

Smart Hexahelix: Creative Marketing Strategy of Local Robusta Coffee for Modern Market Competitiveness

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Abstract

The objective of this research is to develop a holistic, collaborative marketing model to enhance the competitiveness of local specialty coffee, specifically Kopi Codot from Tanggamus, Lampung, in the modern digital market. Local coffee micro, small, and medium enterprises (MSMEs) face severe hulu-hilir marketing bottlenecks due to traditional single-channel promotion, poor brand awareness, and a lack of cross-sector synergy. To address these challenges, this study adopts a qualitative case study design using a purposive and snowball sampling approach to collect data from key stakeholders. Data collection involves in-depth semi-structured interviews, participatory observations across processing facilities, and extensive desk documentation. The data are processed through thematic analysis, integrated with source and method triangulation, and validated via member checks. The research output establishes a "Smart Hexahelix" collaborative framework that maps out specific operational roles for six strategic actors: academia, business/MSMEs, government, communities, mass media, and financial investors. The final conclusion demonstrates that bridging the MSME digital literacy gap through a multi-actor ecosystem significantly accelerates brand immersion experiences, optimizes supply chain integration, and builds sustainable market scaling. This strategic model provides a scalable business framework that targets a minimum 20% increase in MSME revenue and ensures high-retention marketing performance.

Keywords: creative marketing, robusta coffee, hexahelix model, MSME competitiveness, digital transformation

1. Introduction

Coffee stands as a crucial agricultural pillar for the Indonesian economy, dictating domestic consumption trends and local livelihood sustainability. Lampung Province is recognized as the second-largest Robusta coffee producer across the nation, yielding over 108 thousand tons in 2023. Among its geographic regions, Tanggamus Regency produces a rare specialty variant known locally as Kopi Codot. This specific bean carries distinctive flavor properties and relies heavily on traditional wild-gathering methods, giving it an elite market position compared to standard commercial Robusta.

However, Kopi Codot faces critical marketing stagnation at both the hulu (upstream) and hilir (downstream) sectors. Traditional reliance on rigid local networks isolates MSMEs from capitalizing on broader digital market ecosystems. MSMEs frequently suffer from stagnant sales volumes despite a massive surge in national coffee demand. While new media channels offer powerful brand-building avenues, small-scale producers lack the technological literacy,

resources, and structural guidance necessary to implement cohesive Integrated Marketing Communication (IMC) workflows. This paper introduces a multi-stakeholder "Smart Hexahelix" model to overcome these limitations and drive modern market penetration.

2. Literature Review

Creative marketing focuses on deploying innovative, non-traditional strategies like corporate storytelling, unique packaging, and interactive digital interfaces to generate clear product differentiation within saturated market environments. For specialized agricultural commodities, creative branding shifts consumer perception from a basic transactional good to a premium consumer experience.

The Hexahelix model expands the traditional Quadruple Helix framework by structuring systemic collaboration among six key pillars:

- **Government:** Administers standard legal infrastructure, protections, and institutional MSME incentives.
- **Academia:** Provides empirical market data, technological innovations, and structured business training.
- **Business (MSMEs):** Controls core production, authentic branding, and localized distribution networks.
- **Communities:** Cultivates organic consumer trust and expands consumer-led word-of-mouth networks.
- **Mass Media:** Amplifies corporate storytelling, broadens public visibility, and operates brand channels.
- **Investors:** Injects risk capital, upgrades technical assets, and funds rapid market expansion.

Recent literature demonstrates that digital integration can speed up small business growth by 24% to 37% when backed by data-driven creative strategies. Successful contemporary marketing relies on immersive brand experiences—such as specialty coffee tours and experiential digital content—which increase customer retention rates by up to 50%.

3. Research Method

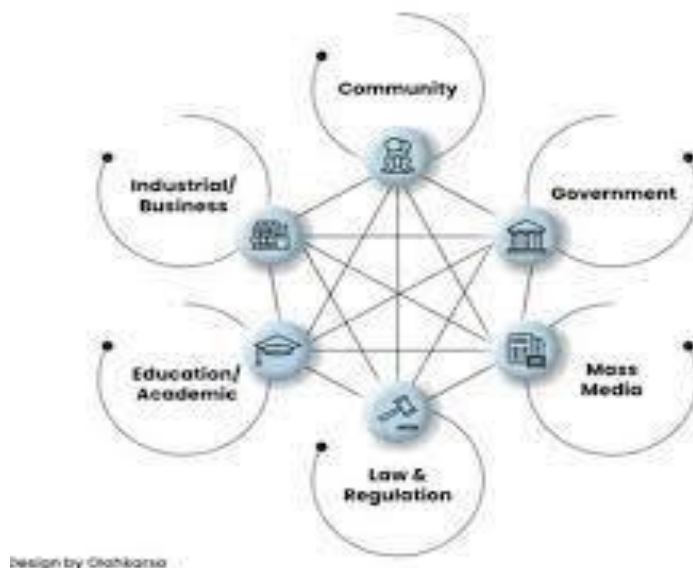
This study utilizes an exploratory qualitative case study approach to gather deep, contextual insights into the localized marketing dynamics of Tanggamus Regency, Lampung. Informants are selected through a combination of purposive and snowball sampling to ensure a high-utility cross-section of data. The informant pool is categorized into six distinct clusters following Hexahelix parameters: local Kopi Codot MSME owners with over two years of experience, regional government officers, agribusiness researchers, specialty coffee community leaders, digital media managers, and local micro-finance investors.

Data collection features semi-structured in-depth interviews, direct participatory observations at production facilities, and thorough desk reviews of administrative records. Field text is processed via rigorous thematic analysis using a five-stage method: comprehensive text

transcription, initial data coding, conceptual theme grouping, literature interpretation, and cross-method triangulation. Data reliability is safeguarded using audit trails and member checks with primary informants to verify interpretation accuracy.

4. Finding and Discussion

Field findings indicate that current Kopi Codot marketing remains isolated within localized networks due to digital illiteracy and disjointed external support. To rectify these structural weaknesses, the research team developed the "Smart Hexahelix" operational matrix. This framework bridges the gap between raw production and modern consumer expectations by formalizing multi-actor workflows.



The model assigns precise, interdependent tasks to each actor. Academia designs consumer behavior profiles and maps optimized Business Model Canvases (BMC). The Business sector upgrades packaging aesthetic values and story-driven presentation. Concurrently, Media constructs continuous engagement templates for social media channels, targeting an interactive engagement rate of $\geq 5\%$. Government integrates specialty coffee narratives into national trade expos and regional tourism catalogs. Communities execute grassroots experiential marketing campaigns, while Investors provide capital backing for downstream infrastructure scaling, pointing toward a 20% net increase in MSME profit margins.

5. Conclusion

The traditional standalone marketing models used by local coffee MSMEs are insufficient for navigating competitive modern digital markets. This study demonstrates that the "Smart Hexahelix" framework successfully connects isolated stakeholders into an integrated marketing ecosystem. By distributing operational burdens across academia, government, business, media, communities, and investors, the model mitigates the resource limitations of individual MSMEs.

Implementing this collaborative structure enables small-scale specialty coffee producers to establish strong digital identities, optimize supply chain efficiency, and achieve long-term market competitiveness.

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