



## Laporan Hasil

# Baseline Study dan Pelatihan Peningkatan Kapasitas Pengemasan dan Pemasaran Kelompok Kopi Tuk Jaong Cama dan Kelompok Tenun Ca Nai Binaan Taman Nasional Komodo

Desember 2024



**Project Team:**

Suci Rodian, Kristin Simanjuntak, Hidayatul Kusnia, Yosafat Herman Hana, Ida Ayu Putu Merlina Wiryani

**Editors:**

Komodo National Park Center Team

**Design:**

Adli

**Report Date:** December 31, 2024

**Disclaimer:**

This report is the result of a *baseline study* conducted on the Komodo National Park assisted community group located in Golo Mori Village, Komodo District, West Manggarai Regency, East Nusa Tenggara Province. The report was edited by Komodo National Park and is not intended to be exhaustive. The information is presented with the understanding that Komodo National Park Center is not providing professional advice. While we have taken reasonable care to ensure the accuracy of the information in the report, we accept no liability for any loss arising from reliance on the information, nor for any errors or omissions in the report. We are not endorsers of the companies or activities mentioned in the report, and we accept no responsibility for any losses suffered in relation to them or their activities.

**Source:**

Asro Tenunku, Bacarita Heritage, Central Labuan Bajo, Cold N Brew, Dayacita Foundation and Indigo, Denny's mart (Zasgo group), Golomori Village, Department of Industry and Trade, Department of Tourism, Exotic Komodo, Felindo Jaya, JNE, J&T, Kado Bajo, Keymart Travel, Komodo Gift Shop, Sekangku Coffee, Wamor Coffee, Lion Parcel, Natas Co, Senja Eatery, Tenun Indonesia (Tenunin), Toko Yudi.

**Recommended citation:**

Rodian, S, & Simanjuntak, K, (2024). *Baseline Study Report of Tuk Jaong Cama Coffee Group and Ca Nai Weaving Group Assisted by Komodo National Park 2024*. Krealogi and Komodo National Park Center.

## TABLE OF CONTENTS

<b>TABLE OF CONTENTS</b> .....	<b>2</b>
<b>TABLE</b> .....	<b>4</b>
<b>LIST OF ABBREVIATIONS AND ACRONYMS</b> .....	<b>5</b>
<b>INTRODUCTION</b> .....	<b>6</b>
1. Program Background.....	6
2. Objectives.....	6
3. Research Methods.....	6
<b>1. Overview</b> .....	<b>8</b>
1.1. Geographical Conditions.....	8
1.2. Social.....	8
1.3. Supporting Infrastructure.....	10
<b>2. Group Profile</b> .....	<b>12</b>
2.1 Production Capacity.....	12
2.2 Raw Material Supplier.....	12
2.3 Production Location and Equipment.....	13
2.4 Production Process.....	14
2.5 Finance.....	14
2.6 Shipping Experience.....	15
2.7 Product Marketing.....	15
2.8 Business Challenges.....	16
<b>3. Potential Buyers &amp; Stakeholder Support</b> .....	<b>18</b>
3.1 Local Buyers (Supermarkets, Restaurants, Souvenir Shops, Hotels).....	18
3.2 National Buyers.....	21
3.3 Travelers.....	22
3.4 Tourism Potential.....	23
<b>4. Business Analysis</b> .....	<b>26</b>
4.1. Product Condition.....	26
4.2 SWOT Analysis.....	26
4.3 Tourism Village Analysis.....	31
<b>5. Recommendations for Business Groups</b> .....	<b>37</b>
5.1. Business Management.....	37
5.2. Potential Cooperation with Partners.....	48
<b>6. Training Activities</b> .....	<b>53</b>
6.1 Coffee and Weaving Group Training Series.....	53
6.2 Training Module Materials on Product Packaging and Marketing Capacity Building.....	53
6.3 Results of Training on Capacity Building for Product Packaging and Marketing.....	54
<b>7. Conclusion</b> .....	<b>58</b>
7.1. Social Economy.....	58
7.2. Manufacturer.....	58
7.3. Potential Buyers and Cooperation.....	58
7.4. Business Groups.....	59
7.5. Business Analysis.....	60
<b>APPENDIX</b> .....	<b>61</b>

## LIST OF IMAGES

Figure 1. Location Map of the Feasibility Study Focus .....	8
Distribution of Coffee in West Manggarai .....	8
Figure 3: Majority of Community Occupations .....	9
Figure 4. Employment Field .....	9
Production Capacity of Business Groups/Month .....	12
Ownership of production support facilities.....	13
Figure 7. State of production support facilities .....	13
Figure 8. Main business challenges.....	16
Marketing Challenges .....	16
Figure 10 Types of Potential Partners/Buyers .....	18
Figure 11 Average Visitors to the Gift Shop .....	18
Average Cafe/Resto Visitors .....	18
Figure 13. Average Supermarket Visitors .....	19
Average Hotel / Lodging Visitors .....	19
Form of cooperation between buyers and MSMEs.....	19
Interest in purchasing MSME products.....	20
Reasons for cooperation with MSMEs.....	20
Criteria for Becoming a Potential Buyer Supplier.....	20
Circulation Permit Required to Become a Supplier .....	20
Constraints for Buyers in Collaborating with MSMEs .....	21
Tenun.in and Cold n Brew .....	21
Product Purchase Funds by Tourists .....	22
Figure 23. Desired Local Products .....	22
Figure 24. Favorite Tourist Locations .....	23
Figure 25: Background of Location Selection.....	23
Figure 26. Tourism Activities .....	23
Figure 27. Organizational Structure Chart.....	44
Recapitulation of Attendance of Training Participants .....	55

## LIST OF TABLES

Table 1. Distribution Points from Golo Mori Village to Labuan Bajo.....	10
Table 2. Education level of Golo Mori village.....	10
Table 3. Group Raw Material Suppliers.....	12
Table 4. Group Production Equipment.....	13
Table 5. Products that have been purchased by Potential Buyers.....	19
Table 6. Products that Potential Buyers need.....	20
Table 7. Tourist Drop-off Routes.....	24
Table 8. SWOT Analysis of Coffee.....	26
Table 9. SWOT Analysis of Weaving.....	27
STP analysis of coffee and weaving.....	29
Potential Analysis of Golo Mori Tourism Village.....	31
Table 12. Group Supply Chain Recommendations.....	37
Table 13: Group Production Equipment Recommendations.....	42
Table 14: Role of Organizational Structure.....	44
Table 15: Recommendations for Business Legality.....	45
Table 16: Vendor Recommendations.....	47
Potential Cooperation Potential Buyer.....	48
Table 19. Timeline of Training Activities.....	53
Table 20: Product Packaging and Marketing Training Module.....	53
Table 21: Results of Product Packaging and Marketing Training.....	55

## LIST OF ABBREVIATIONS AND ACRONYMS

BPOM	: Food and Drug Administration	BTNK	:
Komodo National Park Center			
D-I, II, III, IV	: Diploma-	I, II, III, IV	
HACCP	: <i>Hazard Analysis Critical Control Point</i>		
IPR	: Intellectual Property Rights		
IKM	: Small and Medium Industry		
IUMK	: Micro Small Business License		
KTP	: Identity Card		
NGO	: Non-Governmental Organization		
M4P	: <i>Making Markets work for the Poor</i>		
NIB	: Business Identification Number		
NPWP	: Taxpayer Identification Number		
PIRT	: Home Industry Food		
PKK	: Family Welfare Empowerment		
PLN	: State Electricity Company		
RT	: Rukun Tetangga		
RW	: Rukun Warga		
SD	: Elementary School		
JUNIOR HIGH SCHOOL	: Junior High School		
HIGH SCHOOL	: Senior High School		
S1	: Bachelor / Strata 1		
SIUP	: Surat Izin Usaha Perdagangan		
MSE	: Minimum Wage of Regency/City	UMKM	
	: Micro, Small and Medium Enterprises		
WLSMU	: <i>West Landscape-Seascape Management Unit</i>		

## **INTRODUCTION**

### **1. Program Background**

Small and Medium Industries (SMIs) play an important role in the Indonesian economy, contributing 21.47% of national industrial output in 2020. The government continues to encourage the development of SMIs through programs to improve production quality, innovation, packaging, and marketing so that SMI products are more competitive. In Flores WLSMU together with the Komodo National Park Office supports local economic development through coaching the Tuk Jaong Cama Coffee Group and the Ca Nai Weaving Group in Lo'ok Village. These groups utilize the potential of local resources and culture, such as Golo Mori specialty coffee and traditional Lo'ok Village weaving, which have the potential to attract the market, as seen from the increasing interest in products with quality packaging. However, research shows that good packaging not only attracts market attention, but also strengthens product competitiveness, especially when combined with effective marketing strategies. Currently, both groups still face challenges in optimizing these aspects, so a data-driven approach and market insights are needed to improve the packaging and marketing of the groups' products.

Komodo National Park together with Krealogi by Du Anyam initiated a program to map the groups' potential, supply chain, and stakeholders to formulate the right assistance approach. The program is expected to help both groups improve sales channels and become reliable suppliers in priority destinations such as Labuan Bajo, as well as support local community empowerment.

### **2. Objectives**

This research aims to identify and analyze the potential and condition of the Tuk Jaong Cama Coffee Group and Ca Nai Weaving Group assisted by the Komodo National Park Office.

### **3. Research Methods**

The Making Market Work for the Poor (M4P) method focuses on creating inclusive markets for MSMEs with limited access. M4P analyzes rules and supporting functions such as regulation, infrastructure, and technology. Market research in Kabupaten Manggarai Barat aims to map challenges, opportunities, and consumer needs to formulate marketing strategies. The methods used include primary (observation, interviews, questionnaires) and secondary (desk research) data. The research focused on Tuk Jaong Cama Coffee Group and Ca Nai Weaving Group in Lo'ok Hamlet, Golo Mori Village, Komodo District, involving 17 potential buyers from hotels, souvenir shops, tourists, and local travel services. The research draws on three supporting sources:

1. M4P (Making Markets Work for the Poor) Operational Manual as a reference for market system analysis.
2. Market Research for the North Misool, Malaumakarta Raya, and Werur Raya Assisted Business Groups, focusing on micro-products such as coconut oil and snacks.
3. Market Research of Honey Entrepreneurs in Alor Regency, related to the development of Honey SME Center.
4. Additional source: Central Bureau of Statistics of West Manggarai Regency (2022-2023).

**CHAPTER 1**  
**GEOGRAPHY AND SOCIOECONOMICS**



## 1. General Description

### 1.1. Geographical Condition

Golo Mori, located in Komodo District, West Manggarai Regency, NTT, is known as the South Axis of Labuan Bajo. The village has an area of 14,234 km<sup>2</sup> with diverse topography and a monsoon climate that supports the cultivation of crops such as robusta coffee, especially in areas with fertile volcanic soil. In addition to coffee, the community also produces traditional ikat weaving with high cultural and economic value, which has the potential to become a leading commodity with increasing market interest in authentic products. Golo Mori's potential is not only in agriculture and crafts, but also supported by strategic infrastructure, such as the Golo Mori Convention Center (GMCC). GMCC, managed by Hotel Indonesia Group and ITDC, is a world-class meeting facility that is part of the development of the Labuan Bajo priority tourism area. With an architectural design that blends local and modern culture, GMCC has the potential to be the location of various events, such as international conferences and culture-based tourism activities. The facility is expected to boost local economic growth by opening market access for products such as coffee and Golo Mori weaving.

ITDC's development of the Golo Mori area also includes supporting infrastructure that improves connectivity with Labuan Bajo. By combining local potential and strategic development, Golo Mori has a great opportunity to become a new economic growth center that empowers the community and expands market access for local products.

Figure 1. Location Map of the Feasibility Study Focus

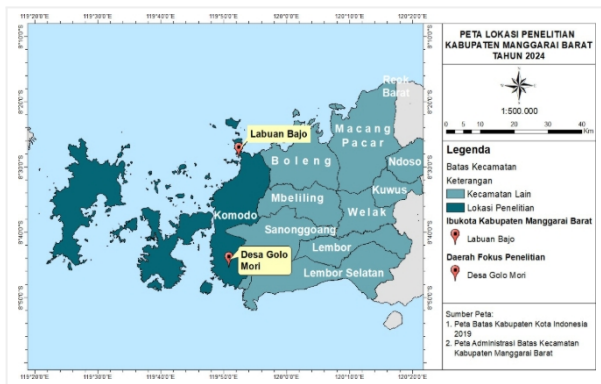
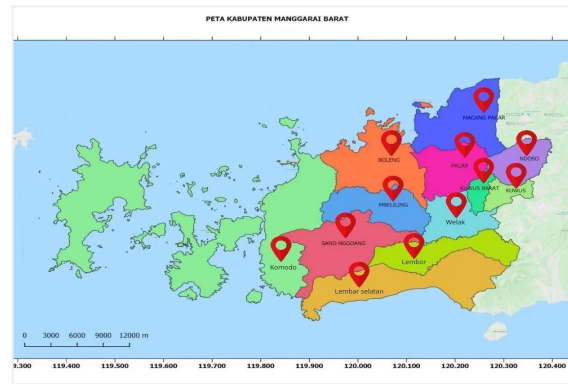


Figure 2. Coffee Distribution in West Manggarai



The potential of coffee raw materials in West Manggarai Regency shows stability based on BPS data of East Nusa Tenggara Province, with coffee production of 1,249.02 tons in 2022 and 2023. The coffee area in West Manggarai Regency totals 6,271 hectares. Kecamatan Ndoso has the largest coffee area, with 1,361 hectares, followed by Kecamatan Welak with 1,051 hectares. Meanwhile, the smallest coffee area is in Kecamatan Komodo, at 39 hectares.

### 1.2. Social

#### 1.2.1. Profile and Culture of the Golo Mori Village Community

Golo Mori Village has potential natural resources that support the agricultural sector, with hilly and lowland land. The majority of the population (2,606 people, BPS 2022) work as farmers who cultivate rice, corn, and tubers, while the coastal community works as farmers.

depend on fishing. Women also play a role in the family economy, such as through coffee production and weaving crafts. The cultural life of the Golo Mori community is dominated by the Manggarai and Komodo tribes, with customary traditions such as the Teing Hang ritual and Caci Dance. The strong value of gotong royong creates social harmony, and conflict resolution is done in consultation with village officials.

### 1.2.2 Economic Condition

Figure 3. Majority of Community Occupations

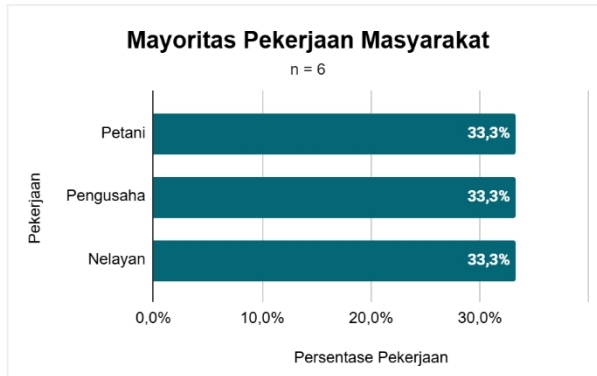
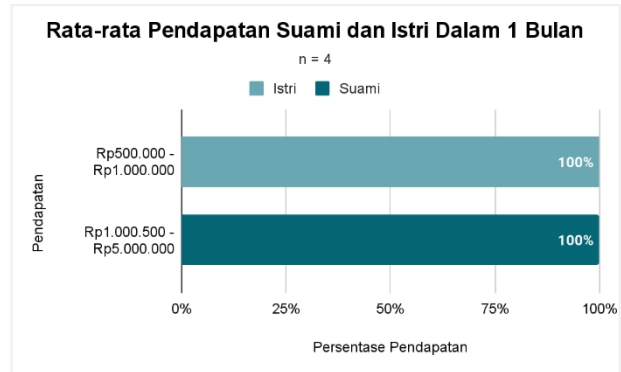


Figure 4. Employment Fields



The majority of people in Golo Mori Village work as fishermen, farmers, and entrepreneurs. Fishermen utilize the waters to catch fish, while farmers grow rice and corn on the hills. Some entrepreneurs develop typical village products, such as coffee and traditional seko-seko food, which also have tourism potential. Research shows that the husband's monthly income averages Rp1,000,000 - Rp5,000,000, while the wife's averages Rp500,000 - Rp1,000,000, in line with the West Manggarai Regency Minimum Wage of Rp1,945,902.

### 1.2.3 Social Organization & Structure

Golo Mori Village has several community organizations, such as Karang Taruna, Family Welfare Empowerment (PKK), and private cooperatives, which focus on improving family welfare through socialization and health checks with Posyandu, developing the potential of young people, and supporting the economic needs of the community with the spirit of gotong royong. In addition, there are several Non-Governmental Organizations (NGOs) such as Go To Impact which focuses on fish management, To Do Cama for waste management, and Cas for animal rescue, which also play a role in improving the community's standard of living in a sustainable and environmentally friendly manner. However, based on interviews with village officials, there are no programs or policies that support the development of local potential such as Tuk Coffee and weaving products. Therefore, efforts are needed to encourage the village government to map the potential and constraints faced by community groups, and bridge communication in order to provide appropriate support in creating productive and sustainable businesses.

### 1.3. Supporting Infrastructure

**Table 1.** Distribution Points from Golo Mori Village to Labuan Bajo

Mode of Transportation	Cost	Road Access	Travel Time	Transportation Schedule
Travel	Rp60,000	Asphalt - Rock	1 hour	2 times a day
Pick up	Rp50,000	Asphalt - Rock	1 hour	2 times a day

The road conditions in Golo Mori Village are mostly rocky and unpaved, making it difficult for passing vehicles. However, after passing through the village to Labuan Bajo, the road is paved and in good condition, making travel easier. Travel from Golo Mori Village to Labuan Bajo is generally done by groups to buy packaging and sell products. The village already has 4G internet access with the provider Telkomsel, although internet speeds can be disrupted during heavy rain. Electricity supply is supplied by PLN on a stable basis without planned outages. The main source of water comes from wells, which are adequate although their availability depends on natural conditions, especially during the dry season.

Regarding communication among SME groups, communication in the Tuk Jaong Cama Coffee group runs smoothly, especially between group leaders and members. However, the main obstacle is poor signal due to the weather. In the Ca Nai Golo Mori Weaving group, communication is carried out by the group leader and the group representative, but it is less smooth due to poor signal and long distances between groups, resulting in poor coordination. Although group members have smartphones, communication with buyers often suffers in terms of response time due to unstable signals. In addition, language barriers are also an obstacle in some communications.

**Table 2:** Education level in Golo Mori Village

Education Level	Total population	Percentage of Population
Not graduated from elementary school	255	15,8%
Graduated from elementary school	756	46,9%
JUNIOR HIGH SCHOOL	210	13%
HIGH SCHOOL	297	18,4%
D I, D II, and D III	18	1,1%
D IV / S1	77	4,8%

Based on BPS data (2023), most people in Golo Mori Village only complete education up to the primary school level, with a limited number continuing to junior and senior high school. There is very little further education up to D I-D III, indicating challenges in education access and awareness as well as limited quality human resources in the village.

**CHAPTER 2**

**TUK JAONG CAMA COFFEE GROUP AND CA NAI WEAVING GROUP**



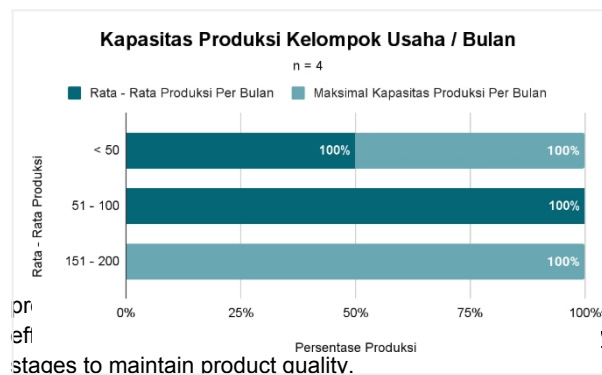
## 2. Group Profile

Tuk Jaong Cama Coffee Group and Ca Nai Golo Mori Weaving Group are the main focus of this research. The Tuk Jaong Cama Coffee Group has been established since 2021, producing robusta and arabica coffee with 12 members who acquired their skills through generations. The group has regular customers, but has never participated in coffee production training. The business is run with a fixed salary system, manual financial records, and an organizational structure including a chairperson, treasurer, secretary, and members.

The Ca Nai Golo Mori Weaving Group, established in 2022, produces woven mats and is developing woven fabrics. The 15-member group relies on their hereditary mat weaving skills and training in woven fabrics from TNK. The group's main challenges are limited communication between members due to distance and the absence of a financial recording system.

### 2.1 Production Capacity

Figure 5: Production Capacity of the Business Group/Month



The Weaving Group produces 8-10 products per month with a maximum capacity of 50 pieces, while the Coffee Group produces 50-100 packs per month with a maximum capacity of 200 packs. Coffee production is done in batches at the group leader's house, with a normal schedule of once a month or twice when demand is high, taking 1-3 days. Mat production is done at each member's home upon request, with a production time of 3-7 days. In the last 6 months, coffee production while mat production has remained erratic. To improve and plan production, as well as harmonizing production

### 2.2 Raw Material Suppliers

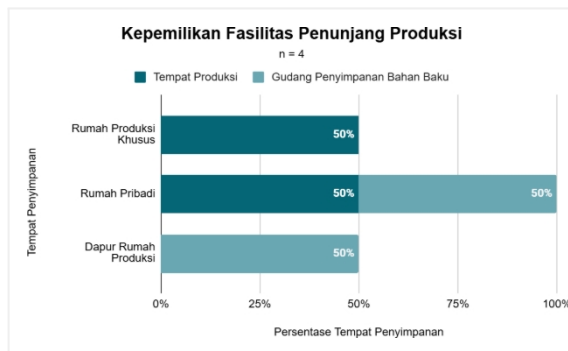
Table 3. Raw material suppliers Group

Group	Supplier	Origin	Purchase Price	Cooperation Method
Coffee	Relatives	Wae Sano Village	IDR 85,000 - IDR 100,000	Buy and sell
	Dominicus	Wae Sano Village	Rp80,000	Buy out
	Maria	Golo Mori Village	Rp100,000	Buy it off
Mat Weaving	Private garden	-	-	-
Fabric Weaving	BTNK	-	-	-

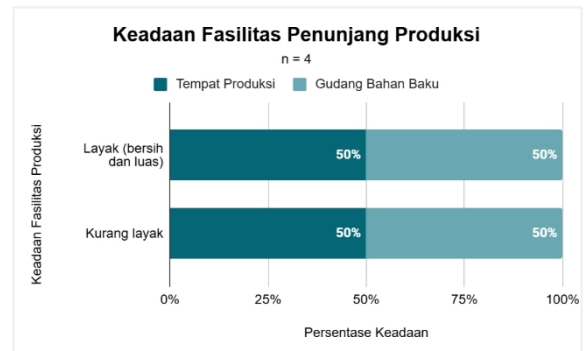
The coffee and weaving groups do not have a recorded ordering system for purchasing raw materials. The coffee group depends on three suppliers for robusta and arabica coffee. Supply constraints in the coffee group include raw materials that are not always available, with reasons such as relatives, limited stock, and borrowing money for purchases. Delivery of raw materials is done by direct delivery by suppliers or picked up by the group at a certain point, but there is no adequate calculation of shipping costs, which can affect COGS and product selling prices. In addition, the price of raw materials is determined by the supplier without any market analysis or consideration from the group. As for the mat weaving group, raw materials in the form of pandanus leaves are taken from private gardens and forests around the house. In the future, there needs to be documentation of purchases and further analysis of delivery and pricing to avoid negative impacts on business sustainability.

### 2.3 Location and Production Equipment

**Figure 6:** Ownership of Production Support Facilities



**Figure 7:** State of Production Support Facilities



The coffee group and weaving group have different production locations and warehouses. The coffee group uses a special production house that also serves as a warehouse for raw materials, while the weaving group does not yet have a special production house and warehouse, as production is still carried out in members' homes. Neither group has a system for recording daily production or warehouse stock. The coffee group's production facilities are adequate, while the weaving group requires the development of production facilities and tools. Improved facilities will support the scale of production in the future. Given the traditional way of coffee production, Golo Mori has the potential to become a tourist destination for foreign tourists who want to experience first-hand the coffee production process. In addition, weaving, which has high cultural value, can also attract foreign tourists who are interested in knowing the traditional weaving process.

**Table 4.** Group Production Tools

Product	Tools
Coffee	Wok, wok spoon, mortar, pestle, sieve, tampi, tarpaulin
Mats	Pots and Knives
Weaving	Gedogan

Production tools used by the coffee and weaving groups are mostly purchased from Labuan Bajo, Waesono Village, Tigunampan Village and Lo Ok Village. The coffee group has separated the use of tools for production and household needs, while the weaving group has not. Both groups do not have standard operating procedures (SOPs) related to the use of production equipment, which has an impact on product quality and quantity. The coffee group often experiences changes in the taste of the coffee produced, while the weaving group experiences differences in the results of woven mats, due to skills that have been passed down from generation to generation. Procuring tools and revamping SOPs can improve production consistency and product quality.

## **2.4 Production Process**

The Tuk Jaong Cama Coffee Group and Ca Nai Golo Mori Weaving Group do not yet have a Standard Operating Procedure (SOP) for production. Without SOPs, product results are inconsistent, such as changes in coffee flavor due to variations in processing. The groups do not fully understand the importance of SOPs, although they often face operational constraints. For example, changes in coffee flavor occur due to differences in roasting and grinding processes. Therefore, the development of SOPs is necessary to ensure quality consistency and production efficiency.

Production Process Tuk Jaong Cama Coffee Group is traditionally produced in stages:

- Drying: Coffee beans are dried in the yard, but the cleanliness is disturbed by livestock.
- Roasting: Roasted in a furnace without a degree standard, the quality is not consistent.
- Pounding: Ground manually using pestle and mortar.
- Sieving: Coffee grounds are sieved and re-ground if necessary.
- Packaging: Packed without airtight packaging.  
Assistance is needed for process standards and quality improvement.

Production Process Ca Nai Golo Mori Weaving Group weaves mats from pandanus leaves, with stages:

- Leaf Picking: Young pandanus leaves are picked.
- Cleaning Thorns: Thorns are removed and the leaves are cleaned.
- Shaving the Leaves: Leaves are manually shredded.
- Steaming and Drying: Leaves are steamed and sun-dried for longevity.
- Flexing the Leaves: Leaves are flexed before weaving.
- Weaving: Leaves are woven using small tools into mats.

## **2.5 Finance**

The Tuk Jaong Cama Coffee Group and Ca Nai Golo Mori Weaving Group started their businesses with members' personal capital used for production, purchasing raw materials, and equipment. The initial capital was not recorded in detail, although the coffee groups had simple records through a book managed by the treasurer. However, this record has not been detailed to include the calculation of return on initial capital or cash in cash out. Meanwhile, the Ca

Nai Golo Mori Weaving Group has no financial records at all due to a lack of knowledge about the importance of financial records.

In terms of access to capital, both groups are eligible to apply for loans, although there is no experience of submitting capital proposals specifically for their businesses. The weaving group has applied for Kredit Usaha Rakyat (KUR) for non-business purposes such as kiosks and tractors. In the village, access to capital is very limited as facilities such as banks, credit unions (CUs), or fintechs are not yet available and are still centralized in Labuan Bajo. There is no difference in access to capital between men and women in the group, although options such as CUs have not been utilized. Assistance with financial record keeping and capital proposal submission is needed to support business development and maximize potential funding sources.

## **2.6 Delivery Service Experience**

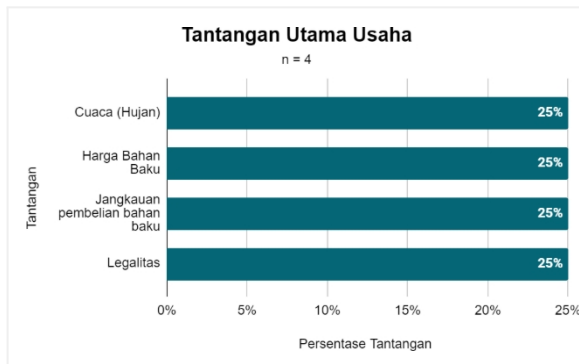
The Tuk Jaong Cama Coffee Group and Ca Nai Golo Mori Weaving Group do not yet have experience shipping products outside the city or province. Currently, they only use local delivery services such as motorcycle taxis or entrust goods through travel in Labuan Bajo. The packaging used is still simple and has not considered the packaging needs for long-distance delivery. The group also does not understand how to negotiate shipping prices and does not have a subscription contract with a particular delivery service. Shipping administration is also not well organized. Shipping raw materials, production equipment, and finished products each has its own challenges, which affect the price and competitiveness of the products. Therefore, it is necessary to map out distribution channels and proper packaging to reduce costs and ensure product quality is maintained.

## **2.7 Product Marketing**

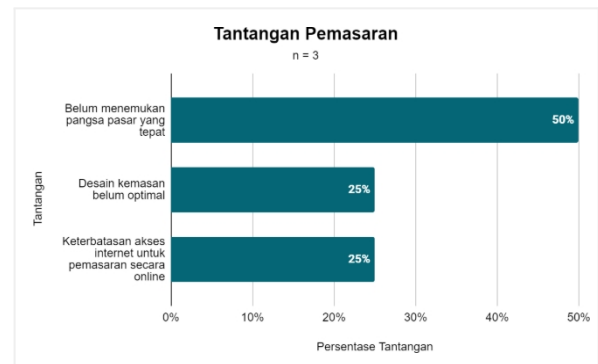
The Ca Nai Golo Mori Weaving Group still relies on local sales for personal and customary needs with no regular buying partners outside the region, while the coffee group has built partnerships with two active partners, namely Bintang Selatan (inn) and Gua Batu Cermin (cafe), and the Komodo National Park Hall. Although product purchases are still limited, these partnerships have increased the coffee group's productivity. Research results show that the majority of buyers of the coffee and weaving groups' products come from local markets in the village and subdistrict. The weaving group only sells woven mats locally, while the coffee group is slightly broader, selling to Labuan Bajo and beyond. Both still rely on offline sales and have yet to utilize digital marketing or marketplaces. The coffee group can sell 50-100 products per month with an income of Rp1,000,000-Rp5,000,000, while the weaving group only sells less than 50 woven mats with an income of less than Rp500,000. Market expansion and wider partnerships are very supportive of the business development of both groups. The business matching program can open up new partnership opportunities, especially for the weaving group, which needs wider market access. Both groups need to strengthen their marketing strategies, utilize digital platforms, and consider consignment as a more efficient sales method.

## 2.8 Business Challenges

Figure 8: Key business challenges



Marketing Challenges



The process of running a business often faces challenges that hinder business development. Based on the research, the main challenges faced by the group were rainy weather, raw material prices, the range of raw material purchases, and legality, each with a percentage of 25%. Rainy weather hampers coffee and weaving production because drying requires sunlight. Fluctuating raw material prices reduce profit margins. Solutions to raw material problems include keeping records for production and inventory planning, building long-term relationships with suppliers for price stability, and conducting supplier surveys to obtain more competitive prices. Limited raw material purchasing coverage can be overcome by expanding the supplier network. Legality issues, such as licensing and regulations, need to be addressed by ensuring compliance with applicable regulations, although limited access to and cost of legal consultants should be a concern.

Coffee and weaving groups also face financial challenges related to capitalization. Access to capital is limited, and they do not yet have adequate facilities for business development. Accessible banks or financial institutions are not sufficient for their needs. Capital support and financial management training are needed to strengthen business sustainability. The marketing challenges faced by the groups are more complex than just market share, packaging design and internet access. In addition to difficulties in determining the right market share (50%) and unattractive packaging design (25%), the group has not yet criticized some fundamental issues in their marketing, such as product prices that are more expensive than similar products in the market, products that do not fully meet market needs, and the low ability of the sales team. In addition, communication issues also arose, such as the difficulty of buyers contacting the SMEs because contact numbers were not easy to find, as well as production instability that led to reduced buyer loyalty.

To overcome these challenges, the group needed to conduct more in-depth market research, develop a well-thought-out marketing strategy, improve packaging design, and enhance online marketing access and capabilities. A better understanding of the market and more structured planning will help the group improve their position in the market.

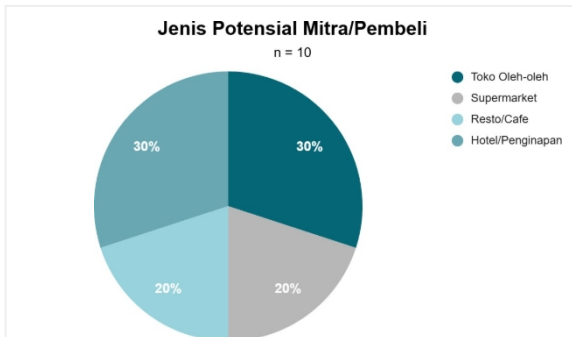
### CHAPTER 3

### POTENTIAL BUYERS AND STAKEHOLDER SUPPORT



### 3. Potential Buyers & Stakeholder Support

Figure 10 Types of potential partners/buyers



Market expansion efforts for microenterprise groups should start with the ultra-micro market around the domicile area, then expand to the local market for wider consumer reach and product *branding*. Labuan Bajo has good local market potential, supported by close access to Komodo National Park. This research assesses the potential for partnerships with local buyer partners, such as hotels, cafes/restos, souvenir centers, and *supermarkets*, as well as with national buyer agencies. The objective of this discussion

is to build partnerships that can support group business development and gradually expand market reach.

#### 3.1 Local Buyers (Supermarkets, Resto, Souvenir Shops, Hotels)

##### 3.1.1. Consumer Visit Rate

Figure 11: Average number of visitors to souvenir shops

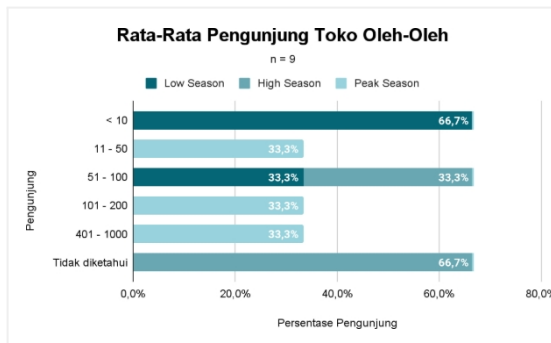
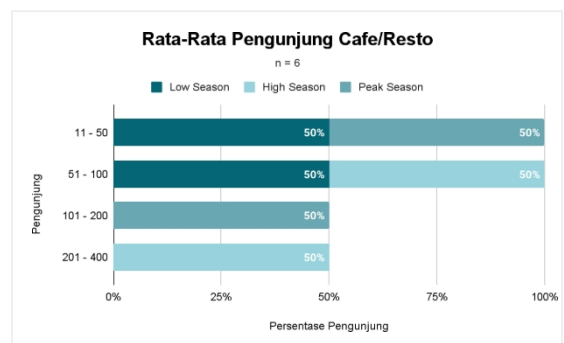


Figure 12: Average Visitors to Cafes/Restaurants

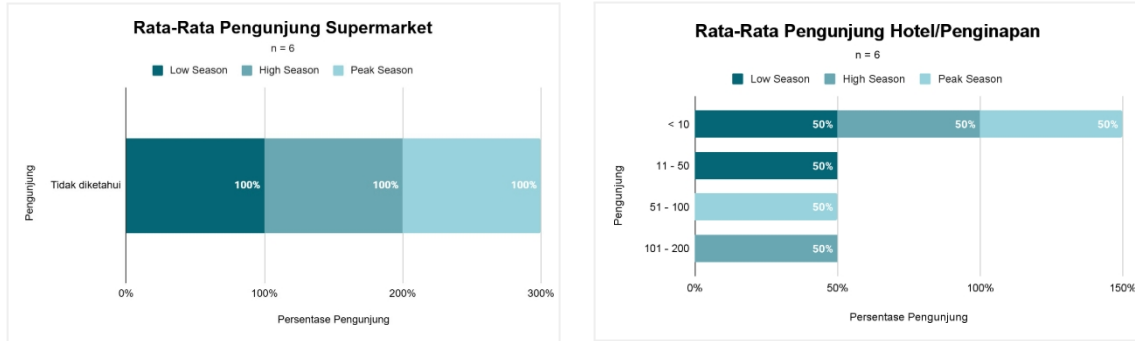


Potential buyers in the hotel/inn and cafe/resto sectors show good prospects for marketing their products. The average number of visits to inns and souvenir shops has increased significantly in every season, especially during the *high* and *peak* seasons. Research results show that visits to hotels/inns and cafes/restos increase during the *High Season* and *Peak Season*. Gift shops such as Komodo Gift Shop can receive around 400 - 1000 guests during *Peak Season* and Cafe Senja Eatery can receive visits of 201 - 400 guests during *High Season*.

In potential buyers such as *supermarkets*, the number of tourist visits is not recorded because there is no official record. Meanwhile, in the hotel and lodging sector, visitation rates show a varied pattern. For example, Penginapan Bintang Selatan in Golo Mori Village only received 6 visits during the High Season and Peak Season, while Hotel Exotic Komodo recorded 100-200 guests during the High Season. This trend indicates that while the number of tourist visits to some lodges may not be large, there are opportunities to

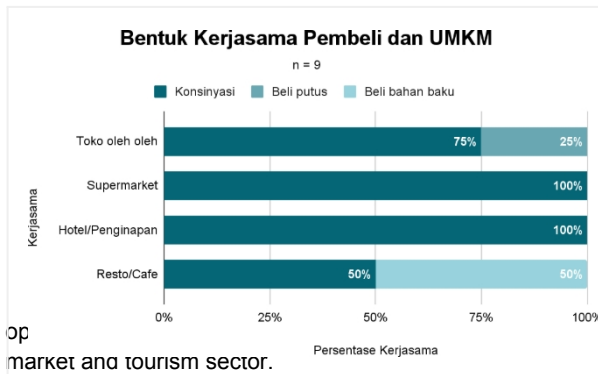
promote local products such as coffee and weaving as souvenir or consumption options for tourists. With the right marketing strategy, especially during the high season, local products have the opportunity to increase their appeal among tourists, expand market share, and support local economic growth through the tourism sector.

**Figure 13.** Average Visitors to Supermarkets **Figure 14.** Average Visitors to Hotels/Lodges



### 3.1.2. Cooperation between Buyers and MSMEs

Forms of cooperation between buyers and MSMEs



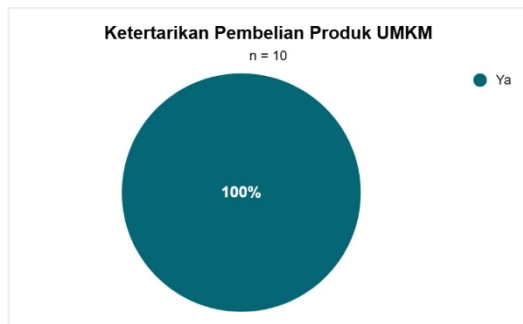
The majority of local MSMEs partner with souvenir shops through a consignment system, while buying out is done if the product has stabilized in the market. Cafes and restaurants purchase raw materials in bulk rather than finished products in small packages. Currently, the study still focuses on the B2C market, while the potential for B2B, particularly in the hotel, restaurant and café (Horeka) sector, has yet to be explored. With ITDC's presence in Golo Mori and the opportunity of MICE events, more research is needed. Marketing strategies are needed for MSMEs to reach the B2B

**Table 5.** Products that have been purchased by Potential Buyers

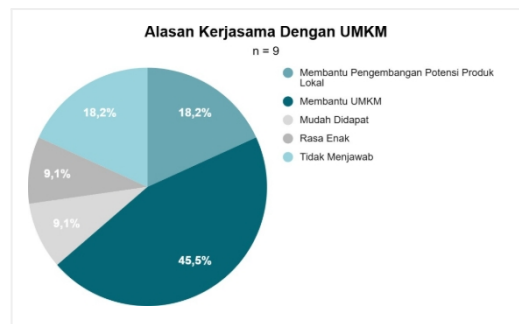
Type of Buyer	Products that have been purchased
Hotel/Lodging	Woven fabric and coffee
Gift Shop	Woven fabrics, woven accessories, woven derivative products, snacks, packaged drinks, coffee
Resto/Cafe	Coffee
Supermarket	Coffee, snacks, woven bags

### 3.1.3. Potential Cooperation between MSMEs and Buyers

Interest in purchasing MSME products



Reason for Cooperation with MSMEs

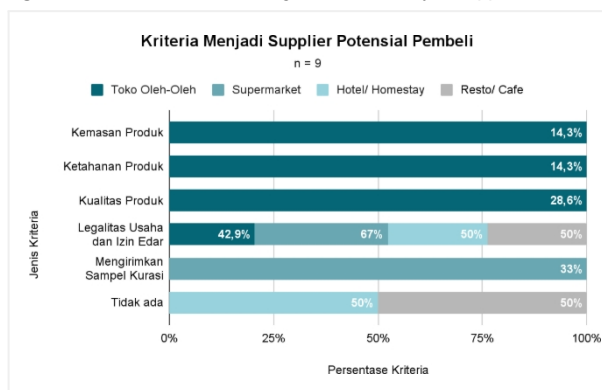


Seeing the great potential of the local market that is still not optimized by the coffee and weaving groups from Golo Mori Village, the potential local buyers visited stated that they are still interested and open to cooperating or accepting local MSMEs as their *suppliers*. However, the reason for purchase should not only be based on support for MSMEs, but also the suitability of the product to market needs, such as taste, price, packaging, and design. For souvenirs, for example, products that are sought after are those with Labuan Bajo characteristics, attractive packaging, and are lightweight and practical to carry. Based on purchase data, weaving derivatives and ground coffee are the most popular products.

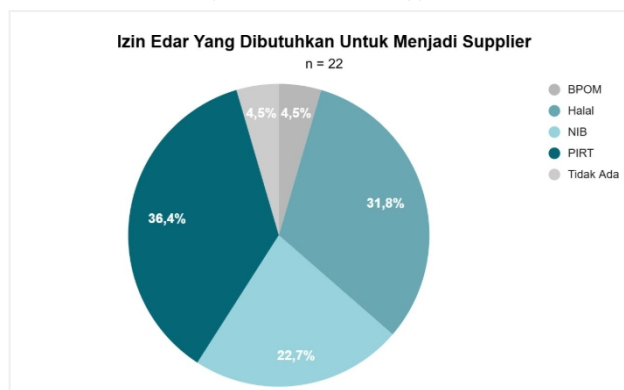
**Table 6.** Products needed by Potential *Buyers*

Type of Buyer	Types of Products Needed
Gift Shop	Woven fabrics, woven derivative products, coffee, packaged foods
Supermarket	Coffee, chips, wet cakes, bread, woven products, accessories
	Chips
Hotel/Homestay	Ground Coffee
Resto/Cafe	Ground Coffee

**Figure 18:** Criteria for Becoming a Potential Buyer *Supplier*



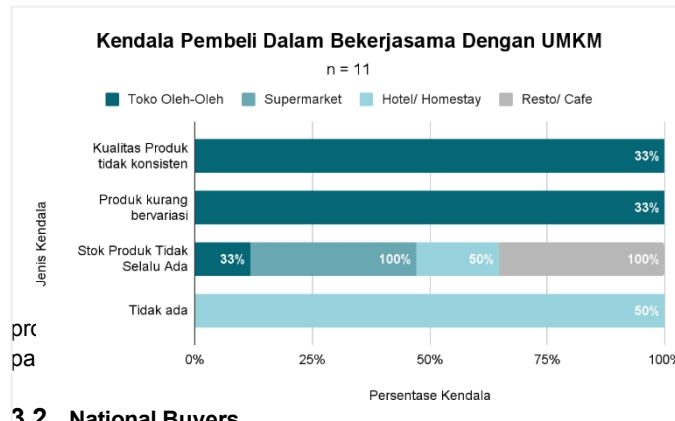
Circulation Permit Required to Become a *Supplier*



To become a supplier, buyers set strict requirements, including packaging eligibility, quality, and product durability. Packaging must be attractive, high quality, and up to standard, such as aluminum or plastic standing pouches that are tightly sealed, and airtight to maintain aroma. Product quality is a concern, with constraints such as wastra threads that fade easily, poor stitching, and inconsistent flavors and limited product variety. Product durability is also crucial, with supermarkets requiring a minimum shelf life of 6-12 months. The main obstacles include packaging that is not up to standard, sub-optimal drying process, and unhygienic packaging. In addition, buyers require legalities such as PIRT, NIB, and halal certification, and supermarkets require samples to be sent for evaluation.

### 3.1.4. Constraints in Collaborating with MSMEs

Figure 20: Buyers' constraints in cooperating with MSMEs



Based on the research, the main obstacles faced by buyers is stock unavailability, which is experienced by most gift shops, all supermarkets, half of hotels/homestays, and all restaurants/cafés. Gift shops also face challenges related to product quality and variety, at 33% each. Some hotels/homestays do not experience any challenges in working with MSMEs. Stock availability is the biggest obstacle, followed by inconsistency in quality and lack of variety. variants, such as coffee with different flavors and stock management, quality, and product variety.

### 3.2 National Buyers

Tenun.in and Cold n Brew



As a representation of the needs profile of national buyers, interviews were conducted with *Tenunin* and *Cold n Brew* Timurasa Indonesia to see their perspective as buyers who have marketed their products on a national scale towards the potential of local product groups. *Tenun.in* is currently one of the companies established to empower Indonesian weavers, especially in Eastern Indonesia. While *Cold n Brew* is a coffee business that serves a variety of coffee, non-coffee, and dessert drinks that have spread to various regions of Indonesia, currently the two *buyers* stated that they were interested in buying coffee and weaving products because of the focus of the business which indeed focuses on the sector so that local products are needed to fulfill sales. However, both *buyers* have their own criteria regarding local products that will be included in the coffee and weaving groups. The constraints of working with Indonesian MSMEs are inconsistent product quality, long production times for woven products, and poor telecommunication networks for some hard-to-reach areas. The most important criterion of the product is the quality presented. Therefore, the group needs to improve product quality first and then focus on other advanced criteria.

### 3.3 Travelers

Figure 22. Product Purchase Funds by Tourists

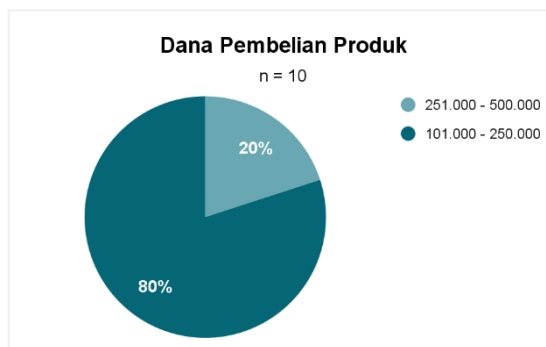
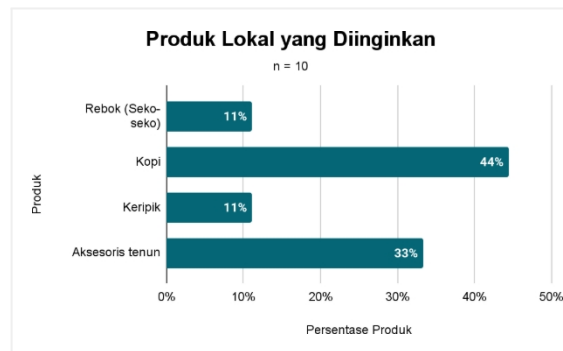


Figure 23. Desired Local Products



Foreign and local tourists tend to make visits with an average duration of between 7 to 14 days. During the trip, the majority of tourists have an interest in buying local products produced by the local community, with the main reason as souvenirs. The most popular types of products as souvenirs are coffee, woven accessories, chips, and rebok. Tourists generally buy 2-5 pieces of products per person, with product weight ranging from 100-250 grams per item. To buy souvenirs, tourists allocate funds between IDR 101,000 and IDR 500,000.

### 3.4 Tourism Potential

#### 3.4.1. Main Tourist Locations

Figure 24: Favorite Tourist Locations

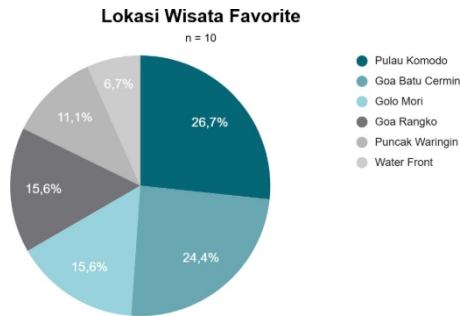


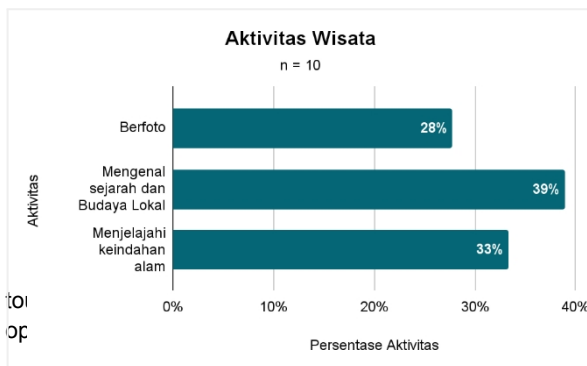
Figure 25: Background of Location Selection



West Manggarai is one of the favorite tourist locations for national and international tourists, mainly due to its popularity as a widely known destination. Based on research results, the three tourist locations most frequently visited by tourists are Komodo Island, Batu Cermin Cave, and Golo Mori. The existence of these locations as popular tourist destinations offers a great opportunity to develop the MSME sector, especially in Golo Mori Village. For this reason, there needs to be an infrastructure development plan, such as the addition of resorts, hotels, cafes, restaurants, and souvenir shops that can support the marketing of local products, such as coffee and weaving. For example, ITDC managers and event organizers who will hold events in the ITDC area can utilize woven products from local SMEs as part of goodie bags or event souvenirs, which can be accompanied by bagged coffee as part of local product promotion. With these supporting facilities, tourists staying at hotels or visiting cafes and restaurants in Golo Mori will have easier access to buy coffee and weaving products, encouraging local economic growth and providing direct benefits for the development of MSMEs in the village.

#### 3.4.2. Tourism Activities

Figure 26. Tourism Activities



Tourists visiting West Manggarai generally enjoy a variety of activities that provide memorable experiences, such as taking pictures at iconic locations and getting to know the local culture. However, to support the development of MSMEs, especially coffee and weaving products, it is important to note that most tourists who stay in hotels, eat in restaurants, or relax in cafes, do not yet have easy access to buy or enjoy these local products. Currently, there are not many cafes or restaurants in their decorations or products. Therefore, there is a great weaving in tourist facilities.

SME products such as coffee and weaving in existing tourist facilities, including hotels, restaurants, and cafés. In addition, with MICE (Meetings, Incentives, Conferences, and Exhibitions) events planned, event organizers (EOs) can collaborate with local SMEs to provide products such as bagged coffee and weaving in goodie bags or event souvenirs, which will introduce more tourists to local products and support the marketing of local SMEs.

### 3.4.3. Time of Visit

**Table 7.** Tourist Drop-off Routes

Route	Drop-off Destination Location
1	Labuan Bajo - Golo Mori
2	Labuan Bajo - Rangko - Batu Cermin - Puncak Waringin
3	Airport - Batu Cermin Cave - Rangko Cave - Komodo Island - Padar - Golo Mori - Waringin Peak - <i>Water Front</i>

The research results show that tourist drop-off routes in West Manggarai are divided into three main routes that cover various popular tourist destinations. One route, route 3, starts from the airport to locations such as Batu Cermin Cave, Rangko Cave, Komodo Island, Padar, Golo Mori, Puncak Waringin, and the Water Front. The other two routes, routes 1 and 2, travel from Labuan Bajo to Golo Mori and from Labuan Bajo to destinations such as Rangko, Batu Cermin, and Waringin Peak. Tourist drop-offs are adjusted to travel schedules and tourist needs, but in general, routes starting from the airport are usually carried out in the morning to accommodate tourist arrivals. Meanwhile, other routes have more flexible departure times, either morning or afternoon, depending on the destination and traveler preferences.

Considering travel time, there is a great opportunity to serve local products such as Golo Mori coffee at various points of the journey, such as during lunch, morning or afternoon snacks, as well as dinner at restaurants, cafes, or hotels that tourists pass through. In addition, tourist destinations such as Golo Mori can become places for tourist attractions in coffee processing, where they can learn how to harvest and process local coffee. To enhance tourist attraction and support local product development, local weavings could be showcased and used in various eateries or souvenir shops, introducing visitors to local handicrafts while enjoying culinary specialties.

**CHAPTER 4**

**DATA ANALYSIS**



#### 4. Business Analysis

Business analysis is the activity of collecting, analyzing, and interpreting data to assess the feasibility of a business. Business analysis is carried out by collecting relevant data from various sources, such as internal data and external data such as data on market needs, competitors and others. The purpose of this analysis is to map the strengths and weaknesses, opportunities and threats to the ongoing community business group business. The existence of this information is very helpful in determining strategies in developing the business being run in order to provide more benefits to the economic and social sectors of the community.

##### 4.1 Product Condition

Based on the research results, it was found that there are 1 product in the coffee group and 2 products in the weaving group. The focus product of the coffee group is ground coffee called tuk Golo Mori coffee, while the weaving group has woven mats and woven fabrics. The potential products to be analyzed and developed are coffee and weaving. The selection of these two products is based on internal factors such as the availability of raw materials, production capacity, and external factors such as market demand.

##### 4.2 Marketing Strategy Analysis

###### 4.2.1. SWOT Analysis

SWOT analysis is a *tool* used to identify strengths, weaknesses, opportunities, and threats for an overall business plan. This SWOT analysis helps with the decision-making and strategizing process for business development.

**Table 8.** Coffee SWOT Analysis

External Factors	Opportunity			Threat		
COFFEE PRODUCTS						
Internal Factors	High interest in traditional coffee-based educational and culinary tourism.	Value-added opportunities from <i>green bean to roasted bean</i> or coffee powder.	Access to tourist markets in Labuan Bajo.	Small and limited local market.	Competition with other regions with larger production.	Logistics limitations, shipping must go through Labuan Bajo.
Strengths	SO Strategy			ST Strategy		
Local coffee raw materials available	<ol style="list-style-type: none"> <li>1. Create coffee-based educational tour packages, such as the "Coffee Experience" which includes traditional coffee mashing and coffee tasting with typical food (sako-sako).</li> <li>2. Expand the market by utilizing tourist networks in</li> </ol>			<ol style="list-style-type: none"> <li>1. Diversify products coffee into various products forms (powder, roasted bean, cold brew) to reach a wider market.</li> <li>2. Optimize coffee land by building integrated coffee farms to increase yields and tourist attraction.</li> </ol>		
Coffee processing is done in Golo Mori Village.						

Local <i>brand</i> Kopi Tuk is recognized in the local market.	3. Labuan Bajo, offering products in cafes or gift shops. Adding product value by marketing coffee as single origin <i>specialty coffee</i> from Golo Mori Village.	yield and tourist attraction.
The tradition of coffee pounding is attractive to tourists.		
Weakness	WO Strategy	WT strategy
Production is small (30 kg/year), mostly for personal consumption.	1. Organize intensive training for coffee processing, including modern fermentation, <i>roasting</i> , and packaging techniques. 2. Apply for support for the construction of coffee production facilities, such as <i>roasting</i> , drying, and coffee galleries.	1. Build partnerships with distributors or <i>buyers</i> outside the local market to reduce dependence on small markets. 2. Improve logistics by cooperating with shipping service providers. cooperation with shipping service providers.
No integrated production facilities ( <i>drying, roasting, coffee gallery</i> ).		
Coffee fields are not organized, yields are not optimal.		
There is no business plan and no targeted marketing strategy.		

**Table 9.** SWOT Analysis of Weaving

External Factors	Opportunity				Threat		
WEAVING PRODUCTS							
Internal Factors	Marketing crafts for tourist souvenirs.	Collaboration with local designers for product innovation.	Weaving education tour to attract tourists	Government and private institution support for training	Competition with other regions that have wider markets.	Dependence on outside raw materials if local sources are lacking.	Minimal production and promotion facilities, hampering business growth.
Strengths	SO Strategy				ST Strategy		
Abundant pandan raw materials, high potential for woven fabrics.	1. Develop a weaving educational tourism experience, where tourists can try their hand at weaving and bring back their simple handiwork. 2. Production of pandanus mats and woven fabrics with unique designs to be sold in souvenir shops in Labuan Bajo and surrounding areas. 3. Utilize local materials to create collections				1. Collaboration with designers to create exclusive woven products that appeal to the premium travel market. 2. Organizing training advanced training to improve efficiency and Enhancing creativity of weaving groups,		
Cultural preservation through weaving training.							
Pandanus mats are known in Lenteng Market.							

Potential for modern designs for value-added products.	typical handicrafts of Golo Mori Village.		including natural coloring techniques.
Weakness	WO Strategy		WT Strategy
The group is still learning the basics, not yet producing ready-to-sell products.	<ol style="list-style-type: none"> <li>1. Apply for production facility support such as a weaving location, storage warehouse, and exhibition gallery.</li> <li>2. Expand the network of quality raw material suppliers to support the weaving group's needs.</li> </ol>		<ol style="list-style-type: none"> <li>1. Build marketing networks with regional <i>buyers</i> to minimize local competition.</li> <li>2. Ensure sustainability of raw materials by growing plants required for dyeing and fabric making in the village.</li> </ol>
There is no dedicated production site for weaving.			
Limited understanding of design, dyeing and packaging.			
Weaving raw material suppliers have not been identified.			

**4.2.2. STP (Segmenting, Targeting and Positioning) Analysis**

*Segmenting, Targeting, and Positioning* are fundamental concepts in marketing that are very important for business people to understand. This concept helps the Coffee and Weaving group to understand consumers better, develop products that suit consumer needs, and develop effective and efficient marketing strategies. As based on the SWOT analysis in the previous discussion, the STP analysis results are obtained as follows:

**Table 10.** STP Analysis of Coffee and Weaving

Product Type	Description	STP Analysis			Implementation Notes
		Segmenting	Targeting	Positioning	

Coffee	Tuk Jaong Cama Golo Mori Coffee Group Products	<ol style="list-style-type: none"> <li>1. Geographic: Local and international tourists visiting Labuan Bajo and its surroundings.</li> <li>2. Demographic: <ul style="list-style-type: none"> <li>● 25-45 years old, middle class, with an interest in coffee and local cultural experiences.</li> <li>● Café business owners looking for unique local coffee products.</li> </ul> </li> <li>3. Psychographic: <ul style="list-style-type: none"> <li>● Coffee lovers who value authentic experiences and support local products.</li> <li>● Consumers who are looking for the story behind the product (<i>sustainability</i> and tradition).</li> </ul> </li> <li>4. Behavior: <ul style="list-style-type: none"> <li>● Buying coffee as a regional souvenir.</li> <li>● Looking for an educational tourism experience (see traditional coffee processing).</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. Travelers: Offer educational coffee tourism experiences such as seeing traditional coffee processing and tasting local coffee with village specialties (sako-sako).</li> <li>2. Cafes or hotels in Labuan Bajo: Targeting F&amp;B businesses that need local coffee with story value for their products.</li> <li>3. Customers Local: Maintaining the local market around Golo Mori for green bean or simple coffee powder products.</li> </ol>	<ol style="list-style-type: none"> <li>1. "Authentic Coffee from Golo Mori Village, Bringing Stories and Flavors of Tradition."</li> <li>2. Promoting traditional, authentic and sustainable values, that support tourism experiences and regional specialty products.</li> <li>3. Offering the uniqueness of traditional processing, such as coffee mashing, and specialty products that combine culture with flavor.</li> </ol>	<ol style="list-style-type: none"> <li>1. Created "Golo Mori Coffee" package with <i>branding</i> that includes the story of the village's coffee tradition.</li> <li>2. Building gallery to attract tourists as well as a place to sell products.</li> <li>3. Establish cooperation with cafes or souvenir shops in Labuan Bajo.</li> </ol>
--------	------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Weaving	Ca Nai Golo Mori Weaving Group Products	<ol style="list-style-type: none"> <li>1. Geography: Local and international tourists, as well as markets outside the region (regional and national).</li> <li>2. Demographic: <ul style="list-style-type: none"> <li>● 25-50 years old, upper-middle class, love ethnic and unique products.</li> <li>● Designers, fashion and home decoration businesses.</li> </ul> </li> <li>3. Psychographic: <ul style="list-style-type: none"> <li>● Consumers who value local artwork and culture-based products.</li> <li>● Seekers of exclusive souvenirs for collection or gift.</li> </ul> </li> <li>4. Behavior: <ul style="list-style-type: none"> <li>● Buying woven products as regional souvenirs.</li> <li>● Utilizing woven fabrics for decoration or premium clothing materials.</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. Travelers and craft enthusiasts: Provide simple woven products (scarves, scarves, or ornaments) as souvenirs.</li> <li>2. Local designers or fashion players Fashion: Offer woven fabrics as raw materials for high-value modern designs.</li> <li>3. Home decorators or event planners: Pandanus woven products and woven fabrics for home or event decoration.</li> </ol>	<ol style="list-style-type: none"> <li>1. "Traditional Weaving from Golo Mori: Preserving Cultural Heritage for the Future."</li> <li>2. Focus on cultural value and authenticity, while integrating modern design to broaden the appeal.</li> <li>3. Emphasize the potential for educational tourism, such as weaving learning experiences, and introduce products as part of a cultural journey.</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop small products (scarves or small pandan mats) to facilitate initial marketing.</li> <li>2. Conduct training in modern design and natural coloring to add value to the products.</li> <li>3. Engaging local designers local designers to create unique products and access premium markets</li> </ol>
---------	-----------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### 4.3 Tourism Village Analysis

Table 11: Potential Analysis of Golo Mori Tourism Village

Aspect	Group	Current Condition	Barriers	Recommendations
Production	Coffee	Production Coffee farmers in Golo Mori still produce 30 kg/year of coffee, Group production per month 50-100 <i>pouches</i> with simple tools such as pans, mortar, and knives.	<ul style="list-style-type: none"> <li>Capacity low production capacity.</li> <li>No value-added production process yet.</li> </ul>	<ul style="list-style-type: none"> <li>Provide a small capacity <i>roasting</i> machine.</li> <li>Add manual/electric coffee grinder.</li> <li>Train groups for coffee powder production.</li> </ul>
	Weaving	Production is limited as the group is still learning basic techniques. There is only 1 simple loom.	<ul style="list-style-type: none"> <li>Lack of production tools.</li> <li>No diversification of weaving products yet.</li> </ul>	<ul style="list-style-type: none"> <li>Adding traditional looms and non-machine looms (ATBM).</li> <li>Organize training on making typical Golo Mori motifs.</li> </ul>
Raw Material Availability	Coffee	Raw materials from local Golo Mori farmers are very limited.	<ul style="list-style-type: none"> <li>Limited local harvest.</li> <li>Raw materials for local <i>branding</i> are still predominantly from outside the village.</li> </ul>	<ul style="list-style-type: none"> <li>Establish a village coffee farm to increase local production,</li> <li>Build a coffee plantation not far from the coffee production area and coffee gallery</li> <li>Using local materials as part of tourism village promotion.</li> </ul>
	Weaving	Pandanus raw materials are abundant, but yarn for weaving is not readily available.	<ul style="list-style-type: none"> <li>No direct access to quality yarn suppliers.</li> </ul>	<ul style="list-style-type: none"> <li>Identify local yarn <i>suppliers</i>.</li> <li>Encourage the utilization of pandanus for mixed products (wicker and weaving).</li> </ul>
Production Facilities	Coffee	There are no specialized facilities for coffee processing, drying, or galleries.	<ul style="list-style-type: none"> <li>There is no hygienic and standardized coffee processing place.</li> <li>No promotional space.</li> </ul>	<ul style="list-style-type: none"> <li>Build a multifunctional coffee gallery as a tourist activity center.</li> <li>Provide a modern drying area for product quality.</li> </ul>
	Weaving	No dedicated production space, activities are conducted in private homes.	<ul style="list-style-type: none"> <li>There are no weaving facilities that tourists can see.</li> </ul>	<ul style="list-style-type: none"> <li>Build a comfortable and open weaving production room for educational tourism.</li> </ul>
Product Quality	Coffee	No modern packaging yet.	<ul style="list-style-type: none"> <li>Products do not have added value like coffee</li> </ul>	<ul style="list-style-type: none"> <li>Develop ready-to-brew products.</li> <li>Using attractive packaging with stories</li> </ul>

			ready to brew or attractive packaging.	local culture.
	Weaving	Results are still in the form of pandanus mats, not yet developed into innovative products.	<ul style="list-style-type: none"> <li>No product diversification for tourists.</li> </ul>	<ul style="list-style-type: none"> <li>Make products such as bags, wallets, or decorations based on weaving and pandanus typical of Golo Mori.</li> </ul>
Marketing	Coffee	Sales are only in the local market.	<ul style="list-style-type: none"> <li>Limited market access.</li> <li>Lack of promotion to tourists or online platforms.</li> </ul>	<ul style="list-style-type: none"> <li>Build partnerships with <i>marketplaces</i> and gift shops.</li> <li>Develop promotion through social media.</li> <li>Conduct integrated promotional campaigns through cooperation with media, travel agencies, and influencers to increase awareness of tourism villages.</li> <li>Improve product quality with certification or local labels, such as "Original Product of Golo Mori Village."</li> <li>Making weaving part of the tourism village experience, such as making souvenirs directly by tourists.</li> </ul>
	Weaving	Pandanus mats are only sold in the local market without access to a wider market.	<ul style="list-style-type: none"> <li>No no tourism-based promotion.</li> </ul>	
Tourism and Education	Coffee	Tourists have not been able to see or participate in the coffee production process.	<ul style="list-style-type: none"> <li>There is no coffee education tourism element.</li> </ul>	<ul style="list-style-type: none"> <li>Create educational tourism programs such as the tradition of coffee pounding, coffee tasting, and seeing the roasting process.</li> <li>Work with tour agents to make the coffee gallery an educational tourism destination.</li> <li>Organize regular events or workshops in the tourism village, such as "Traditional Coffee Roasting," to attract tourists and promote local products.</li> <li>Establish relationships with gift shops and hotels in Labuan Bajo for distribution of coffee and weaving products from Golo Mori Village.</li> <li>Developing a unique story narrative about Golo Mori Village coffee to attract tourists.</li> </ul>

	Weaving	There are no educational activities for tourists related to weaving.	<ul style="list-style-type: none"> <li>No cultural attractions related to weaving.</li> </ul>	<ul style="list-style-type: none"> <li>Organize a weaving learning program for tourists.</li> <li>Display the traditional stories behind the weaving motifs.</li> <li>Organize regular events or workshops in tourist villages, such as "Belajar Menenun," to attract tourists and promote local products.</li> <li>Establish relationships with souvenir shops and hotels in Labuan Bajo for distribution of coffee and weaving products from Golo Mori Village.</li> <li>Developing a unique story narrative about Golo Mori Village weaving to attract tourists.</li> </ul>
Training and Development	Coffee	Technical training on coffee processing is still limited.	There is no capacity building related to <i>branding</i> , <i>digital marketing</i> , and coffee processing.	<ul style="list-style-type: none"> <li>Organized training for group members to become tour guides who introduce the coffee-making and weaving process to visitors.</li> <li>Conducted <i>digital marketing</i> and business management training.</li> <li>Trained the group in branding local culture-based products.</li> </ul>
	Weaving	Training is still at the basic technique stage.	There is no advanced training for innovative designs and utilization of modern tools.	<ul style="list-style-type: none"> <li>Organize training on product design and diversification.</li> <li>Involve experienced local crafters as mentors.</li> </ul>
Cultural and Tradition Attractions	Coffee & Weaving	<ul style="list-style-type: none"> <li>Local traditions such as coffee pounding and pandan weaving already exist.</li> <li>No cultural festivals or local narratives have been developed.</li> </ul>	<ul style="list-style-type: none"> <li>Lack of organized tourist attractions.</li> <li>The potential of local traditions has not been utilized as a tourist attraction.</li> </ul>	<ul style="list-style-type: none"> <li>Organize an annual cultural festival.</li> <li>Create innovation package tour packages with demonstrations of local traditions.</li> <li>Document and tell local stories as part of the attraction.</li> </ul>
Tour Support Facilities	Coffee & Weaving	<ul style="list-style-type: none"> <li>No available <i>homestay</i> based culture.</li> <li>Local stalls or restaurants are limited to cuisine</li> </ul>	<ul style="list-style-type: none"> <li>Limited convenient and unique tourist facilities.</li> <li>No identity</li> </ul>	<ul style="list-style-type: none"> <li>Build traditional <i>homestays</i>.</li> <li>Develop specialty food stalls such as sako-sako as a culinary attraction.</li> </ul>

		general, no organized specialty food yet.	culinary local for tourists.	
Tourist Information Center	Coffee & Weaving	There is no information center or special educational facility about coffee and weaving crafts.	<ul style="list-style-type: none"> <li>Lack of a place that can provide integrated information to tourists.</li> <li>Education about coffee and weaving crafts has not been maximized.</li> </ul>	<ul style="list-style-type: none"> <li>Build a tourist information center.</li> <li>Add educational facilities such as coffee-making workshops or weaving lessons as part of educational tourism.</li> </ul>
Digitalization and Technology	Coffee & Weaving	<ul style="list-style-type: none"> <li>Marketing is still limited to offline.</li> <li>Digital payment systems have not yet been implemented.</li> </ul>	<ul style="list-style-type: none"> <li>The village does not yet have an online platform to promote tourism and its products.</li> <li>Tourist payment transactions are still manual.</li> </ul>	<ul style="list-style-type: none"> <li>Create an application or social media to promote Golo Mori Village.</li> <li>Implement a digital payment system such as QRIS to facilitate transactions.</li> </ul>
Community Involvement	Coffee & Weaving	<ul style="list-style-type: none"> <li>Village youth have not been fully involved in the development of the tourism village.</li> <li>There is no formal structure for tourism village management.</li> </ul>	<ul style="list-style-type: none"> <li>Limited youth participation.</li> <li>No formal committee to manage and develop the tourism program.</li> </ul>	<ul style="list-style-type: none"> <li>Involve village youth as tour guides or part of digital marketing.</li> <li>Establish a dedicated tourism village committee for planning and management.</li> </ul>
Sustainability and Environment	Coffee & Weaving	<ul style="list-style-type: none"> <li>There is no integrated environmental conservation effort.</li> <li>Plastic waste is still an issue in the village.</li> </ul>	<ul style="list-style-type: none"> <li>The village has not yet implemented standards in tourism.</li> <li>Lack of integrated waste management.</li> </ul>	<ul style="list-style-type: none"> <li>Implement program program program.</li> <li>Using environmentally friendly materials for product packaging and tourist facilities.</li> </ul>
Tourism Village Infrastructure	Coffee & Weaving	<ul style="list-style-type: none"> <li>Road access to the village is not yet adequate for tourists.</li> <li>Public facilities such as clean toilets, parking lots, and signage are not yet available.</li> </ul>	<ul style="list-style-type: none"> <li>Lack of accessibility and proper tourist support facilities.</li> </ul>	<ul style="list-style-type: none"> <li>Improve the quality of the road to the tourism village.</li> <li>Build public facilities such as toilets, parking lots, and signage to facilitate tourists.</li> </ul>

Promotion Integrated	Coffee & Weaving	<ul style="list-style-type: none"> <li>• Village promotion is still done sporadically through small activities.</li> <li>• There is no promotional collaboration with local or national media.</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion is not coordinated and does not reach potential tourists.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop an integrated promotion strategy through social media, websites, and documentary videos.</li> <li>• Collaborate with local media to increase exposure of tourism villages.</li> </ul>
Collaboration with Tourist Agencies	Coffee & Weaving	<ul style="list-style-type: none"> <li>• There is no formal cooperation with tour agents or tour operators.</li> <li>• The village is not yet part of the itinerary of tour agents in Labuan Bajo.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of tourist visits due to lack of promotion from third parties.</li> <li>• The village is not yet part of the regional tourism network.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish cooperation with tour agents to include Golo Mori Village in their tour packages.</li> <li>• Build partnerships with local and national tour operators.</li> </ul>
Integrated Tour Package	Coffee & Weaving	<ul style="list-style-type: none"> <li>• Coffee and weaving-based tourism is still in the planning stage.</li> <li>• There is no integrated tour package offer for tourists.</li> </ul>	<ul style="list-style-type: none"> <li>• There is no diversification of tourist experience for visitors</li> <li>• Educational tourism potential has not been maximized.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a tour package plan such as a "One-Day Tour" that includes drinking coffee, learning weaving, and tasting local food.</li> <li>• Add <i>eco-tourism</i> such as trekking to coffee plantations.</li> </ul>

**CHAPTER 5**  
**RECOMMENDATIONS**



## 5. Recommendations for Business Groups

### 5.1. Business Management

#### 5.1.1. Supply Chain of Tuk Jaong Cama Coffee Group and Ca Nai Weaving Group

*Supply chain management* is an important process in business activities. Supply chain management is useful for controlling the entire flow of product production until it reaches consumers. The implementation of supply chain management there are several components that need to be involved as follows attached in **Table 12**.

**Table 12.** Group Supply Chain Recommendations

Component	Current Condition	Recommendation
Planning	The coffee group makes products according to the availability of raw materials, while the weaving group is still learning to weave. In terms of business, the groups also do not have long-term planning.	<p>A. Business Planning Training            Provided training for weaving and coffee groups to develop short-, medium-, and long-term plans. Focus on analyzing raw material needs, production targets, and marketing strategies. Recommended training topics:</p> <ol style="list-style-type: none"> <li>1. Market and Consumer Needs Analysis</li> <li>2. Production Plan Development</li> <li>3. Marketing Strategy Planning</li> <li>4. Basic Financial Management</li> <li>5. Short, Medium, and Long Term Planning</li> <li>6. Product Diversification and Innovation</li> <li>7. Collaboration and Partnership</li> <li>8. Business Monitoring and Evaluation</li> </ol> <p>B. Integration with Tourism Village Plan: Group planning should be aligned with the development of Golo Mori Village as a coffee and craft-based tourism village. For example, scheduling production according to the tourist visit season.</p> <p>C. Monitoring and Evaluation: Establish a monitoring system to regularly evaluate production and sales targets.</p>

<p>Selection <i>Supplier selection</i></p>	<p>The coffee group already has more than one <i>supplier</i> with consideration of the price and quality of raw materials. Meanwhile, the weaving group does not know the materials and details of the <i>suppliers of</i> weaving raw materials. Both groups have not considered the quality and options of additional <i>suppliers</i> to support smooth production.</p>	<p>A. <i>Supplier</i> standardization: Identify <i>suppliers</i> who are consistent in providing quality raw materials. Negotiate more favorable partnerships, such as flexible payments or regular deliveries.</p> <p>B. <i>Supplier</i> Identification and Education for Weaving: Assist weaving groups to identify raw materials (yarn, natural dyes) and suitable local/regional <i>suppliers</i>.</p> <p>C. Intergroup Cooperation: Facilitate collaboration between groups to share information on <i>suppliers</i> who can supply raw materials for both coffee and crafts.</p>
<p>Production</p>	<p>The coffee group produces once a month and the weaving group has yet to produce weaving products. Production is still in small quantities to fulfill business profits.</p>	<p>A. <i>Capacity Building</i> for Production:</p> <p>The following program recommendations are for the weaving and coffee groups:</p> <p>1. Coffee Group</p> <p>1.1 Fermentation and post-harvest processing training, to ensure that the quality of green beans produced meets premium market standards.</p> <ul style="list-style-type: none"> <li>a. Proper coffee harvesting techniques (picking perfectly ripe coffee cherries).</li> <li>b. Wet and dry fermentation to enhance coffee flavor.</li> <li>c. Optimal drying process to avoid defects in coffee beans.</li> <li>d. Coffee grading training (assessing the size, color, and damage level of the beans).</li> </ul> <p>1.2 <i>Coffee Roasting</i> Training, aimed at equipping the group with roasting skills to produce ready-to-sell coffee products.</p> <ul style="list-style-type: none"> <li>a. Introduction to roasting profiles (<i>light, medium, dark</i>) and their effect on flavor.</li> <li>b. Practice using manual and semi-automatic roasting equipment.</li> <li>c. Evaluation of <i>roasting</i> results with a simple <i>cupping session</i>.</li> <li>d. Practice making ready-to-sell packaged <i>ground coffee</i>.</li> </ul> <p>1.3 Coffee Product Diversification Workshop, aimed at developing value-added coffee products.</p> <ul style="list-style-type: none"> <li>a. Production of traditional instant coffee such as packaged ground coffee.</li> <li>b. Derivative product innovations, such as cold brew, infused coffee, or coffee with local flavors (vanilla, pandan).</li> <li>c. Attractive packaging techniques for tourists, such as eco-friendly packaging and <i>travel-friendly</i> sizes.</li> </ul>

		<p>1.4 Comparative Study to Successful Coffee Producers, aiming to provide inspiration and hands-on practice from successful coffee industry players.</p> <ul style="list-style-type: none"> <li>a. Visit to coffee cooperatives or coffee MSMEs in other regions.</li> <li>b. Observation of the production process from upstream to downstream.</li> <li>c. Discussion on challenges and solutions in developing coffee products.</li> </ul> <p>2. Weaving Group</p> <p>2.1 Training on Design and Coloring Techniques, aiming to develop a typical weaving design of Golo Mori Village to attract tourists.</p> <ul style="list-style-type: none"> <li>a. Natural coloring techniques using local materials (indigo leaves, turmeric, bark).</li> <li>b. Experimentation of traditional and contemporary weaving motifs.</li> <li>c. Creating simple weaving patterns that are easy to produce for souvenirs such as shawls or bags.</li> <li>d. Documentation of designs to create a catalog of typical village motifs.</li> </ul> <p>2.2 Advanced Weaving Techniques Training, to improve the technical skills of weaving groups to produce high-value fabrics.</p> <ul style="list-style-type: none"> <li>a. Advanced weaving techniques (combination of colors, textures, and motifs).</li> <li>b. Improvement of weaving quality (yarn durability, pattern consistency).</li> <li>c. Training in using non-machine looms (ATBM) if available.</li> <li>d. Making value-added fabrics, such as weaving with embroidery accents.</li> <li>e. Pandan Mat Weaving Skills Enhancement: teaches precision and innovative weaving techniques to create high-quality mats. Training may include the selection of young pandanus leaves with specific characteristics (bright green color, fine texture, and high flexibility).</li> </ul> <p>2.3. Weaving Product Diversification Workshop, aiming to create weaving-based handicraft products that have high selling value.</p> <ul style="list-style-type: none"> <li>a. Making woven fabric-based souvenirs, such as bags, wallets, or pillowcases.</li> <li>b. Combination of weaving with other materials (leather, wood) to create unique products.</li> <li>c. Finishing techniques to ensure product durability and aesthetics.</li> </ul> <p>2.4 Training on <i>Packaging</i> and <i>Branding</i> of Woven Products, aiming to increase the selling value of products with attractive packaging.</p> <ul style="list-style-type: none"> <li>a. Creating product labels with local stories (<i>storytelling</i>).</li> <li>b. Souvenir packaging for tourists (environmentally friendly and practical).</li> </ul>
--	--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

		<p>c. <i>Branding</i> woven fabrics as authentic products typical of Golo Mori Village.</p> <p>2.5 Comparative Study to Weaving Centers, aiming to inspire the group through best practices from weaving artisans elsewhere.</p> <ol style="list-style-type: none"> <li>a. Visit to a successful weaving center village (e.g. in Flores or other NTT).</li> <li>b. Observation of their production and marketing management.</li> <li>c. Discussion with artisans on innovation and collaboration techniques.</li> </ol> <ol style="list-style-type: none"> <li>B. Provide Production Equipment: Facilitate assistance for coffee production equipment (<i>roasting</i> machines, drying) and weaving equipment (non-machine looms/ATBM) through CSR programs or village funds.</li> <li>C. Optimize Production Schedule: Coffee groups can utilize free time outside the harvest season by producing packaged coffee or diversifying products such as coffee powder.</li> <li>D. Collaborate with Tourism: Production can become a tourist attraction, such as the manual coffee roasting process or the weaving process directly in front of tourists.</li> </ol>
<i>Inventory (Warehouse)</i>	The coffee group already has a special production house that is also a warehouse for raw materials and products capitalized by the group leader. Meanwhile, the weaving group still uses a private house for weaving learning needs.	<ol style="list-style-type: none"> <li>A. Construction of an Integrated Production Site: The village needs a joint production site that can be used by the coffee and weaving groups. This location can be designed to be multifunctional as a warehouse, production site, and gallery.</li> <li>B. Proper Storage: Ensure that the coffee warehouse is well ventilated to avoid damage to raw materials due to moisture. For weaving, provide safe storage for raw materials such as yarn and natural dyes.</li> <li>C. <i>Inventory</i> Management: Provide training on warehouse management, including stock recording and maintenance of raw materials to minimize loss.</li> </ol>
Shipping	Golo Mori village does not yet have a complete shipping service and shipping equipment. Complete shipping services must be taken to the Labuan Bajo area, so the group still relies on local shipping services such as travel to Labuan Bajo.	<ol style="list-style-type: none"> <li>A. Partnership with Delivery Services: Build partnerships with existing delivery services in Labuan Bajo to establish a fixed route to Golo Mori Village.</li> <li>B. Alternative Village Delivery: Provide village or group vehicles to collectively deliver products to Labuan Bajo or other distribution points.</li> <li>C. Packaging Optimization: Ensure that products have resilient packaging suitable for long-distance delivery to maintain quality.</li> </ol>

Returns	<p>Currently the group does not have a written policy and procedure on product returns. In addition, the group does not understand the type of cooperation with <i>buyers</i>.</p>	<ul style="list-style-type: none"> <li>A. Develop a Returns SOP: Create a written policy regarding product return procedures to address customer complaints. This includes the terms of return and compensation if the product is defective.</li> <li>B. Cooperation Negotiation Training: Provide training to the group on creating a cooperation contract with <i>buyers</i> that includes rights, obligations, and return policies.</li> <li>C. Product Certification: If possible, seek quality certification of products (especially coffee) to provide additional confidence to buyers and minimize the risk of returns.</li> </ul>
---------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### 5.1.2. Production Equipment

Production equipment, which refers to the tools needed to produce ready-to-sell products, needs to be made in accordance with standards by considering capacity, quality, and efficiency. The following are some of the components in the production equipment standard:

**Table 13.** Recommended Production Equipment Group

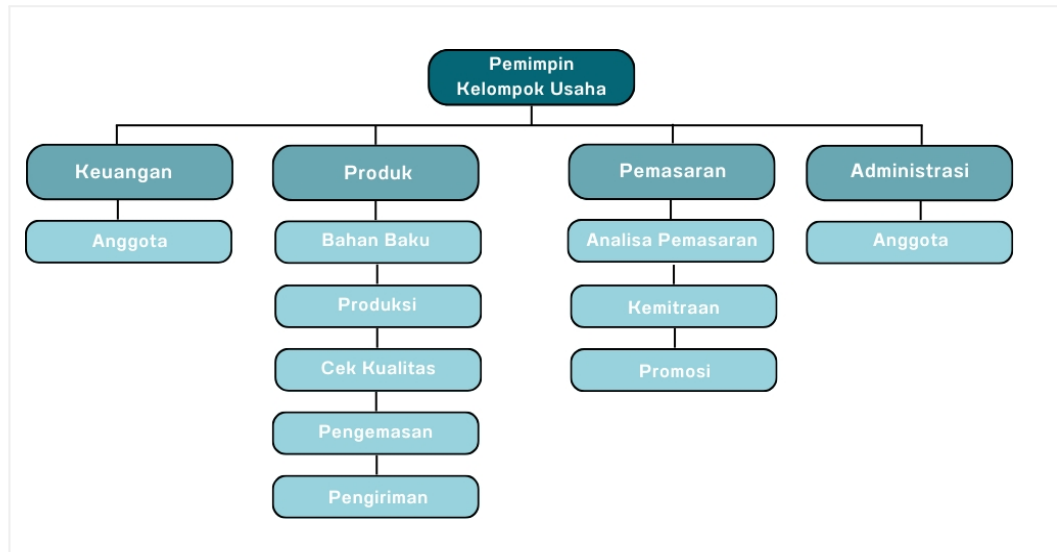
Component	Current Condition	Recommendation
Types and Specifications of Equipment	The group still uses simple equipment such as woks, mortar and pestle, knives for coffee, and one loom for the weaving group. The use of these tools is due to the small production capacity and the ongoing learning process. Without improved production equipment, product quality standards cannot be achieved.	<p>A. Coffee Group:</p> <ul style="list-style-type: none"> <li>● <i>Food Grade</i> Roasting Pan: Improves hygiene and roasting quality.</li> <li>● Small Scale Roasting Equipment/Machinery: Improve consistency and production capacity.</li> <li>● Manual/Electric Grinder: Adjusts the fineness of the coffee grind.</li> <li>● Digital Scales: Ensures precision weighing of ingredients and products.</li> </ul> <p>B. Weaving Group:</p> <ul style="list-style-type: none"> <li>● Non-machine Loom (ATBM): Increase production capacity.</li> <li>● Quality Textile Scissors: Cut the fabric without damaging the fibers.</li> <li>● Simple Yarn Spinner: Supports the independent weaving production process.</li> </ul> <p>C. General Standard:</p> <ul style="list-style-type: none"> <li>● <i>Stainless Steel</i> Table and Rack: Keeps production clean and organized.</li> <li>● Gallery or Production Room: Maintain tidiness and efficiency.</li> </ul>
Maintenance	The group only performs manual maintenance on simple equipment, as it does not require special care. Observation results show that maintenance is not good enough, with some equipment in poor condition.	<p>A. Equipment Maintenance Training</p> <ul style="list-style-type: none"> <li>● Teach simple maintenance, such as regular cleaning and checking of equipment.</li> <li>● Provide environmentally friendly cleaning materials and basic maintenance supplies...</li> </ul> <p>B. Periodic Maintenance Plan</p> <ul style="list-style-type: none"> <li>● Develop a regular maintenance schedule, especially for frequently used equipment.</li> <li>● Document maintenance records to maintain optimal conditions.</li> </ul> <p>C. Upgrading Equipment Standards</p> <ul style="list-style-type: none"> <li>● Replace damaged equipment with food-grade and durable equipment.</li> </ul>

Operational Safety	Producers do not have operational safety standards because they still use simple equipment.	<p>A. Operational safety training:</p> <ul style="list-style-type: none"><li>● Training on occupational safety and safe use of equipment.</li><li>● Provide work protection such as heat-resistant gloves and masks.</li></ul> <p>B. Implementation of Safety SOPs:</p> <ul style="list-style-type: none"><li>● Develop SOPs for tool maintenance and install warning labels on high-risk tools.</li></ul> <p>C. Procurement of Safety Equipment:</p> <ul style="list-style-type: none"><li>● Provide light fire extinguishers (APAR) and first aid kits in the production room.</li></ul>
--------------------	---------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### 5.1.3. Organizational Structure

The organizational structure serves as a division of responsibilities of members in the group so that the group's operational activities are more optimal and effective. Currently, the majority of business group organizational forms only consist of the Chairperson, Treasurer, Secretary, Members. The application of the organizational structure in each business group can be made more structured through the following recommendations:

**Figure 27:** Organizational Structure Chart



This organizational structure is referred to as a functional organizational structure, namely the division of work based on management functions in the business, including finance, products, marketing and administration. This structure is generally used because it is more flexible and applied to micro-level MSME businesses, consisting of leaders, division heads, and members. The roles and functions of each structure are as follows:

**Table 14:** Role of the Organizational Structure

Division	Description
Group Leader	Determines the direction of the business, develops policies, and directs the group to achieve goals.
Finance	The chairman organizes the financial strategy, prepares the budget, and makes financial reports, while members help with the implementation.
Product	The Chairperson is responsible for production policies and strategies, oversees production activities, and handles day-to-day issues. Responsibilities are shared among members, covering raw materials, production, quality check, packaging, and delivery.
Marketing	The Chairperson is responsible for the marketing strategy and image building of the business, while members assist with the implementation of the marketing plan, promotions, and partnerships.
Administration	The Chairperson is responsible for business documents and administration, ensuring smooth data flow, while members assist with implementation.

### 5.1.4. Legality

As the business world develops, it is important for producers/entrepreneurs to consider strengthening the legality and distribution license for their business. Currently, some producers already have at least basic legalities such as NIB, HALAL, and PIRT. However, to support business development to a larger scale, the fulfillment of additional legalities will be a strategic step that needs to be considered. The following are some recommendations for legality and distribution permits that can be considered by producers as part of business development.

**Table 15:** Business legality recommendations

Legality	Type of Business	Potential Buyer Needs	Description	Main Requirements	Link Registration
Micro and Small Business License (IUMK)	Types of micro and small	-	Legality of business establishment so that micro and small businesses can operate legally.	RW and RT cover letter for business location information	<a href="https://oss.go.id/">https://oss.go.id/</a>
				ID CARD	
				Family Card	
				Photo Pass	
Business Identification Number (NIB)	Business actors	<i>Hotel/Resort, supermarket, cafe/resto and souvenir shop</i>	Identity of business actors to have a business license and commercial or operational license commercial or operational license	KTP	<a href="https://oss.go.id/">https://oss.go.id/</a>
				NPWP	
Home Industry Food (PIRT)	Home-based food businesses	<i>Hotels/Resorts, supermarkets, cafes/restos and souvenir shops</i>	Legality of products produced by home-based businesses in accordance with established safety terms and conditions	KTP	<a href="https://spirt.pom.go.id/Home">https://spirt.pom.go.id/Home</a>
				Business domicile certificate	
				Health and sanitation inspection letter	
				Laboratory test results	
				Production license beverage or food production license	
Trading Business License (SIUP)	All types of businesses that operate trading	-	Business legality in order to carry out trading activities	KTP and NPWP	<a href="https://oss.go.id/">https://oss.go.id/</a>
				Other licenses related to the business being run	

				NIB	
Brand Intellectual Property Rights (HAKI Merek)	All types of business	-	Legality owned by business owners to use and protect trademarks	Brand Etiquette/Label	<a href="https://merek.dgi.go.id/">https://merek.dgi.go.id/</a>
				Letter SME recommendation letter or SME certificate fostered by the agency	
				SME Statement Letter Stamped	
Halal	Food	<i>Hotels/Resorts, supermarkets, cafes/restos and souvenir shops</i>	Legality for food products as proof of halalness and feasibility of consumption of a product	NPWP and KTP	<a href="https://www.e-lp.pommui.org/">https://www.e-lp.pommui.org/</a>
				NIB	
				Halal supervisor document	
				Product name list and processing documents	
Food and Drug Administration (BPOM) certificate	Food and medicine	<i>Hotel/Resort</i>	Legality for food products as a guarantee that the products traded are legally guaranteed quality	NPWP	<a href="https://e-bpom.pom.go.id/">https://e-bpom.pom.go.id/</a>
				NIB	
				Business License (IUI/IUMK/SKDU)	
				Production facility audit results (PSB) recommendation of the local POM Center	
Certificate HACCP ( <i>Hazard Analysis Critical Control Point</i> )	Food	-	Food product certification ensures that products are free from raw materials and contamination of harmful substances.	SIUP	Apply to relevant agencies, such as the Agro Industry Standardization Center and the Center for Agro Industry Standardization. Agro Industry Standardization Center and Fishery Product Quality Certification Center.
				Deed of Establishment	
				NPWP	
				Business License	

### 5.1.5 Vendor Recommendations Available

The majority of recommended vendors are located in the Labuan Bajo area. This is because there are no vendors such as logistics, packaging printing and packing equipment in the group area. The group currently also purchases some of their product needs in Labuan Bajo.

**Table 16:** Vendor Recommendations

Vendor Type	Vendor Name	Location	Services
Logistics	JNE	Jl. Yohanes Sehadun No. 55 Kec. Komodo, Labuan Bajo	<ul style="list-style-type: none"> <li>● Labuan Bajo Delivery - Jakarta</li> <li>● Labuan Bajo delivery - Sumba</li> </ul>
	Post Office	Laban Bajo	<ul style="list-style-type: none"> <li>● Labuan Bajo Delivery - Jakarta</li> <li>● Labuan Bajo Delivery - Sumba</li> </ul>
	JNT	Jl. Batu Cermin Kec. Komodo, Labuan Bajo	<ul style="list-style-type: none"> <li>● Labuan Bajo delivery - Kalimantan</li> </ul>
	Lion Parcel	Jl. Yohanes Sehadun No. 8 Kec. Komodo, Labuan Bajo	<ul style="list-style-type: none"> <li>● Labuan Bajo Sumba Delivery</li> </ul>
Sticker/Packaging Printing	PT Pelindo Jaya	Jl Semeru, Wae kelambu Village, Labuan Bajo	Print Any Type Stickers, Print catalogs, brochures, flyers, and the like,
Packing Supplies	Toko Yudi	Labuan Bajo	<i>Standing Pouch</i>
	MR DIY	Labuan Bajo	Paper Bag
	Central	Labuan Bajo	Jars, Insulation, and Rope

## 5.2. Potential Collaboration with Partners

Based on the research results, it can be seen that there are several coffee and weaving products needed by several potential buyers in West Manggarai. The coffee products needed by the majority of *buyers* are ground coffee with 200g packaging and the weaving products needed by the majority of buyers are weaving derivative products such as bags, *pouches*, and woven scarves. The list of potential buyers and product needs along with detailed cooperation requirements are in the following table:

Potential Cooperation Potential Buyer

Type of Partne	No	Partner Name	Collaboration Potential	Product	Size	Quantity needed (fruit/package)	Product Price (Rp)	Special Requirements
Shop Souvenirs	1	Komodo Gift Shop	Titip jual	Arabica Coffee	100 gr	25 - 100	20.000	<ol style="list-style-type: none"> <li>1. Good stitch quality (woven)</li> <li>2. Fabric motifs according to the desired standard (woven)</li> <li>3. PIRT and HALAL product legality (culinary)</li> <li>4. Attractive packaging (culinary)</li> <li>5. Long product durability period (culinary)</li> </ol> Cooperation Process: <ol style="list-style-type: none"> <li>1. Contact Komodo Gift Shop</li> <li>2. Bring products to the location for cooperation</li> </ol>
				Robusta Coffee	100 gr	25 - 100	30.000	
				Woven Fabric	2,5 - 3 m	10	1.500.00	
				Manggarai weaving	4 m	10	2.500.000	
				Woven Bag	-	20	125.000 - 800.000	
	2	Bajo Gift	Titip sell	Shawl Weaving	Width 8 - 20 cm	10	180.000 - 275.000	<ol style="list-style-type: none"> <li>1. PIRT and product legality HALAL (culinary)</li> <li>2. Attractive product packaging</li> <li>3. Good taste quality</li> <li>4. Weaving derivative products</li> </ol> Cooperation process <ol style="list-style-type: none"> <li>1. Offer from MSMEs</li> <li>2. Sample assessment: taste, quality, and packaging</li> </ol>
				Weaving Songke	-	10	2.000.000	
				Necklace	-	20	200.000	
				Earrings	-	20	25.000	
				Bajawa Coffee	200 gr	100 - 200	75.000 - 120.000	
				Golomor y coffee	200 gr	100 - 200	75.000 - 88.000	

	3	Exotic Komodo	Titip sell	Juriah Coffee	200 gr	100 - 200	150.000	<ol style="list-style-type: none"> <li>1. Standing <i>pouch</i> packaging</li> <li>2. Has the legality of NIB, PIRT, and HALAL</li> <li>3. Only accept traditional weaving</li> </ol> Cooperation Process <ol style="list-style-type: none"> <li>1. Offerings from MSMEs</li> <li>2. Product sample assessment</li> </ol>
				Tuk coffee	200 gr	100 - 200	82.000	
				Exo Coffee	100 - 200 gr	12	50.000 - 100.000	
				Wamour Coffee	100 - 200 gr	12	50.000 - 100.000	
				Sekangku Coffee	150 gr	12	50.000	
				Rejeleleng Coffee	150 gr	12	50.000	
				Eluuk Coffee	150 gr	12	50.000	
				Dite Coffee	150 gr	12	500.000	
				Songke fabric	1,2 - 4 m	10	1.500.000	
				Woven Bag	-	12	500.000	
				Re'a hat	-	12	150.000	
				Woven Shirt	S - XXL	10	300.000 - 2.000.000	
				Accessories	-	12	30.000 - 100.000	
Woven Shawl	8 - 20 cm wide	10	150.000					
Supermarket	4	Central Labuan Bajo	Titip sell	Golomory Coffee	200 gr	10	60.000	<ol style="list-style-type: none"> <li>1. Standing <i>pouch</i> packaging</li> <li>2. Has the legality of NIB, PIRT, HALAL and</li> <li>3. Weaving derivative products</li> </ol> Cooperation Process <ol style="list-style-type: none"> <li>1. Offers from MSMEs</li> <li>2. Product sample assessment</li> </ol>
				Bajawa coffee	200 gr	10	62.000	
	5	Denny's Mart	Titip sell	Golomory coffee	200 gr	5	60.000	<ol style="list-style-type: none"> <li>1. Standing <i>pouch</i> packaging</li> <li>2. Has the legality of NIB, PIRT, HALAL and</li> <li>3. Weaving derivative products</li> </ol>
				Bajawa coffee	200 gr	5	62.000	

				Sekangku Coffee	150 gr	5	50.000	Cooperation Process 1. Offers from MSMEs 2. Product sample assessment
				Rejeleleng coffee	150 gr	5	50.000	
				Dite coffee	150 gr	5	50.000	
				Tuk Coffee	200 gr	5	82.000	
				Woven Shawl	8 - 20 cm wide	5	150.000	
				Weaving Pouch	-	5	75.000	
				Weaving Accessories	-	10	30.000	
Hotel/Lodging	6	Exotic Komodo	Titip sell	Coffee	100 - 200 gr	10	50.000	1. <i>Standing pouch</i> packaging 2. Own legality NIB, PIRT, HALAL, and BPOM  Cooperation Process 1. Offers from MSMEs 2. Product sample assessment
	7	Bintang Selatan	Buy out	Coffee	200 gr	10	50.000	1. <i>Standing pouch</i> packaging  Cooperation process 1. Direct purchase by the inn
Cafe/Resto	8	Bacarita Heritage Coffee	Titip sell	Coffee D'ata Bajo	200 gr	10	50.000	1. <i>Standing pouch</i> packaging 2. Has NIB and PIRT legality 3. Affordable price 4. Good product quality  Cooperation Process 1. Offers from MSMEs 2. Product sample assessment
				Arabica coffee	200 gr	10	60.000	
				Robusta coffee	200 gr	10	50.000	
				Coffee Geras Colol	200 gr	10	100.000	
				Weaving Hat	-		300.000	

				Re'a hat	-		120.000	
				Fabric	-		1.500.000 - 2.000.000	
				Woven Shawl	8 - 20 cm wide		90.000 - 180.000	
				Bracelet	-		15.000	
				Accessories	-		25.000 - 75.000	
	9	Senja Eatery	Titip sell	Coffee	1000 gr	5	200.000	1. Has PIRT and HALAL legality 2. Only buy raw materials  Cooperation Process 1. Offers from MSMEs 2. Product sample assessment

**CHAPTER 6**  
**RESULTS OF THE TRAINING PROGRAM TO INCREASE THE CAPACITY OF PACKAGING AND MARKETING**  
**OF PRODUCTS FROM COMMUNITY GROUPS ASSISTED BY THE KOMODO NATIONAL PARK**



## 6. Training Activities

### 6.1 Training Series for Coffee and Weaving Groups

The series of Training Programs on Capacity Building for Packaging and Marketing of Products from Komodo National Park Assisted Community Groups carried out in Golo Mori Village, Komodo District, focused on capacity building related to product packaging and marketing consisting of collaboration and coordination, product packaging innovation, and ensuring products compete in the market. As many as 12 participants have a coffee business and are members of the Tuk Jaong Cama Coffee group, and 15 other participants are woven mat entrepreneurs who have just started learning fabric weaving and are members of the Ca Nai Golo Mori weaving group. The series of training activities conducted on November 11, 2024 are as follows:

**Table 19.** *Timeline of Training Activities*

No	Activity	Method	Location	Implementation Date
1	Collaboration and Coordination Training	Offline	Golo Mori, Komodo	November 11, 2024
2	Packaging Training	Offline	Golo Mori, Komodo	November 11, 2024
3	Training on Ensuring Product Competitiveness in the Market	Offline	Golo Mori, Komodo	November 11, 2024

**6.2 Product Packaging and Marketing Capacity Building Training Module Materials** The mentoring materials provided to participants during this mentoring program can be seen in the following table.

**Table 20:** Product Packaging and Marketing Training Modules

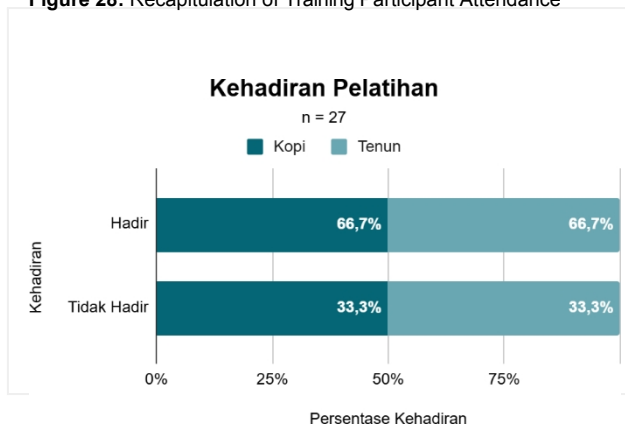
No	Module	Objective	Target
1	Collaboration and Coordination	Improve participants' understanding of openness, coordination media, and collaboration principles to build effective and productive relationships.	<ol style="list-style-type: none"> <li>1. Understand the importance of openness with buyers</li> <li>2. Understand the media used in coordination</li> <li>3. Understand what it takes to build good collaboration and coordination</li> </ol>
2	Packaging	Improve participants' understanding of the structure of packaging contents, important aspects in packaging design, and the advantages and disadvantages of various packaging materials to creating	<ol style="list-style-type: none"> <li>1. Understand the 3 content structures of packaging</li> <li>2. Understand the things that must be considered in packaging</li> <li>3. Understand the advantages and disadvantages of each</li> </ol>
		product that attractive and functional.	materials for packaging

3	Ensuring the Product Competes in the Market	Enhance participants' understanding of market strategies based on price and brand, market-oriented product design, business development that meets market needs, and the importance of objectives in product design to ensure competitiveness.	<ol style="list-style-type: none"> <li>1. Understanding the market based on our product price and brand</li> <li>2. Understand the ideal market-oriented design</li> <li>3. Understand how to develop business and adapt to the market</li> <li>4. Understand the purpose of product design</li> </ol>
---	---------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### 6.3 Product Packaging and Marketing Capacity Building Training Results

#### a. Recapitulation of Attendance of Coffee Group and Weaving Group Participants

Figure 28: Recapitulation of Training Participant Attendance

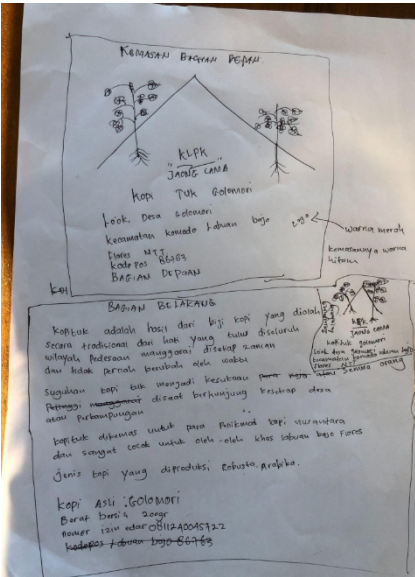



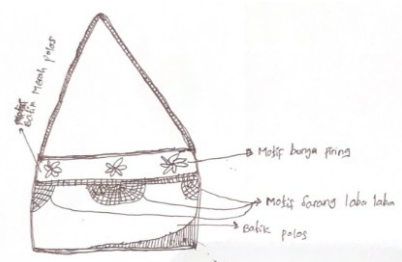





Based on the graph presented, the attendance rate of product packaging and marketing training participants that took place *offline* and was attended by coffee groups and weaving groups assisted by Komodo National Park was 66.7% of each group. The coffee group was attended by 8 out of 12 members while the weaving group was attended by 10 out of 15 members. The reasons for the absence of some participants were agendas or other matters that could not be left behind, and some did not inform the participants of the reasons for their absence.

and some did not inform the attendance constraints.

**b. Training Results of Coffee Group and Weaving Group Participants**

**Table 21:** Results of Product Packaging and Marketing Training

No	Activity	Method	Task Results	Innovation Results
1	Making packaging design according to packaging components for coffee group	<ol style="list-style-type: none"> <li>The coffee group is divided into 2 groups</li> <li>In 1 group will conduct a discussion about the packaging design that will be made</li> <li>The group draws the packaging at once</li> <li>Representatives of participants are appointed to explain the results of packaging design</li> </ol>	 <p><b>KAWASAN BUKIT PEPER</b> KLPK JALAT CANDA Kopi Tuk Golomari Lok Desa Selaeni Kecamatan Kuala Lahan Bepi Kab. Berau Prov. Kalimantan Timur</p> <p><b>Bahan Baku</b> Kopi adalah biji dari biji kopi yang diolah. Selain tradisional dan lok yang sudah diketahui, wilayah Berau menggunakan istilah selen dan tidak pernah pernah ada sebelumnya. Sebagian kopi baik untuk kebutuhan pasar atau perkebunan. Kopi ini digunakan untuk para petani kopi, terutama dan sangat cocok untuk area kelas bawah base farm. Jenis kopi yang diproduksi: Robusta, Arabika.</p> <p><b>Kopi Asli Golomari</b> Beras 200gr Kode 12121212121212 Kedua 12121212121212</p>	

<p>2</p>	<p>Making product innovation design from woven fabric</p>	<ol style="list-style-type: none"> <li>1. The weaving group is divided into 2 groups to create an innovative weaving product design.</li> <li>2. In 1 group will conduct a discussion about the products that will be made from weaving</li> <li>3. The group draws the design</li> <li>4. Representatives of participants are appointed to explain the results of the derivative product designs that have been made.</li> </ol>	 <p>1. Tas dari anyaman daun pandan asli</p>  <p>2. Dampas gabungan dari daun pandan dan kain tenun bagian dalam</p>  <p>ini dari kain tenun</p>  <p>3. 1/2 Kerajinan dari Anyaman Kainanyai foto bulis</p> <p>Anyamannya dari daun pandan untuk bagian dalam anyaman luarnya dari kulit bawibu talreja dari kulit kayu dengan nitel belukanya.</p> 	  
----------	-----------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**CHAPTER 7  
CLOSING**



## **7. Conclusion**

### **7.1. Social Economy**

- 1) The distribution of coffee bean commodities as the main raw material of the group's superior products is spread across West Manggarai with several locations closest to Golo Mori Village such as Ndosso District, Welak District, and Komodo District. In addition, rice and fish are the largest commodities that can be found in Golo Mori Village.
- 2) The population in Golo Mori Village was recorded at 2,606 people in 2022, with the majority of families led by men.
- 3) The people of the research area come from a majority of different tribes. From each of their respective traditions, there is a prohibition not to climb Mount Pongkor because there is a risk of not returning or being lost on the mountain.
- 4) The majority of people from Golo Mori Village are farmers, fishermen and entrepreneurs.
- 5) Golo Mori Village has organizations as a forum for expressing ideas, creativity, and helping community conditions such as Youth Organization and Family Welfare Empowerment (PKK).
- 6) From Golo Mori village to the center of Labuan Bajo can be reached by road trip using cars and motorbikes.

### **7.2. Manufacturer**

- 1) Producers have *best-selling* products Robusta and Arabica coffee for coffee products and sarongs and woven fabrics for weaving products.
- 2) Raw material suppliers for coffee producers come from 4 regions including West Manggarai, East Manggarai, Ruteng, and Manggarai. Meanwhile, raw material suppliers for weaving products come from 2 regions, namely Ruteng and Lembor.
- 3) The challenge of procuring raw materials for products is the increasing price of raw materials, so the solution taken is to have more than 1 supplier.
- 4) Coffee production costs are determined based on the price of raw materials, packaging, use of tools, and labor. Meanwhile, weaving products cannot be ascertained because the process of using labor and yarn is uncertain.
- 5) The coffee production process uses the same method with differences in the use of modern and traditional production tools. Meanwhile, weaving is identified as traditional.
- 6) There are 5 types of collaboration partners that have been pursued by producers with offline and online marketing strategies, which can serve as examples for the group.

### **7.3. Potential Buyers and Collaboration**

- 1) There are several potential souvenir shops, cafes/restos, and hotels in the Labuan Bajo area with higher levels of consumer visits during the *high season* and *peak season*.
- 2) The majority of cooperation between buyers and MSMEs is a consignment and buy-break system carried out by souvenir shops, *supermarkets*, hotels, and cafes/restos.
- 3) More than 40% of respondents determined that the criteria set by buyers were related to the completeness of product packaging and other criteria including legality that must be complete and quality that must be standardized.

- 4) 100% of potential *buyers* are still interested and open to working with or accepting local MSMEs as their *suppliers*.
- 5) The majority of buyers stated several obstacles in working with local MSMEs regarding production capacity and inconsistent product quality.
- 6) Tenun.in and Cold n Brew expressed interest in working with Golo Mori Village MSMEs to become *suppliers* with criteria and conditions that must be met.
- 7) 100% of surveyed tourists are interested in buying local products as souvenirs of traveling. Products that are popular among tourists are coffee and woven products in the form of accessories that can be used as souvenirs.
- 8) Golo Mori is one of the favorite tourist locations for tourist visits.
- 9) Of the stakeholders consisting of government and associations, 100% of the stakeholders have a special fostering platform for local MSMEs with forms of assistance or support including capacity building programs such as training, legality management, access and market access.

#### **7.4. Business Group**

- 1) Groups have similar supply chain patterns with the final product being sold independently to consumers.
- 2) Group businesses are young and newly established with a business age of less than five years, focusing on coffee products and woven mats, while weaving products are still in the learning process.
- 3) The coffee group produces an average of 50 - 100 packs of products per month with the majority of production schedules once a month and claims that the production trend over the past 6 months has tended to decline. Meanwhile, the weaving group has not been able to produce products.
- 4) The coffee group takes 5-10 hours for 1 production with simple production equipment without involving machines that are carried out independently. Meanwhile, the weaving learning process is uncertain.
- 5) The state of the producers' production facilities was identified as 50% inadequate. Only the coffee group has a production house equipped with a warehouse.
- 6) Until now, the groups have used personal funds as capital for business sustainability. In addition, the entire group does not understand the process of submitting a capital proposal as their guide for the future.
- 7) The only business assets owned by the groups are production equipment, warehouses and money.
- 8) The coffee group already has a business financial record while the weaving group does not have a business financial record.
- 9) The legality owned by the coffee group is NIB and the weaving group does not yet have legality.
- 10) Currently, the coffee and weaving groups have partnerships with an average of 1-3 partners.
- 11) The majority of buyers of coffee group products come from villages/districts and subdistricts while the weaving group does not yet have a market for weaving sales. The average monthly sales are around 50 packs of coffee.
- 12) The groups still focus on marketing products offline and have not utilized marketing strategies through *digital marketing*.
- 13) The group has a desire to sell their products.
- 14) The majority of the group's constraints are the procurement of capital for the business.

## 7.5. Business Analysis

- 1) Coffee and weaving products with further analysis using SWOT and STP analysis.
- 2) There are 4 points of risk in business sustainability including
  - Procurement of raw materials including cooperation with *suppliers*
  - Introduction of appropriate production methods to create similar quality from each group member.
  - Improvement of sales and production methods using a mature and structured strategy as a step to strengthen the business image and *brand* in the market.
  - Introduction of financial literacy to control the financial flow of the business that can support information and business conditions.
- 3) There are 6 external factors that can affect the course of business including:
  - Telecommunications in the region requires the development of telecommunications networks to adjust internet media to support productivity, especially promotion and marketing.
  - Efficient use of electricity.
  - Construction of permanent bridges, as well as integration of transportation systems by involving local transportation, government, and business groups to create more efficient delivery schedules.
  - There is no specific regulation for MSMEs. Activities and restrictions can be proposed to the government so that each business has an accurate reference to support business development. Regulations can include promotion, use of materials, etc.
  - The availability of specialized MSME institutions can help businesses as a means of discussion, learning reference, and business management.
  - Utilization of socio-cultural elements/activities of the community to attract outsiders to learn more about regional diversity and local products. Such as the introduction of traditional events and the natural beauty of Golo Mori Village.

**APPENDIX**

No.	Document Name	Link
1	Research Result Folder (Scan Form)	<a href="https://bit.ly/ScanFormHasil">https://bit.ly/ScanFormHasil</a>
2	Research Result Recapitulation Folder	<a href="https://bit.ly/RekapitulasiRiset">https://bit.ly/RekapitulasiRiset</a>
3	Data Processing & Respondents	<a href="https://bit.ly/DataDanResponden">https://bit.ly/DataDanResponden</a>
4	Activity Documentation	<a href="https://bit.ly/DokumentasiTNK">https://bit.ly/DokumentasiTNK</a>
5	BMC	<a href="https://bit.ly/BMCTNK">https://bit.ly/BMCTNK</a>
6	Weaving Product Innovation	<a href="https://bit.ly/InovasiProdukTenun">https://bit.ly/InovasiProdukTenun</a>
7	Coffee Packaging Design	<a href="https://bit.ly/KemasanKopi">https://bit.ly/KemasanKopi</a>