shopping area emphasizes local MSMEs that produce Manggarai specialty coffee, available as roasted beans, ready-to-brew powder, and convenient drip bags for tourists. Each product features a label detailing the coffee farm's origin, the coffee variety, the roasting level, and a brief cultural narrative from Manggarai, allowing travelers to take home not only the taste but also the cultural significance. In addition to coffee, a range of coffee-themed merchandise is available, including ceramic cups adorned with Manggarai weaving patterns, local wooden spoons, coffee soap, coffee-scented candles, and natural coffee scrubs. Visitors can enjoy a tasting corner to sample different coffee varieties before making a purchase, guided by local baristas who explain the nuances of taste and aroma.

The shopping area is designed with a warm and natural ambiance, featuring an abundance of wood and woven fabric decorations that create a comfortable atmosphere while reflecting the local cultural identity. With this concept, Coffee Souvenir Shopping is not merely a concluding activity of the tour; it becomes an opportunity for tourists to form an emotional connection with Labuan Bajo coffee, while also providing a direct economic impact to the SMEs that preserve the taste and traditions of Manggarai coffee. Figure 6 is presented below. It illustrates the plan for coffee souvenirs designed to enhance tourist visits to Labuan Bajo.



Figure 6. Coffee Souvenir Shopping Plan

Coffee souvenir shopping in Labuan Bajo is an innovative strategy to showcase the excellence of local coffee products while supporting the growth of Micro, Small, and Medium Enterprises (MSMEs) in the coffee sector. This initiative allows tourists to take home high-quality coffee products that reflect the uniqueness of the local culture. By purchasing coffee souvenirs, tourists can directly appreciate the hard work of local coffee farmers. This practice not only raises awareness and appreciation for local products but also positively impacts the community's economy by increasing the income of farmers and MSMEs (Afwan, 2025). It aligns with the notion that tourism centered on local products can empower the local economy, which has previously received little attention. Coffee souvenir shopping serves as an educational medium for visitors. Through direct interaction with coffee producers and souvenir sellers, tourists can learn about the coffee production process, from planting to processing. This educational experience enriches the tourist experience while fostering an emotional connection to the products they purchase.

## CONCLUSION

Based on the results of community service conducted in Labuan Bajo, it can be concluded that this initiative has successfully integrated the potential of Manggarai coffee as a cultural product and tourist attraction into creative tourism packages. Through a collaborative and participatory approach, the program has strengthened the capacity of local coffee SMEs in storytelling, branding, and tourism management. It has also created coffee-based tourism packages that combine education, cultural experiences, and economic opportunities. Activities such as the Coffee Plantation Tour and Coffee Souvenir Shopping demonstrate that coffee is not merely a commodity but a representation of identity, local wisdom, and a means of preserving Manggarai culture. This community service initiative has produced tangible impacts, including increased economic value for SMEs, expanded

tourism appeal for Labuan Bajo, and the promotion of inclusive and sustainable economic growth in the region.

For future development, it is recommended that the coffee-based tourism packages be further refined through pilot implementation and scaling-up strategies involving stronger institutional collaboration among SMEs, tourism authorities, and destination management organizations. Continuous capacity-building programs, particularly in digital marketing, service quality standardization, and experiential tourism innovation, are essential to enhance competitiveness and long-term sustainability. In addition, integrating coffee tourism into official destination branding and regional tourism master plans would strengthen its visibility and market reach. Future initiatives should also incorporate systematic impact assessment to measure economic, social, and cultural outcomes, thereby providing an evidence-based foundation for policy support and the replication of coffee-based cultural tourism models in other regions.

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