



Video-Based Promotion Strategy to Increase the Economic Value of Local Coffee “Kejapa” in Tigawasa Village, Buleleng

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Abstract

Purpose: This study aims to analyze the role of video-based promotional strategies in increasing the economic value of Kejapa Coffee, a local product of Tigawasa Village, Buleleng, Bali.

Research methods: This study uses a descriptive qualitative approach. The data collecting techniques used include field observation, video content documentation, and interviews with business owners. Promotional media were analyzed through Instagram, WhatsApp Business, and the use of barcodes on product packaging. The video production process was carried out using a digital camera and video editing applications.

Results and discussion: The results show that video-based promotions increase product visibility, strengthen quality perceptions, and encourage consumer interaction. The economic impact is evident in increased demand, market expansion, and new business opportunities based on local coffee.

Implication: Video promotional strategies can be an effective instrument in strengthening the local economy, increasing the competitiveness of MSMEs, and developing village potential based on superior products and cultural narratives.

Keywords: video promotion, local products, MSMEs, economic value.

Abstrak

Tujuan: Penelitian ini bertujuan untuk menganalisis peran strategi promosi berbasis video dalam meningkatkan nilai ekonomi produk Kopi Kejapa sebagai produk lokal Desa Tigawasa, Buleleng, Bali.

Metode penelitian: Penelitian ini menggunakan pendekatan kualitatif deskriptif. Teknik pengumpulan data yang digunakan meliputi observasi lapangan, dokumentasi konten video, dan wawancara dengan pelaku usaha. Media promosi dianalisis melalui platform Instagram, WhatsApp Business, serta pemanfaatan barcode pada kemasan produk. Proses produksi video dilakukan menggunakan perangkat kamera digital dan aplikasi pengeditan video.

Hasil dan pembahasan: Hasil penelitian menunjukkan bahwa promosi berbasis video meningkatkan visibilitas produk, memperkuat persepsi kualitas, serta mendorong interaksi konsumen. Dampak ekonomi terlihat dari meningkatnya permintaan, perluasan pasar, dan peluang usaha baru berbasis kopi lokal.

Implikasi: Strategi video promosi dapat menjadi instrumen efektif dalam penguatan ekonomi lokal, peningkatan daya saing UMKM, serta pengembangan potensi desa berbasis produk unggulan dan narasi budaya.

Kata kunci: promosi video, produk lokal, UMKM, nilai ekonomi

INTRODUCTION

Rural tourism is a crucial strategy for boosting local economies by leveraging the potential of villages and their superior products. Many villages possess

commodities with high economic value, yet they are unable to develop them optimally due to limited promotional strategies and market access. This lack of promotional activities results in local products being under-recognized and failing to generate significant economic impact for rural communities (Aan et al., 2021). This situation emphasizes that promotion is not merely a supporting activity, but has become a crucial foundation for building the success and competitiveness of local products.

In the context of village-based economic development, promotional strategies play a crucial role in building market awareness, strengthening product image, and expanding marketing reach. Limited communication strategies make it difficult to introduce many village products, despite their strong characteristics and uniqueness. This aligns with Hjalager (2010) and Indiyati et al. (2020) which states that weak promotion is a major factor hindering local economic development. Therefore, a targeted and adaptive promotional strategy is needed to enable village products to compete in a wider market.

The development of digital technology presents new opportunities for local product promotion. Digital media enables the rapid, widespread, and spatial dissemination of information, enabling village products to reach consumers more effectively than conventional methods. The use of digital media also drives changes in consumer behavior, leading to an increasingly responsive approach to visual and interactive information (Astuti & Nurdin, 2021; Suhardi et al., 2023). Several studies have shown that the use of digital media can increase product visibility and open up more competitive market opportunities for rural businesses (Andiani et al., 2021; Auliyah et al., 2025; Rumiati et al., 2025).

One effective digital promotional strategy is video. Video can convey information visually and audibly, providing a more immersive experience for consumers. This medium not only serves as a means of conveying information but also builds emotions, perceptions of quality, and trust in a product (Sukirman et al., 2021). Previous research has shown that promotional videos can increase appeal, strengthen product image, and encourage consumer purchasing interest (Anita et al., 2017; Suardi & Wiraseptya, 2023). Furthermore, video has proven to be more effective than static media because it can present a complete product visualization (Rimayanti et al., 2019; Kim, 2018).

Tigawasa Village, a Bali Aga (Native Balinese) village in Buleleng Regency, Bali, boasts a rich local coffee industry with distinctive characteristics and flavors. The coffee, developed under the Kejapa brand, has been marketed through social media platforms like Instagram and Google Maps. However, the information displayed is limited and does not fully reflect the coffee's production process, cultural values, and unique qualities. Strong visual presentation can boost consumer trust and strengthen the identity of local products (Sukirman et al., 2021; Suardi & Wiraseptya, 2023; Pinontoan et al., 2024).

Utilizing video as a promotional medium is a relevant strategy for increasing the economic value of Kejapa Coffee. The video not only showcases the final product but also illustrates the production process, the quality of the ingredients, and the cultural values inherent in Tigawasa coffee. This approach aligns with findings that product innovation and visual-based promotions can increase the appeal, sales value, and consumer trust in local products (Gonda & Park, 2021; Cvijanovi, 2020). Video-based promotions not only serve as a means of communication, but also as a strategic

instrument in increasing economic value, expanding markets, and strengthening the competitiveness of village MSMEs.

RESEARCH METHODS

This research uses a descriptive qualitative approach to deeply understand the process of implementing a video-based promotional strategy for local coffee products in Tigawasa Village. This approach was chosen because the research focuses on the experiences, perceptions, and interpretations of business owners and consumers, thus requiring narrative and contextual data. Through a qualitative approach, researchers can explore the meaning behind the use of video as a promotional medium and examine how this strategy impacts the economic value of local coffee products.

The research location is Tigawasa Village, Banjar District, Buleleng Regency, Bali. This village was purposively selected because it has a local coffee product that has been developed into Kopi and has implemented video-based promotion through digital media. Research subjects were determined using a purposive sampling technique, selecting informants who have knowledge and direct involvement in the Kopi promotion process. These informants included coffee business owners, promotional video creators or managers, consumers who had seen Kopi videos, and village officials or MSME facilitators familiar with the business development process.

Research data was collected through observation, in-depth interviews, and documentation. Observations were conducted to directly observe how videos are produced and distributed through social media, and how consumers respond to the video content. Semi-structured interviews were used to explore informants' experiences and perspectives on the goals, processes, opportunities, and obstacles of video-based promotions. Documentation was obtained from Kopi promotional videos, social media content, photos of the production and marketing process, and supporting documents on Kopi's development. These three techniques complemented each other to produce rich and in-depth data. This study also used supporting instruments such as interview guides, observation sheets, a voice recorder, and a camera for documentation. Data analysis was conducted using the interactive technique proposed by Miles *et al.* (2014) which includes data condensation, data presentation, and drawing conclusions. Data reduction was carried out by grouping information based on themes, such as video strategy, consumer perception, engagement, and economic value. The data were then presented in narrative form and interview excerpts before conclusions were drawn about the relationship between video strategy and the increasing economic value of Tigawasa coffee.

RESULTS AND DISCUSSION

The Process of Implementing a Video-Based Promotion Strategy for Local Coffee in Tigawasa Village

Implementing a video-based promotional strategy for local coffee from Tigawasa Village involved three main stages, there are content planning, video production, and distribution through digital media. These three stages formed a systematic process to promote Kejapa as a specialty coffee from Tigawasa Village with strong cultural and economic value.

The first stage was video content planning, which began with determining the key message to introduce Kejapa to consumers. The business designed content that showcased the coffee processing process, flavor qualities, and the local identity of Tigawasa Village.

“We want people to see for themselves how Kejapa coffee is processed. Video helps consumers trust us immediately because they can see the process, not just hear stories” (interview with local entrepreneur, 12 August 2025).

Interviews with coffee entrepreneurs in Tigawasa Village revealed their need for consumers to understand the coffee-making process. This aligns with findings that video effectively conveys information visually, building consumer understanding and engagement (Sukirman *et al.*, 2021). Visual content is considered more effective in influencing audience emotions than text-based promotional media. The choice of video media was based on the consideration that video can present information visually and emotionally, making it easier to capture audience attention. This aligns with research showing that video is an effective medium for increasing consumer understanding and interest in a product.

The second stage is video production, the process of visualizing the planned message. Production is carried out simply using mobile devices, but still emphasizes the authenticity of the Kejapa processing process and the Tigawasa Village environment. This simple visual approach is believed to increase consumer confidence in coffee quality because it provides tangible evidence of the production process. This view is supported by research findings showing that promotional videos can increase credibility and positive consumer perceptions of a product because they provide concrete visual evidence (Widiastini *et al.*, 2025); Suardi & Wiraseptya, 2023).



Figure 1. Kejapa Coffee Video Opening Scene

(https://www.youtube.com/watch?si=NxaHtvdcKW_lydaf&v=caDOQrEzsiM&feature=youtu.be)

The video opens with a visual of Tigawasa Village, shot from a perspective that emphasizes the tranquil rural landscape. The camera pans slowly across the plantation in the background, giving the impression that Kejapa originates from a pristine natural environment. The camera then moves to the coffee plantation, the primary source of Kejapa coffee.



Figure 2. Coffee Cherry in Tigawasa Village
(https://www.youtube.com/watch?si=NxaHtvdcKW_lydaf&v=caDOQrEzsiM&feature=youtu.be)

Close-up shots of ripe red coffee cherries reinforce the impression of the quality of the raw material. This opening scene conveys the implicit message that Kejapa is produced from the finest coffee harvested directly from the village gardens. This opening scene serves as a powerful atmospheric introduction, demonstrating that Kejapa is not just a product, but a part of the life and nature of Tigawasa Village. The serene, natural visuals at the beginning serve as an emotional gateway, connecting the audience with the coffee's origins and appreciating the local values it embodies.



Figure 3. Kejapa Coffee Drying Process
(https://www.youtube.com/watch?si=NxaHtvdcKW_lydaf&v=caDOQrEzsiM&feature=youtu.be)

This video also showcases the traditional roasting process, a hallmark of Kejapa production. The visual transition is slow, and the camera then shifts to a simple room made of wood and stone that the village community uses as a processing kitchen. The warm atmosphere of the room, with its natural lighting, creates a sense of tradition and cultural closeness. This scene serves as a powerful storytelling element in

the video. It emphasizes the culturally rich Kejapa production process while enhancing the viewer's perception of its quality and authenticity. Through the unpretentious visual and audio presentation, viewers are invited to feel "closer" to the production process, fostering trust and appreciation for Tigawasa Village's local product.



Figure 4. Kejapa Coffee Products

(https://www.youtube.com/watch?si=NxaHtvdcKW_lydaf&v=caDOQrEzsiM&feature=youtu.be)

Kejapa coffee products are displayed as finished products, modernly packaged to maintain hygiene and quality, after undergoing a traditional roasting process in Tigawasa Village. The video shows that Kejapa is produced in two forms, roasted whole beans and finely ground coffee. Both of which undergo a sorting process to ensure only the best beans are used. Packaging uses heat-sealed, airtight bags to protect the product from air, moisture, and contamination, while helping to preserve aroma and flavor. A modern label design contains important information such as coffee type, weight, and production date. The final product displays a neatly arranged, market-ready product, with a variety of beans for consumers seeking maximum freshness and a ground variety for more convenient use. Through this modern packaging, Kejapa is positioned as a quality local coffee that combines traditional production with modern hygiene and marketing standards.

The third stage is video distribution through digital media. Kejapa videos are published on Instagram and WhatsApp Business, and shared with consumers through the village community's digital network. Digital distribution allows content to reach a wider audience, including those outside the Tigawasa area. Social media was chosen because it is flexible, easy to use, and affordable, making it effective for promoting village businesses. This aligns with research showing that social media is a strategic tool for village communities to independently and efficiently promote local products (Astuti & Nurdin, 2021).

These three stages demonstrate that a video-based promotional strategy is not only a means of conveying information but also a communication tool that builds Kejapa's image as a quality local coffee product with cultural identity. Video helps expand market reach, increase consumer awareness, and open up new marketing

opportunities (Sukirman *et al.*, 2021; Suardi & Wiraseptya, 2023). The implementation of the video strategy has an important role in strengthening Kejapa's position in the market and increasing the economic potential of local coffee in Tigawasa Village.

Supporting and Challenge Factors for the Use of Video in Promotional Strategies

The research findings show that the use of video in Kejapa's promotional strategy relies not only on the entrepreneur's ability to produce visual content but is also influenced by a series of supporting and inhibiting factors that emerge at every stage of the process—from planning and production to digital content distribution. These factors directly impact the effectiveness of information dissemination and the video's ability to build consumer interest in Kejapa as authentic coffee from Tigawasa Village.

During the planning stage, the key supporting factors were clarity of promotional objectives and the entrepreneur's awareness that the video must have storytelling value that can build an emotional connection with the audience. Storytelling is considered crucial because it conveys more than just product information (Bassano *et al.*, 2021; Agustina *et al.*, 2024), however, it also conveys meaning, experience, and identity that distinguishes Kejapa from other commercial coffees. Business owners recognize that the traditional roasting process and Tigawasa Village identity are unique narrative elements that can be used as visual differentiators in video content, strengthening Kejapa's position as a product based on local culture. This view aligns with findings from Sukirman & Yusuf (2021) that video-based promotions are more effective when highlighting local values and real-life experiences, as authentic visuals can enhance audience perception and interest in a product. Furthermore, Suardi & Wiraseptya (2023) suggests that storytelling elements that highlight unique cultural characteristics or production processes can be differentiating factors that strengthen product image in digital promotional strategies. Permana & Wirayani (2021) also support that local potential and traditional practices are important promotional assets for villages, as they can enhance the product's appeal and uniqueness in the eyes of consumers. Therefore, planning a Kejapa video highlighting the traditional roasting process and Tigawasa Village's identity is a strategic step to build differentiation value and strengthen promotional appeal from the outset.

“We want people to know that Kejapa is not just any coffee, but has a unique story and process from the village.” (Interview with Kejapa Coffee Owner, September 12, 2025).

The business owners' perspective that Kejapa should be introduced through village stories and identity aligns with the findings of Astuti & Nurdin (2021), who emphasized that digital promotions will be more effective if the content not only showcases products but also highlights local values and authentic experiences that build emotional connections with audiences. This research demonstrates that culturally based narratives and distinctive regional processes can be a powerful differentiator in digital media-based promotions, as consumers tend to pay more attention to content with context and a tangible story than simply product visuals. This strengthens the position of local identity-based content planning as a strategic step, not merely a complement, in maximizing the function of video as a promotional medium for Kejapa.

However, at the same planning stage, significant obstacles emerged related to the business owners' ability to develop a systematic visual storyline. Although business owners recognized that Kejapa "has unique village stories and processes," they lacked the skills to translate these stories into a coherent visual structure. This situation aligns with the findings of Widiastini *et al.* (2021) who explained that business owners and village community groups often face limitations in digital content planning due to a lack of media literacy and technical skills in visual production. Furthermore, Rahmawati (2023) emphasized that a lack of maturity in content planning can result in incomplete visual messages, resulting in suboptimal promotional potential. Understanding this situation, a team of academics was present to assist in creating the video flow.

During the production stage, the most prominent supporting factor was the availability of strong and authentic visuals, such as the traditional roasting process, coffee plantations, and the rural environment. Video documentation showed that the visual environment of Tigawasa Village provided aesthetic value and emotional communication, reinforcing the impression of product authenticity. Research by Suardi & Wiraseptya (2023) confirmed that realistic visuals and a visible production process can increase consumer confidence in product quality, as audiences can see the process transparently. Meanwhile, technical challenges arose during the production stage, including limited equipment and technical skills. However, with assistance from universities, particularly Ganesha University of Education, the video production phase was successfully completed.

During the distribution stage, social media was the most significant supporting factor, enabling fast, broad, and affordable video distribution. Documentation of Kejapa video uploads on Instagram shows a response from consumers outside the region, indicating increased promotional reach. This finding aligns with Astuti & Nurdin (2021) who stated that social media is an effective channel for promoting village MSMEs because it allows direct interaction between businesses and consumers. However, the most dominant distribution barrier lies not only in technological means, but also in the inability of business owners to consistently update video content. Business owners acknowledged that Kejapa's internal production process makes it difficult for them to find time to create and upload content regularly. This has resulted in a decrease in the frequency of promotional content publication, thereby limiting the reach of information to potential consumers and hindering optimal development. This situation aligns with the findings of Astuti & Nurdin (2022) who explained that successful digital promotion requires consistency in content uploads, as continuous information distribution is a crucial factor in maintaining audience attention and engagement. This barrier is further reinforced by a study by Rahmawati (2023), which stated that many village business owners are unable to manage digital promotions sustainably due to limited time, skills, and experience in content management.

Video Strategy Contributes to Increasing the Economic Value of Local Coffee in Tigawasa Village

The results of the study indicate that the use of video as a promotional strategy not only increases the visibility of Kejapa as a local coffee from Tigawasa Village, but also directly contributes to increasing its economic value through three main aspects. Videos help build product quality perceptions because visualizations of the traditional roasting process, the village environment, and product characteristics can provide an

authentic impression and increase consumer trust, in line with the findings of Sukirman & Yusuf (2021) who stated that visual content can strengthen audience perceptions and interest. Distribution of videos through social media also expands market reach because it allows product information to be accessed by consumers outside the village area, as explained by Andiani *et al.* (2021) who found that digital media is effective in expanding promotional access and increasing exposure of local products. Furthermore, videos also encourage increased transaction opportunities and revenue because consumers who receive clear visual information tend to have higher purchasing interest, supporting the findings of Aryani *et al.* (2021) who found that promotional videos can increase the appeal and sales potential of MSME products, and reinforced by Rimayanti *et al.* (2019) and Fitriyah *et al.* (2025) demonstrated that video is a marketing medium capable of opening up opportunities for collaboration and transactions. Therefore, a video-based promotional strategy serves not only as a communication tool but also as an economic instrument that strengthens the value, market, and revenue potential of Kejapa as Tigawasa Village's flagship coffee.

Table 1. Video-Based Promotion Strategy Model for Kejapa Coffee in Tigawasa Village

Components	Description
Inputs (Initial Resources)	Local identity (roasting traditions, village culture), business owners, digital media (Instagram, WhatsApp Business, barcodes).
Stage 1: Content Planning	Define promotional objectives, create a platform to tell the story of Kejapa's uniqueness, and select key messages (quality, tradition, cleanliness).
Stage 2: Video Production	Capture visuals of the roasting process, coffee plantations, and modern packaging; edit simply to highlight the product's uniqueness.
Stage 3: Video Distribution	Upload to social media, share with consumers, and attach a barcode to the packaging for video access.
Outputs (Direct Results)	Increase product visibility, strengthen perceptions of quality, and enhance consumer engagement.
Impact (Economic Impact)	Increase demand, expand the market, increase business owner revenue, and create new business opportunities.
Supporting Factors	Cultural uniqueness, strong storytelling, easily accessible social media, and modern packaging support the product's image.
Inhibiting Factors	Limited video production skills, inconsistent content updates, and limited supporting equipment.
Feedback	Consumer feedback is used to evaluate and improve future promotional content.

(Source: processed data, 2025)

Kejapa's promotional strategy relies on three complementary initial resources: the local identity of Tigawasa Village, the business owner, and digital media as a promotional channel. Local identity is the main foundation because Kejapa is produced through a traditional manual roasting method that represents Bali Aga culture, providing strong narrative value, authenticity, and differentiation compared to commercial coffee products. This tradition offers promotional potential because local

culture has been shown to enhance the appeal of village products when featured in digital media (Andiani *et al.*, 2021). On the other hand, business owners play a key role in driving promotional strategies because they possess in-depth knowledge of production processes and product quality, enabling them to determine the core messages to highlight in promotional videos. Business owners' ability to understand their products and utilize digital media is a crucial factor in the success of marketing strategies (Astuti & Nurdin, 2021). Furthermore, digital platforms such as Instagram and WhatsApp Business provide cheap, fast, and widespread content distribution, enabling information about Kejapa to reach audiences beyond Tigawasa Village. The use of barcodes on packaging provides consumers with direct access to promotional videos, integrating product and technology. Social media has proven effective in expanding the visibility of local products without geographical boundaries (Andiani *et al.*, 2021), so these three resources together form a strong foundation for developing video-based promotional strategies to increase Kejapa's economic value.

The content planning stage is the initial step that determines the direction of Kejapa's promotional strategy. At this stage, the entrepreneurs established key promotional objectives: raising public awareness of Kejapa and building its image as a specialty coffee from Tigawasa Village, renowned for its cultural values and proven processing quality. Defining these objectives was crucial to ensuring that the video content was not only informative but also aimed at increasing interest and potential purchases. Once these objectives were established, the entrepreneurs began crafting a narrative highlighting Kejapa's unique qualities, particularly the traditional roasting process, the Bali Aga cultural background, and the coffee's journey from plantation to finished product. This narrative aligns with findings that local narratives can strengthen the appeal of digital promotions by providing a more authentic experience for audiences (Andiani *et al.*, 2021). At this stage, the entrepreneurs also selected the key messages to be conveyed through the video: taste quality, traditional values, and product hygiene. The emphasis on quality and tradition aims to build product differentiation, while the message of cleanliness is supported by visuals of clean and standardized modern packaging processes, as the use of visual media is considered effective in building consumer trust (Suardi & Wiraseptya, 2023). This systematic planning reflects that video content is not created spontaneously, but rather designed to convey core messages clearly, emotionally, and relevantly to the needs of the modern market.

The video production phase transformed the content plan into concrete and engaging visuals, focusing on shots that authentically showcased Kejapa's unique qualities. The production process began with footage of traditional roasting activities in Tigawasa Village, showcasing the use of manual tools, the artisans' handiwork, and the authentic village atmosphere. These visuals are crucial because the hands-on and realistic process can increase audience confidence in the product's quality, as visual media is considered effective in providing authentic evidence to consumers (Suardi & Wiraseptya, 2023). Furthermore, footage was shot on a coffee plantation to demonstrate the origin of Kejapa's raw materials, ensuring viewers understand that the product is made from locally and traditionally grown coffee. This stage was further enhanced by documentation of modern packaging, including the use of gloves, clean rooms, and airtight packaging, to emphasize product hygiene standards. This visual approach aligns with the findings of Permana & Widiastini (2022) who demonstrated that digital content that directly displays the production process can enhance

perceptions of product quality and transparency. After all the visuals were recorded, simple editing was performed to create a coherent flow, highlight key points, and add supporting elements such as short text or light music to make the message more understandable and engaging. This editing was not intended to create an overly commercial impression, but rather to emphasize the traditions and unique qualities of Kejapa, ensuring the product's character remained natural and close to the village's identity. The video production stage became the primary means of presenting the combination of local traditions and modern standards in an engaging and captivating visual format.

The video distribution stage ensures that Kejapa's promotional content reaches the widest possible audience and has a tangible impact on product marketing. The distribution process begins with uploading the video to social media, specifically Instagram and WhatsApp Business, as these platforms are easily accessible, have a wide user base, and are effective in disseminating visual content quickly and at minimal cost. Social media has proven to be a powerful promotional channel for expanding the visibility of local products and opening market access beyond rural areas (Astuti & Nurdin, 2021). Once the video is published, businesses share links and video clips with consumers through direct messages, community groups, and WhatsApp status updates to attract attention and encourage initial engagement. This direct sharing technique is important because it enables two-way communication, allowing consumers to ask questions, provide feedback, or reshare the content with their networks, contributing to increased marketing reach (Andiani *et al.*, 2021). In addition to digital distribution, this strategy is reinforced by affixing a barcode to Kejapa's packaging linked to the promotional video. Barcodes provide consumers with instant access to digitally view production processes and product information, aligning with the principles of technology-based promotion, which emphasizes easy access and transparency of information (Widiastini *et al.*, 2023). By combining social media posts, direct-to-consumer distribution, and barcodes on packaging, the video distribution stage becomes an integrated system between digital marketing and the physical product experience, thus strengthening the opportunity to increase interest and sales for Kejapa.

The immediate results of Kejapa's video-based promotional strategy are visible through three tangible changes: increased product visibility, strengthened quality perceptions, and increased consumer engagement. First, videos published through social media make Kejapa more discoverable and familiar to audiences outside Tigawasa Village. Digitally shared visual content can broaden the reach of information and rapidly increase exposure to local products, as social media has proven effective in increasing the visibility of village promotions and their flagship products (Istiqomah *et al.*, 2020; Astuti & Nurdin, 2021). Second, videos showcasing the traditional roasting process, coffee plantations, and modern packaging also strengthen quality perceptions because consumers can directly observe the clean, authentic, and standardized production process. Visualizing the actual process can build trust and a positive image of the product, in line with the findings of Suardi & Wiraseptya (2023) who stated that video media can increase quality perceptions and audience trust in the promoted product. Third, video distribution through social media encourages increased consumer engagement, as evidenced by comments, questions, and re-shares of content by users. This interaction is an indicator of increased interest and engagement, consistent with research by Hidayath *et al.* (2024) which asserts that digital video can trigger

engagement due to its informative and engaging nature. Therefore, the outcome of a video strategy is not just visual appeal, but also has a direct impact on increasing public attention, strengthening the image of quality, and encouraging active communication between businesses and consumers.

The economic impact of Kejapa's video-based promotional strategy is evident in four key aspects: increased demand, market expansion, increased business revenue, and the creation of new business opportunities. First, demand for Kejapa began to increase after the promotional video was published because consumers felt more confident in the product's quality and authenticity after visually observing the production process. Visual content has been shown to increase purchasing interest because it provides concrete illustrations of product advantages (Aryani *et al.*, 2021). Second, the distribution of the video through social media enabled information about Kejapa to reach consumers outside Tigawasa Village, thereby eliminating the market for local residents. Digital media effectively expanded marketing reach and increased exposure of village products to a wider audience (Andiani *et al.*, 2021). Third, increased demand and market reach directly contributed to increased business revenue because more consumers placed orders after learning about Kejapa's process and quality through the video. This aligns with findings that digital promotional media can improve purchasing decisions and impact MSME revenue (Aryani *et al.*, 2021). Fourth, the video strategy opens up new business opportunities, such as marketing collaboration plans, potential cross-regional sales, and the possibility of developing local coffee-based tourism packages, as promotional videos can serve as a medium that encourages collaboration and new economic opportunities for village communities (Rimayanti *et al.*, 2019). Video-based promotions not only enhance product image but also serve as an economic instrument that strengthens Kejapa's position in the market and supports the growth and well-being of Tigawasa Village entrepreneurs.

The supporting factors for Kejapa's promotional strategy consist of four main elements that mutually reinforce the effectiveness of video as a marketing medium. The unique culture of Tigawasa Village is crucial because the tradition of manual roasting and Bali Aga identity provide a strong differentiator, in line with the findings of Rahmawati (2021) who stated that local cultural values can increase the promotional appeal of village products by presenting characteristics not found in other regions. Strong storytelling is also a supporting factor, because narratives about the coffee's origins, traditional processes, and community involvement can build emotional connections with audiences, as authentic narrative-based videos have been shown to be effective in increasing consumer interest and positive perceptions (Suardi & Wiraseptya, 2023). Furthermore, social media is a strategic supporter because it is easily accessible, low-cost, and able to expand promotional reach beyond the village area, in line with the findings of Astuti & Nurdin (2021) who confirmed that Instagram and WhatsApp Business are effective as digital promotional channels for village businesses. Finally, modern packaging supports the product image through a hygienic and professional appearance that increases consumer confidence in Kejapa's quality. This aligns with the Tigawasa Village coffee innovation document, which demonstrates that modern packaging can strengthen brands and increase the economic value of local products. Therefore, the synergy between culture, visual narratives, digital media access, and modern packaging is a key factor contributing to the success of Kejapa's video-based promotional strategy.

The inhibiting factors in Kejapa's promotional strategy stem from three main obstacles. First, video production skills make it difficult for entrepreneurs to create engaging and informative visuals, in line with the findings of Widiastini *et al.* (2022) who explained that village entrepreneurs often face technical challenges in producing digital content due to a lack of experience and media literacy. Second, promotion is suboptimal because entrepreneurs are unable to update content consistently, even though the desire for publication is key to retaining audience attention. Rahmawati (2021) stated that the inability to manage content regularly is a serious challenge in promoting digital villages. Third, the lack of supporting equipment, such as recording equipment and simple editing tools, hampers visual quality, resulting in less engaging content. This aligns with the findings of Astuti & Nurdin (2021) who stated that limited digital infrastructure at the village MSME level can limit the effectiveness of social media-based marketing. Feedback is a crucial stage in Kejapa's promotional strategy because consumer responses are used as a basis for evaluating and improving future video content. After videos are shared on social media, consumers provide comments, questions, or reactions that demonstrate their understanding, interest, or trust in the product. This information helps businesses identify effective content elements, such as eye-catching grilling visuals, and less clear areas, such as pricing information or ordering instructions. These interaction patterns also provide insights into consumer needs, allowing subsequent content to be tailored to be more relevant and persuasive. This feedback-based approach aligns with the findings of Hidayath *et al.* (2024), who stated that consumer engagement through digital media can be an indicator of interest and a source of information for refining promotional strategies. Furthermore, Rahmawati (2021) emphasized the need for ongoing evaluation to ensure digital content remains engaging and retains audience attention. Consumer feedback serves not only as a form of interaction but also as a quality control tool that helps businesses improve the effectiveness of promotional videos and strengthen future marketing opportunities.

CONCLUSION

This research provides information that a video-based promotional strategy can increase the economic value of Kejapa Coffee, a local product of Tigawasa Village. The implementation process involved three core stages. The first stage was content planning, which established promotional objectives, formulated a story about the roasting tradition and the village's cultural identity, and selected key messages related to product quality, authenticity, and hygiene. The second stage was video production, which showcased the traditional roasting process, coffee plantations, and modern packaging, providing authentic visuals that boost consumer trust. The third stage was distribution through Instagram, WhatsApp Business, and packaging barcodes, making the video easily accessible and reaching a wider audience.

This strategy yielded three immediate results. Kejapa's visibility increased as the product became better known outside the village. Perceptions of product quality strengthened because consumers could directly observe the production process. Consumer engagement increased through comments, questions, and re-sharing of digital content. The economic impact was evident in increased demand, market expansion, increased business revenue, and the emergence of new business opportunities related to sales, marketing collaborations, and the potential development

of coffee-based educational tourism. Supporting factors for the success of this strategy include cultural uniqueness, a strong visual narrative, easy social media access, and modern packaging that strengthens the product's image. Inhibiting factors include limited video production skills, inconsistent content updates, and a lack of supporting equipment. Overall, video serves as a promotional medium and economic instrument that strengthens the competitiveness of local products in Tigawasa Village.

Future research is recommended to focus on evaluating the long-term impact of video content use on increasing sales and competitiveness of Kejapa products. Research could also compare the effectiveness of various digital platforms in supporting MSME promotion and analyze audience engagement patterns with various types of content. Furthermore, developing an integrated promotional model that combines video marketing with Tigawasa Village's coffee tourism concept requires further research to determine its potential for strengthening local branding and promoting village economic sustainability.

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