

Branding Luwu Coffee as a Signature Souvenir from Luwu Regency, South Sulawesi

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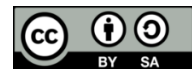
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ABSTRACT

This article aims to analyze the branding strategy of Arabica coffee from Luwu Regency as a signature souvenir that is expected to enhance local economic value. The research employs a quantitative approach through coffee quality testing and a qualitative approach using a case study method, involving interviews with farmers, business actors, and relevant stakeholders. Data were also obtained through direct observation and analysis of supporting literature. The study was conducted in Latimojong District, specifically in Boneposi and Tolajuk Villages, as well as in Belopa City, Luwu Regency, South Sulawesi. The research was carried out in August 2023 and July 2024. The findings reveal that the unique flavor of Luwu Arabica coffee, supported by ideal geographical conditions and local cultural narratives, holds significant potential to be positioned as a premium product. Effective branding strategies include narratives linked to local culture, digital-based promotional designs, and integration with the tourism sector. The implications of branding Luwu Arabica coffee include increased farmers' income, job creation, and the strengthening of the region's identity as a producer of high-quality coffee. This article also highlights the importance of collaboration between the government, business actors, and local communities to ensure the success of this branding effort in supporting the economic well-being of Luwu society while introducing Indonesia's unique products to a broader audience.

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1. INTRODUCTION

1.1. Background

Luwu Regency is one of the regencies in South Sulawesi Province, characterized by diverse geographical and demographic features. Covering an area of approximately 3,000 square kilometers, it comprises lowlands, mountains, valleys, and coastal areas. The regency has a population of around 400,000 people, with a

population density of about 133 people per square kilometer [1]. In addition to its fisheries sector, Luwu Regency possesses abundant natural resources, including plantations, forestry, and mining. As a region with a substantial land area, Luwu Regency holds significant potential for the development of its agricultural and plantation sectors. It is known as a production hub for various

agricultural commodities, such as rice, corn, coffee, cocoa, and others [2].

Luwu Regency also offers promising tourism potential, with its natural beauty featuring lakes, rivers, and mountains that can be developed as tourist destinations. Moreover, it is home to historical and cultural heritage sites of high value, such as the Jao Luwu Fortress, a relic of the Luwu Kingdom from the past [3], [4]. With its abundant natural resources, productive fisheries, agriculture, and plantation sectors, as well as promising tourism potential, Luwu Regency holds a bright prospect for further advancement and development in the future.

The plantation sector, particularly coffee, has become a significant part of the agricultural landscape in South Sulawesi, with Latimojong District serving as one of the main producers of Arabica coffee. Coffee plantations in Latimojong District (Luwu Regency) began to develop in the mid-20th century, coinciding with the growing interest in coffee commodities across South Sulawesi. Initially cultivated as a side business by local farmers, coffee eventually became one of the region's leading products. The tradition of coffee cultivation has been passed down through generations, making coffee an integral part of life in Latimojong. This is closely tied to Latimojong's climate, located in a highland area with an average elevation of 800–1,500 meters above sea level, which is ideal for producing high-quality Arabica coffee. The distinctive characteristics of Latimojong Arabica coffee include its complex flavor, floral aroma, balanced acidity, and traditional farming systems [5]. Most farmers employ organic methods and traditional cultivation techniques to preserve the authenticity of the

coffee's taste. The region's favorable climate and geographic conditions make it highly suitable for Arabica coffee cultivation.

Over the past two decades, the area dedicated to coffee cultivation in Latimojong has continued to expand, reflecting the importance of this commodity to the local economy. The development of the coffee industry in the region has been driven by various factors, including efforts to improve productivity and quality, as well as increasing demand for coffee in domestic and global markets. Ground coffee consumption in Indonesia has risen, with an average per capita consumption of 0.801 kg per year in 2018 [6]. This trend presents significant opportunities for the development of the coffee industry, particularly in regions like Latimojong, which possesses the resources and climate necessary for optimal coffee cultivation.

Local governments and agricultural stakeholders in Latimojong have implemented various strategies to advance the coffee agribusiness in the area. These efforts focus on improving the productivity and quality of coffee beans, exploring new marketing channels, and adding value through processing to enhance the competitiveness of Latimojong coffee products in both domestic and international markets, similar to initiatives undertaken by local governments and private entities in other regions of Indonesia [6]–[8]. The development of the coffee industry in Latimojong has also been influenced by broader trends in the global coffee market, including the emergence of sustainability standards and growing consumer awareness of environmentally friendly farming practices.

Research on the importance of coffee branding in enhancing the local economy is a critical topic to explore. Effective marketing strategies, including branding, can play a pivotal role in improving the competitiveness of local coffee products and fostering economic growth at the local level [9]. A relevant study in this area is the analysis of consumer behavior in purchasing coffee at Metime Coffee and Eatery in Bengkulu City. This study found that product attributes, such as taste, aroma, and price, are important considerations for consumers in making purchasing decisions [10]. These insights into consumer preferences can be leveraged to develop effective coffee branding strategies.

In addition, a study on the marketing strategies of roasted Robusta coffee conducted by the Sumber Mulyo Farmers Group Association in Jember Regency provides valuable contributions. It emphasizes the need to increase production capacity, diversify products, and strengthen marketing networks to enhance the competitiveness of local coffee [9]. Based on these findings, it can be concluded that developing effective coffee branding strategies, while considering consumer preferences and improving producer capabilities, can have a positive impact on the local economy. Strong branding can also enhance the visibility and uniqueness of local coffee products, build consumer loyalty, and increase product value. Therefore, further research on effective coffee branding strategies in the context of improving the local economy is essential.

1.2. Identification of problems

The research problem identified in this study centers on the challenges faced in marketing Luwu Coffee as a regional souvenir and the

lack of awareness and recognition of local products. Arabica coffee is one of Indonesia's high-value plantation commodities [9]. Efforts to enhance the productivity and quality of coffee are continually undertaken to improve its competitiveness in the global market. One of the regions in Indonesia with significant potential for coffee development is South Sulawesi.

Luwu Arabica coffee holds considerable potential to be developed as a signature regional souvenir. However, several issues need to be addressed in the branding of Luwu Coffee as a distinctive souvenir. The first issue concerns the quality of coffee beans, particularly in the form of green beans. The second issue is the state of supply from coffee farmers within the coffee supply chain and the level of marketing integration among businesses within this chain. These two factors can pose significant barriers to developing Luwu Coffee as a regional souvenir.

The development of coffee agribusiness strategies is another critical issue, particularly in efforts to improve productivity and quality to enhance the competitiveness of Luwu Coffee in the market. Additionally, consumer behavior and preferences regarding coffee must also be considered. Understanding consumer characteristics, satisfaction levels, and the coffee product attributes deemed important by consumers can provide valuable insights for developing effective marketing strategies for Luwu Coffee as a signature souvenir of Luwu Regency.

1.3. Research purposes

The objective of this study is to develop an understanding of how Luwu Arabica coffee can be positioned as a distinctive product and a preferred choice as a regional souvenir. This article also aims to examine appropriate branding

strategies for establishing the image of Luwu Arabica coffee, while exploring the relationship between enhancing its competitiveness and creating opportunities for local economic growth.

2. LITERATURE REVIEW

2.1 *Economic Potential in the Coffee Business*

Indonesia currently ranks third among the world's coffee producers, following Brazil and Colombia, with an average annual coffee production of approximately 600,000 tons, supplying 7% of global coffee demand [11], [12]. However, Indonesian coffee production has shown a declining trend from 2018 to 2019, creating significant opportunities for small and medium enterprises (SMEs) to fill the market gap [13].

The coffee business has emerged as one of the most promising sectors in Indonesia, with substantial and continually growing economic potential. National coffee consumption from 2016 to 2020 experienced a significant upward trend [10]. Moreover, the increasing number of coffee shops in Indonesia, particularly in major cities such as Yogyakarta, highlights the vast market potential within the coffee industry. This trend presents opportunities for entrepreneurs to initiate and expand coffee-related businesses, whether in the form of coffee shops or processed coffee production [11].

2.2 *Branding Concept*

Branding is a critical aspect of product marketing, serving to create a product's identity and image in the minds of consumers. It involves the process of assigning a name, symbol, or design to distinguish a product or service from its competitors [14]. Strong branding can foster trust,

loyalty, and added value for consumers [15].

The American Marketing Association defines a brand as a name, term, sign, symbol, design, or a combination thereof, intended to identify the goods or services of one seller or group of sellers and differentiate them from those of competitors [15]. Brand image refers to the perception or impression that a brand creates in the minds of consumers. According to Hamzah et al. (2023), a positive brand image can enhance the reputation of a company and increase sales volume. A strong brand image encourages consumers to prefer a specific product over competitors' offerings (Kurbani, 2019). One of the most essential skills for professional marketers is the ability to create, maintain, protect, and enhance a brand's image.

Branding for local Arabica coffee products is essential to building consumer awareness and perception of coffee produced by farmers and producers in Indonesia. Several theories are relevant to understanding this phenomenon, including theories on consumer preferences, marketing strategies, and customer satisfaction. According to the theory of consumer preferences, factors such as flavor, product design, ambiance, brand influence, location accessibility, and price are critical elements that influence consumer preferences when purchasing coffee [16]. This indicates that in building the branding of local Arabica coffee products, it is crucial to consider consumer preferences and align marketing strategies accordingly.

Effective marketing strategies also play a vital role in establishing the branding of local Arabica coffee products. Companies must innovate and create competitive advantages in areas such as packaging, product

offerings, distribution channels, and brand image. Tools like SWOT analysis and the Analytical Hierarchy Process (AHP) can be employed to develop appropriate marketing strategies [9].

Additionally, customer satisfaction is a key factor in building the branding of local Arabica coffee products. By understanding consumer characteristics, customer satisfaction indices, and the product attributes deemed important, companies can design products and marketing strategies that meet consumer needs and preferences [16]. These theories provide valuable insights into the branding of local Arabica coffee products in Indonesia. Consumer preferences, marketing strategies, and customer satisfaction are key elements that must be considered in building effective branding for local Arabica coffee products [17].

2.3 *Souvenir*

1. **The Definition of Souvenirs and Their Role in Cultural Identity**

Souvenirs represent a vital element within societal culture. These items serve not only a practical purpose but also act as representations of a region's cultural identity [18]. The cultural values embedded in souvenirs provide a medium for introducing and preserving cultural heritage across generations [19].

Souvenirs can evoke awareness of values and reinforce ideologies, whether at the national, regional, or community level [20]. For instance, batik, as a quintessential Indonesian souvenir, holds diverse meanings. It serves as a tool to foster value awareness, strengthen ideology, and support educational and cultural processes. Additionally,

souvenirs play a role in introducing and preserving local cultural wealth. The Cisadane Festival in Tangerang exemplifies such efforts, showcasing local cultural values through activities like boat races, food-throwing games, and traditional dances [18].

Thus, souvenirs play a significant role in safeguarding and preserving a region's cultural identity. The introduction and maintenance of cultural heritage through souvenirs not only benefit the local community but also attract tourists and contribute to the improvement of the local economy [20].

2. **Example of coffee souvenirs from other regions and their success.**

Coffee is one of the plantation commodities with high economic value, playing a significant role in Indonesia's national economy [9]. Coffee consumption in Indonesia has shown a consistent upward trend over the years, and one way to meet this growing demand is by promoting local coffee from various regions across the country [10].

The trend of drinking coffee in coffee shops or "hanging out" has become a lifestyle and a means for some individuals to express their identity. This phenomenon has driven the emergence of numerous coffee shops that not only serve coffee but also provide public spaces for interaction. Additionally, the creation of region-specific coffee souvenirs serves as both a promotional tool for local coffee and a profitable business opportunity [21].

One example of successful coffee souvenirs is the

initiative developed by Metime Coffee and Eatery in Bengkulu City. Metime offers exclusive and superior facilities to attract customers, providing not only coffee products but also a comfortable public space for visitors. Furthermore, Delicoffe, a culinary business unit specializing in coffee-based products, has designed and built coffee grinding machines to support and expand its business ventures [21].

Thus, the development of coffee souvenirs from various regions in Indonesia represents an effective strategy to promote local coffee while fostering profitable business opportunities.

3. RESEARCH METHOD

3.1 Research Design

This study employs both quantitative and qualitative approaches. The quantitative approach involves testing the quality of green beans collected from the Latimojong sub-district. The qualitative approach utilizes interview techniques, observation,

and literature review [22]. Interviews can also serve as an effective data collection method in coffee branding research. In-depth interviews may be conducted with consumers or other stakeholders, such as coffee shop owners, to gather more comprehensive information about the factors influencing purchasing decisions and brand loyalty, following the methods used by Rosanti et al. (2021).

The information obtained through interviews can provide a deeper understanding of consumer behavior and effective branding strategies. These two data collection methods—coffee quality testing and interviews—complement each other to produce more reliable and comprehensive research outcomes in exploring coffee branding [23].

3.2 Research Location and Time

The study was conducted in the Latimojong sub-district, specifically in Boneposi and Tolajuk villages, as well as in the city of Belopa, Luwu Regency, South Sulawesi. The research was carried out in August 2023 and July 2024.

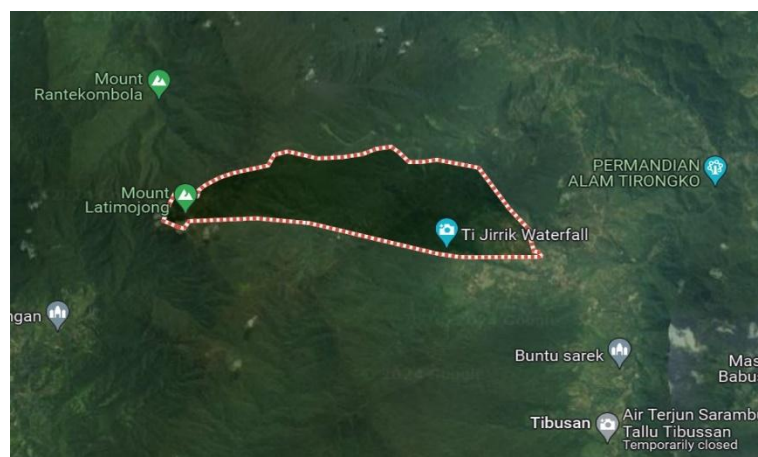


Figure 1. Tolajuk Village, Latimojong Sub district, South Sulawesi

3.3 Population and Sample

1. Description of Coffee Bean Samples and Sampling Techniques

A total of three samples were studied, with each sample

being a composite made from 10 kg of coffee beans, reduced to 1 kg per sample for testing. The composite samples were prepared to ensure a representative mix of the coffee

beans from the region. These samples were then tested at the Coffee and Cocoa Research Center in Jember, East Java, to evaluate their quality.

2. Arabica Coffee Branding

In the study of Arabica coffee branding, the research population consists of 30 individuals, including 10 coffee farmers, 5 stakeholders (such as village heads, coffee collectors, and coffee processors), 5 coffee marketers (including hotels, cafes, and small business operators), and 10 consumers (local tourists). The sampling technique used is purposive sampling, in which the

researchers deliberately select respondents who are considered representative of the population (Yucha & Safitri, 2021). By understanding consumer characteristics, marketers can develop more effective branding strategies [23].

4. RESULTS AND DISCUSSION

4.1 *The Potential of Luwu Coffee*

Geographical and Traditional Advantages in the Production Process

The image below illustrates our research activities in the Latimojong District.



Figure 2. Research Activities in Boneposi Village (left), Tolajuk Village (center), and the geographical condition of Tolajuk Village, resembling a "Land Above the Clouds" (right), Latimojong District, South Sulawesi.

Luwu Regency in South Sulawesi is known as one of the main production centers for Arabica coffee. This region possesses geographical advantages that support the development of high-quality coffee commodities. The climate and soil conditions in Luwu Regency are highly suitable for Arabica coffee cultivation, resulting in a distinctive flavor profile and superior quality.

In addition to its natural advantages, the coffee production process in Luwu Regency is deeply rooted in traditions that have been passed down through generations. Coffee farmers in this region have adopted an agroforestry system for cultivating Arabica coffee. The coffee bean processing methods include fermenting coffee cherries in plastic containers, removing the fruit skin,

followed by drying and hulling to obtain green beans ready for sale to collectors and coffee processors for roasting and powder production [24]. This traditional process contributes to the unique aroma, flavor, and texture of Luwu coffee.

Based on our observations, the potential of Arabica coffee in Luwu Regency still needs improvement in terms of production volume and bean size, while the percentage of defective beans should be minimized. To enhance the quality and quantity of Arabica coffee, strategic efforts are required along the entire value chain, involving various stakeholders. One of the strategies that can be implemented is improving the productivity and quality of Arabica coffee through the application of appropriate cultivation techniques, such as selecting superior seedlings, optimizing soil nutrient management, and controlling pests and diseases. Moreover, proper post-harvest handling, including processing, drying, and sorting, plays a crucial role in maintaining and improving the quality and quantity of coffee beans [25].

In terms of marketing, synergy among business actors—ranging from farmers, traders, and processing industries to consumers—is essential for establishing a strong and integrated marketing network. By leveraging the potential of Arabica coffee in Luwu Regency, it is expected that the competitiveness of the product can be enhanced in both local and global markets.

4.2 Branding Strategy

A brand is a long-term investment that can provide significant benefits to an organization or company if managed properly (Sulistiono et al., 2020). Therefore, brand development must be accompanied by attention to product packaging aspects. Packaging can

serve as an effective product strategy by enhancing the external appearance of the product, such as wrappers, labels, colors, and other elements. Attractive packaging can help improve product promotion and sales, especially for Micro, Small, and Medium Enterprises (MSMEs), which play a significant role in the national economy (Sulistiono et al., 2020). Packaging not only functions to protect the product but also plays a crucial role in attracting consumer attention and creating the first impression of product quality [26]. One approach that can be utilized is highlighting local aesthetics and emphasizing sustainability principles in packaging design. Aesthetic packaging that reflects local identity can enhance product appeal to consumers [27]. Furthermore, the use of environmentally friendly packaging materials can add value to Arabica coffee products.

In addition, social media promotion can be an effective tool to boost Arabica coffee product sales. By optimizing social media promotion, producers can reach a broader target audience and build closer relationships with consumers [27]. Analyzing consumer preferences and satisfaction is also crucial in developing an effective branding strategy. By understanding consumer characteristics, producers can design products and services that align with market needs and demands [10]. Therefore, a comprehensive branding strategy that includes packaging, promotion, and consumer understanding is key to success for Arabica coffee producers in facing the increasingly competitive coffee industry.

Visual Identity of Latimojong Arabica Coffee

Latimojong Arabica coffee, originating from Luwu Regency,

South Sulawesi, has a distinctive visual identity and logo that reflect the uniqueness and quality of the product. This visual identity is crucial in building brand image and making it easier for consumers to recognize and remember the coffee product [25]. One of the recommended elements of the visual identity and logo includes the Latimojong mountain symbol and the text "Kopi Latimojong" (Nugraeni, 2022). The colors suggested by Nandita et al. (2023) are green and brown, symbolizing the fertility of the land and the quality of the coffee. Additionally, the product packaging is carefully designed to reflect the uniqueness of the coffee's place of origin [22]. A strong visual identity and logo, along with an effective marketing strategy, have contributed to positioning Latimojong Arabica coffee as one of the leading coffee products from Luwu Regency.

In its marketing strategy, Latimojong Arabica coffee has been positioned as a high-quality coffee product, with a focus on its distinctive taste and aroma. Market penetration is carried out through collaborations with souvenir shops, local and regional coffee shops, as well as promotions on social media and special promotional events. Based on interviews with local tourists, these efforts have successfully increased consumer awareness and preference for Latimojong Arabica coffee.

4.3 Latimojong Coffee as a Signature Souvenir of Luwu Regency

Luwu Arabica coffee, originating from the Latimojong District, is a premium commodity with great potential to become a signature regional souvenir. Several factors make Luwu Arabica coffee an ideal choice as a gift or souvenir.

First, Luwu Arabica coffee possesses a unique and distinctive flavor profile, characterized by its complex and appealing taste. The

processing of Luwu Arabica coffee, which is still largely carried out using traditional methods, results in a strong and distinctive flavor that sets it apart from other commercial coffees. Additionally, the limited availability of Luwu Arabica coffee enhances its appeal to consumers who wish to experience the authentic taste of this regional specialty [28].

Second, the historical and cultural value associated with Luwu Arabica coffee can serve as an attraction for tourists. This coffee has long been an integral part of the local community's life, with cultivation and processing traditions passed down through generations. Attractive and informative packaging that highlights the history and cultural aspects of Luwu Arabica coffee can add value for consumers, as suggested by Feni et al. (2022) and Ruhjana et al. (2022).

Third, Luwu Arabica coffee can serve as a medium to promote the tourism potential of Luwu Regency. By positioning Luwu Arabica coffee as a signature souvenir, it can attract tourists' interest to visit the region and explore the cultural and natural richness of Luwu Regency, as recommended by Fadhila & Deliana (2019) and Novitasari & Ismail (2021).

Thus, Luwu Arabica coffee holds great potential to become a distinctive souvenir that appeals to consumers while supporting tourism development in Luwu Regency.

4.4 Successful Branding Case Studies of Other Local Coffee Products as a Reference

Arabica coffee is one of the most renowned coffee varieties in the world due to its unique and distinctive flavor profile. However, not all local Arabica coffee varieties can maintain their competitive edge in the market. To compete effectively, local Arabica coffee producers must establish strong and appealing

branding strategies that resonate with consumers.

One successful case of local Arabica coffee branding is Flores Coffee [29]. Originating from Flores Island, East Nusa Tenggara (NTT), Flores Coffee has successfully built a reputation as a premium, high-quality coffee. This success is attributed to the efforts of Flores coffee stakeholders in integrating the marketing chain—from farmers and traders to processing industries and coffee shops. Additionally, the development of specialty coffee based on local wisdom has been a key factor in the success of local Arabica coffee branding. This is exemplified by Manglayang Timur Coffee from Sumedang, West Java, which employs a specialized fermentation process to create a unique flavor profile [28].

Another approach that can be adopted is the utilization of digital technology to promote local coffee, as demonstrated by Metime Coffee and Eatery in Bengkulu City. By leveraging social media and mobile applications, this café has successfully attracted consumer interest and established a strong reputation as a culinary tourism destination [10].

Overall, successful branding of local Arabica coffee requires collaborative efforts among various stakeholders across the entire supply chain, as well as the effective utilization of local advantages and technological innovations [27].

4.5 *Development Potential of Luwu Arabica Coffee*

Based on interviews, observations, and literature reviews, we recommend the development of the local economy through Luwu Arabica coffee. This recommendation is supported by favorable geographical conditions, including highlands with a cool climate and fertile soil, which are highly suitable for Arabica coffee cultivation. Luwu

Arabica coffee is known for its distinctive aroma with balanced acidity, offering a unique taste experience compared to coffee from other regions. The traditions and stories behind the cultivation and processing of Luwu Arabica coffee can serve as an additional attraction.

With the growth of tourism in South Sulawesi, Luwu Arabica coffee has a significant opportunity to become a signature souvenir for tourists. This coffee can be marketed at various tourist destinations, cultural festivals, and both national and international exhibitions. Furthermore, the rising trend of specialty coffee consumption, both in Indonesia and globally, provides an opportunity for Luwu Arabica coffee to compete as a premium product [29].

Strategies for Developing Arabica Coffee Business in Luwu:

1. This involves training coffee farmers to enhance cultivation techniques and post-harvest processing, as well as obtaining certifications such as Geographical Indication (GI) or organic certifications to boost product credibility [28]. The Agriculture and Trade Office ensures quality control by maintaining consistency in flavor through proper processing and storage systems.
2. Highlight local identity through distinctive narratives, such as stories of local farmers, cultural traditions, or the connection between coffee and Luwu's natural environment. Additionally, premium packaging with attractive designs featuring Luwu cultural motifs can enhance the product's value as a

- souvenir. Product diversification is also essential, including the development of variants such as ground coffee, roasted coffee beans, drip bag coffee, and instant coffee to appeal to diverse market segments.
3. Expand local and regional markets by selling products in souvenir shops, hotels, airports, and restaurants across South Sulawesi. Leverage digital marketing through e-commerce platforms, social media, and websites to promote products online. Small coffee businesses should participate in exhibitions, such as coffee or tourism fairs, to increase brand exposure.
 4. Organize visits to coffee plantations as part of an educational tourism program, where visitors can learn about the coffee cultivation process from planting to processing. Consider establishing thematic cafes in Luwu that feature local Arabica coffee while offering a cultural experience.
 5. Collaborate with small and medium-sized enterprises (SMEs), particularly local businesses, to develop derivative products such as coffee candies, coffee-based soaps, or coffee-themed souvenirs (Ichsan et al., 2023). Additionally, establish partnerships with the government by utilizing government programs to support coffee agriculture development and product marketing.
 6. Implementing a coffee production chain based on coffee branding will open up employment opportunities, from cultivation, processing, and packaging to product distribution. New jobs will also be created in derivative industries, such as the production of coffee candies, coffee-based soaps, and coffee-themed souvenirs, which will require additional labor. Furthermore, the expansion of Coffee Tourism, including coffee plantation tours and local thematic cafes, will generate new employment opportunities in the tourism sector [25], [27].
 7. The development of the coffee industry can empower local communities through training, income improvement, and the development of infrastructure around coffee plantations.
 8. Utilizing cultural identity-based branding that incorporates elements of Luwu's culture (such as art, traditional motifs, or local stories) can strengthen the regional creative economy. Additionally, promoting Luwu Arabica coffee as a flagship local product can establish it as an icon of the creative economy, attracting tourists and consumers from outside the region.

5. CONCLUSION AND SUGGESTIONS

5.1 Conclusion

The branding of Luwu Arabica coffee not only enhances the economic value of the coffee product but also generates a significant positive impact on the local economy. By increasing farmers' income, creating new job opportunities, empowering small and medium-

sized enterprises (SMEs), and strengthening the tourism sector, this coffee has the potential to become a driving force for Luwu's economic growth. Successful branding will solidify Luwu's position as a recognized producer of high-quality coffee at both regional and national levels. Through the implementation of effective branding strategies, Luwu Arabica coffee has the potential to become a distinctive regional souvenir supported by tourism and the creative economy, particularly through coffee tourism, while further strengthening the creative economy based on local products.

5.2 Suggestions

The following recommendations are proposed to stakeholders for marketing Luwu Arabica coffee as a regional souvenir.

First, stakeholders need to enhance the quality and uniqueness of Luwu Arabica coffee products. This can be achieved by maintaining and improving the quality of coffee beans and introducing distinctive processing methods that add value to the product. Furthermore, product packaging should be designed attractively, reflecting the cultural identity of Luwu to capture consumer interest.

Second, stakeholders should improve marketing integration among all parties involved in the Luwu Arabica coffee supply chain,

including farmers, farmer groups, wholesalers, processing industries, and end retailers [28]. Such integration is essential for marketing Luwu Arabica coffee in a more coordinated and streamlined manner [25].

Next, intensive promotion and branding of Luwu Arabica coffee as a distinctive regional souvenir should be conducted. Promotion can utilize various media channels, both digital and print, and leverage tourism events in Luwu Regency. Additionally, product branding that incorporates Luwu's regional identity is crucial to highlight the product's uniqueness and increase consumer appeal [9].

By implementing these strategies, Luwu Arabica coffee is expected to be marketed more effectively as a distinctive regional souvenir, attracting both local consumers and tourists.

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