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Enhancing the Competitiveness of Local Ponorogo Coffee Through Value Chain Analysis from an Islamic Economics Perspective

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Abstract

Introduction: The coffee sector in Ponorogo Regency, East Java, is experiencing growth, marked by the increase in coffee shops and food stalls. However, local farmers' coffee production has not been fully absorbed by market players, indicating an imbalance in production and marketing. Geographically, Ponorogo holds significant potential for coffee development, particularly on the slopes of the Wilis Mountains, with its favorable altitude and fertile soil. This study aims to analyze the value chain and competitiveness of Ponorogo coffee by integrating the concept of maslahah (benefit) into Islamic economics. **Research Methods:** This research employs a qualitative method with a case study approach. Data were obtained through observation, documentation, and interviews at each stage of the coffee value chain, including coffee farmers (upstream), coffee business owners (downstream), and the Agriculture Office (Plantation Office) in Ponorogo Regency.The case study approach was used to understand the factors within the value chain that influence the competitiveness of local Ponorogo coffee and the integrated strategies for achieving shared and sustainable benefits. **Results:** The research results show that Ponorogo coffee's competitiveness remains relatively weak due to factors within the value chain that are not optimally integrated from upstream to downstream. Constraints in the Ponorogo coffee value chain include long harvest periods, weather constraints, technological limitations, suboptimal picking practices, low-value-added processing, and limited market

access and minimal uptake of local Ponorogo coffee downstream. **Conclusion:** Therefore, an integrated development strategy is needed through strengthening farmer resources, modern technology, government support and synergy from various parties so that it can increase the competitiveness and welfare of farmers.

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INTRODUCTION

The dynamics of the coffee industry in Indonesia have undergone a significant transformation, evolving from a mere agricultural commodity into an economic sector with substantial social and cultural dimensions. Coffee is no longer viewed solely as a consumer product but has become an integral part of modern lifestyles, as reflected in the increasing market demand and the rapid growth of coffee shops and traditional coffee stalls (angkringan) across various regions, including Ponorogo Regency (Puspitasari & Prasetiyo, 2024). However, the reality in the field indicates that local Ponorogo coffee has not yet been able to meet the demands of its own regional market, as only a limited portion of local coffee production is absorbed by business actors. This condition suggests an imbalance between the high level of demand and the weak local supply, highlighting the need for strategies to strengthen the Ponorogo coffee value chain so that the region's economic potential can be utilized more effectively (Lukito, Department of Agriculture, Plantation Division, 2025).

According to the 2021 SME Data of Ponorogo Regency, there were 38,387 Small and Medium Enterprises (SMEs) operating in the regency, with 4,105 SMEs located in Ponorogo District (Jumlah UKM dan UMKM Tahun 2021 – Data Statistik Sektoral, n.d.). The large number of business establishments indicates that the coffee market in Ponorogo is substantial and continues to grow. Nevertheless, downstream business actors, such as coffee shops and angkringan, still tend to use coffee sourced from outside the region because local Ponorogo coffee is perceived as lacking consistent quality and a strong brand image. In fact, Ponorogo possesses considerable potential for coffee development, with approximately 890.44 hectares of coffee plantations distributed across eleven districts. These coffee-growing areas are supported by favorable geographical conditions, particularly on the slopes of Mount Wilis. Coffee varieties cultivated in Ponorogo Regency include Arabica, Robusta, Excelsa, and Liberica, which are spread across districts such as Ngebel, Pudak, Sooko, Pulung, Jenangan, Slahung, Sawoo, Ngrayun, Jambon, Sampung, and Badegan (Lukito, Department of Agriculture, Plantation Division, 2025).

Based on these conditions, a more comprehensive study is needed to examine the competitiveness of local Ponorogo coffee through value chain analysis in order to identify the factors contributing to its weak competitive position and to formulate development strategies from the perspective of Islamic economics. Previous research conducted by Gusti Randy

Pratama and Muhammad Salikudin (2022), entitled Value Chain Analysis of Ponorogo Coffee, shares a similar focus on local coffee in Ponorogo Regency (Salikudin, 2022). Existing studies generally discuss coffee value chains from a broad perspective without incorporating Islamic economic principles. Some studies focus on distribution and marketing, others emphasize business ethics, while several concentrate on production management. However, no study has specifically examined the competitiveness of local Ponorogo coffee through a value chain approach integrated with Islamic economic values, particularly the concept of maslahah.

From a theoretical perspective, Michael Porter's concepts of value chain and competitive advantage emphasize the importance of optimizing all activities within the value chain to create sustainable competitive advantages (Periansya, 2011). In practice, however, Ponorogo coffee continues to face limitations in the networks connecting farmers, processors, and business actors, resulting in suboptimal value creation. From the perspective of Islamic economics, the principles of maslahah (public benefit) and justice should promote a more equitable distribution of economic benefits among all stakeholders within the coffee value chain. Therefore, this study aims to analyze the value chain and competitiveness of Ponorogo coffee through an Islamic economic approach by examining the implementation of the maslahah concept in strategies designed to strengthen competitiveness among farmers, processors, and coffee business actors in Ponorogo Regency.

RESEARCH METHOD

This study employs a qualitative research method with a case study approach, focusing on the phenomenon of the weak competitiveness of local Ponorogo coffee. Data were collected through observation, documentation, and interviews conducted at each stage of the Ponorogo coffee value chain, including coffee farmers as upstream actors, coffee business owners in Ponorogo Regency as downstream actors, and representatives from the Plantation Division of the Department of Agriculture.

The research was conducted in Ponorogo Regency. The upstream research sites included coffee-producing areas located on the slopes of Mount Wilis, particularly Wagir Lor Hamlet, Wates Village, Jenangan District, which is known for its potential in cultivating Excelsa coffee varieties, and Banaran Village in Pulung District, a region with significant potential for Arabica coffee cultivation. For the downstream segment, data were collected from coffee business owners and coffee roasteries located in the urban area of Ponorogo, which serves as a strategic marketing center with a high concentration of consumers.

The potential within each stage of the value chain has not yet been optimally integrated, resulting in limited value creation across the coffee industry. Furthermore, the rapid growth of coffee stalls (angkringan) and coffee roasteries in Ponorogo presents an interesting phenomenon for analyzing the relationship between the upstream sector (coffee farmers) and the downstream sector (marketing and business activities). To ensure data credibility, this study applies data triangulation and member-checking techniques by comparing and re-examining information obtained from various sources and informants (Soendari, 2012).

RESULT AND DISCUSSION

Competitiveness Analysis of Ponorogo Local Coffee

Ponorogo Regency possesses significant potential for coffee cultivation due to its favorable geographical conditions. Parts of the region are located on the slopes of Mount Wilis, which provide an ideal environment for coffee production. In addition, coffee demand in Ponorogo has continued to increase, as evidenced by the growing number of coffee shops and traditional coffee stalls (angkringan). If managed effectively, these potentials can contribute to the creation of a sustainable competitive advantage. According to Porter (2008), competitive advantage is influenced by five competitive forces: the threat of new entrants, the bargaining power of suppliers, the bargaining power of buyers, the threat of substitute products, and rivalry among existing competitors. Understanding these forces is essential for evaluating the competitiveness of local coffee and identifying strategies for strengthening its market position. The Ponorogo coffee value chain can be illustrated as follows:

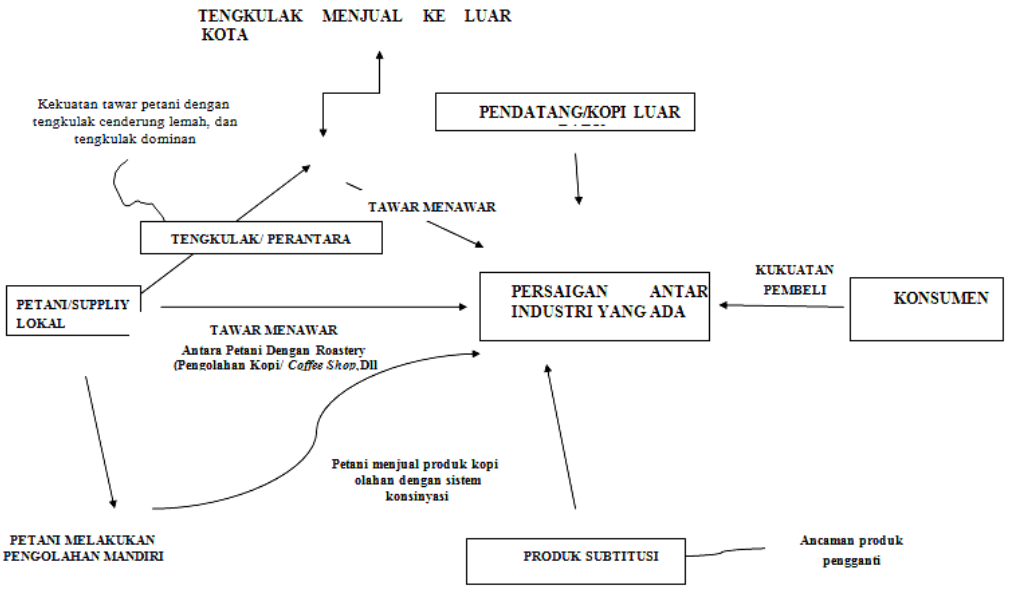

Figure 1. Schematic diagram of the five competitive forces in the Ponorogo coffee value chain

The Ponorogo coffee value chain consists of three main stages: upstream (cultivation), processing, and downstream (market distribution). The value chain begins at the upstream stage, where local coffee farmers act as raw material suppliers by cultivating coffee plants and selling their harvest in the form of coffee cherries (red or wet cherries). Some farmers also sell their products as dried coffee beans (after the drying process) or as green beans following the removal of the parchment layer. Based on the value chain structure, there are three primary distribution channels for local coffee farmers in Ponorogo. First, farmers sell directly to the market in the form of raw coffee products, either wet cherries or green beans. Second, farmers sell their harvest through intermediaries or middlemen. Third, farmers independently process and market their coffee products.

Farmers who sell directly to the market generally have established partnerships with coffee-processing industries or roasteries as suppliers of production inputs. Consequently, they are more closely connected to downstream market activities. In contrast, farmers who rely on middlemen generally have limited direct access to the market, making their sales highly dependent on intermediary traders. Within this distribution channel, farmers tend to possess weak bargaining power in determining prices. As stated by Mr. Mulyono, Head of the Farmer Group in Banaran Village, Pulung District, Ponorogo Regency, farmers have little influence over pricing decisions because prices are largely determined by middlemen. According to the interview, farmers typically sell red-picked coffee cherries for IDR 12,000 per kilogram, while mixed red and green-picked cherries are sold for approximately IDR 10,000 per kilogram. The interview also revealed that middlemen market the coffee within Ponorogo and nearby areas, particularly around Pulung. Some middlemen also distribute coffee outside the region, including to Dampit, Malang (Mulyono, 2026).

On the other hand, some farmers independently process harvested coffee beans into ready-to-brew ground coffee, which is marketed either directly to consumers or through consignment arrangements with local markets and retail stores. In this distribution channel, farmers function not only as suppliers but also as processors and marketers, enabling them to generate higher economic value from their products (Tomy Burhan, 2026). At the downstream level, particularly in urban areas of Ponorogo, various business establishments such as traditional markets, supermarkets, retail stores, food stalls, angkringan, coffee shops, modern cafés, and other commercial enterprises continue to grow each year, indicating an increasingly competitive market environment. However, field observations reveal that the supply of local Ponorogo coffee has not yet been able to fully meet market requirements. This is largely due to inconsistencies in product quality, pricing, and supply availability from local farmers (Coffee Shop and Roastery Owner Z, 2026). Factors affecting coffee bean quality include rainfall conditions, the relatively long harvesting period, and farmers' competencies, all of which influence inbound logistics and the quality of raw materials supplied to the coffee-processing industry.

The bargaining power of buyers also plays a significant role in shaping competition within the coffee industry. Coffee shops and other coffee-related businesses have access to a wide range of coffee suppliers, including both local and non-local products. As a result, they tend to be highly selective regarding quality, supply continuity, pricing, and consistency of raw materials (Angkringan Owner X, 2026). Field findings indicate that local Ponorogo coffee has not been optimally absorbed by the market, leading many business actors to seek alternative sources of coffee supply due to concerns regarding price competitiveness, product quality, and supply reliability. In addition, the industry faces threats from substitute products, including non-coffee beverages and various contemporary drink products that serve as alternative choices for consumers. These five competitive forces collectively influence the competitiveness of local Ponorogo coffee. In addition to Porter's Five Forces analysis, several other indicators can be used to assess the competitiveness of Ponorogo coffee, including pricing, cultivation area, and downstream market conditions, as follows:

1. The area of Ponorogo coffee plantations and prices

Based on the analysis results, the coffee plantation area in Ponorogo Regency increased in 2025 compared to 2024. The total area of Robusta coffee plantations expanded from 335.16 hectares to 594.02 hectares, while Arabica coffee plantations increased from 348.54 hectares to 356 hectares. This growth indicates that Ponorogo possesses substantial natural resources and significant opportunities for the development of its local coffee industry. However, the findings reveal that the expansion of plantation areas has not been fully accompanied by an improvement in competitiveness. In terms of pricing, local coffee continues to experience fluctuations ranging from IDR 60,000 to IDR 90,000 per kilogram, influenced by factors such as harvesting seasons, weather conditions, coffee bean quality, and market stock availability (Lukito, Department of Agriculture, Plantation Division, 2025). Furthermore, interview results indicate that business actors tend to switch to substitute products sourced from other regions when the supply of local coffee becomes unstable and product quality remains inconsistent (Coffee Shop and Roastery Owner Z, 2026). Therefore, enhancing the competitiveness of local Ponorogo coffee cannot rely solely on the expansion of cultivation areas. It also requires improvements in product quality, supply continuity, and product differentiation strategies to achieve sustainable competitiveness in the market.

2. Downstream conditions

Based on the analysis of downstream conditions, the utilization of local Ponorogo coffee by business actors remains relatively low. Of the six businesses examined in this study, most angkringan establishments did not use local Ponorogo coffee and instead preferred coffee brands from outside the region that were already familiar to consumers and perceived as more consistent in terms of quality, pricing, and supply. This condition indicates that the competitive position of local Ponorogo coffee remains weak in establishing market trust and product differentiation. Nevertheless, field observations identified several coffee shops that continue to use local Ponorogo coffee while promoting a local identity through modern coffee concepts and branding strategies. These findings suggest that local Ponorogo coffee still possesses significant development potential through product differentiation, stronger branding efforts, and improvements in product quality and consistency, thereby enabling the establishment of a stronger local coffee brand image in the market.

According to Porter's Value Chain Analysis, these challenges are associated with both primary and support activities. Primary activities include inbound logistics, operations, outbound logistics, marketing and sales, while support activities consist of infrastructure, human resource management, procurement, and technology. In terms of outbound logistics, the distribution of Ponorogo coffee is still largely dominated by middlemen who market coffee products outside the region. This situation indicates that farmers maintain a relatively weak bargaining position within the distribution chain.

Furthermore, access to modern markets and broader distribution networks remains limited, resulting in suboptimal market absorption of local coffee products. In the area of marketing and sales, competition among coffee businesses continues to intensify alongside the rapid growth of coffee shops in Ponorogo. However, the branding and identity of local

Ponorogo coffee remain less established than those of coffee products from other regions. Therefore, based on Porter's Value Chain Analysis, strengthening both primary and support activities is essential. Such efforts should include improvements in processing technology, enhancement of farmer institutions and organizations, infrastructure development, and stronger collaboration among stakeholders. These measures are expected to create greater value addition and foster the sustainable competitiveness of local Ponorogo coffee.

Analysis of Value Added in the Ponorogo Coffee Value Chain

Beyond issues of distribution and marketing, the Ponorogo coffee value chain reveals the creation of value added throughout each stage of the coffee processing process. This indicates that economic value increases as coffee moves from raw agricultural products to processed and market-ready products.

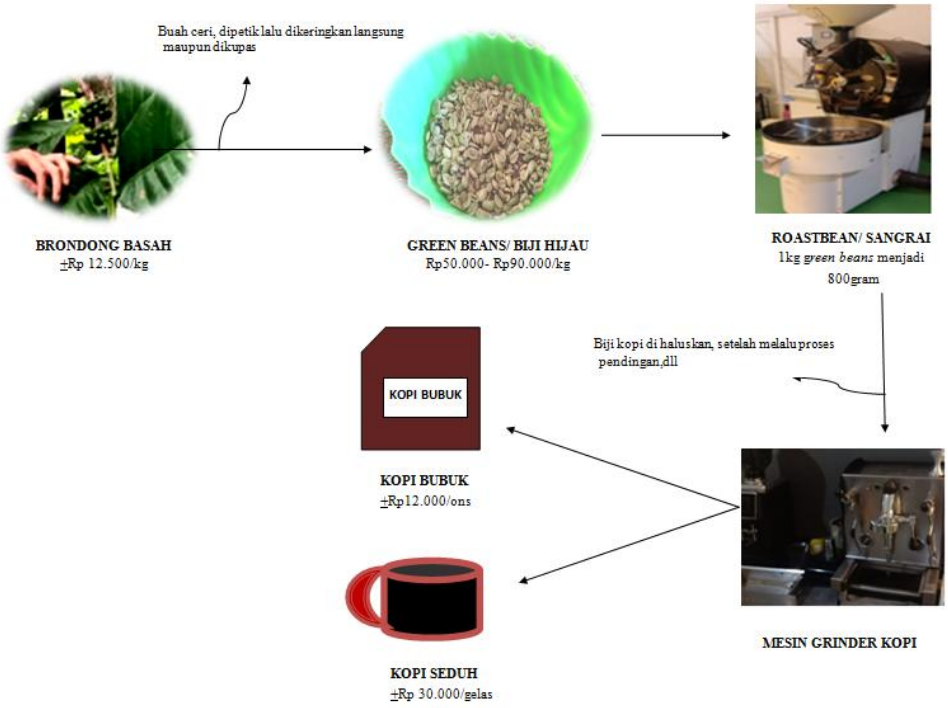

Figure 2. Schematic diagram of Ponorogo coffee value addition.

The scheme above illustrates the value-added process from raw coffee materials to ready-to-brew coffee products. In Porter's Value Chain Analysis, value added refers to the difference between the value of a product or service produced and the costs incurred in producing it (Porter, 2008). This concept reflects the increase in product value as coffee progresses from raw materials, such as wet coffee cherries and green beans, into market-ready products. As shown in the scheme, Ponorogo coffee undergoes a series of value-adding stages, beginning with wet coffee cherries, progressing to green beans, then to roasted coffee beans, and finally to ground coffee, each stage generating higher economic value and market prices.

The first stage begins with wet coffee cherries, which are freshly harvested coffee fruits with a high moisture content. At this stage, the coffee cherries have not yet undergone further processing, such as drying. Harvesting methods play an important role in determining coffee quality and, consequently, market prices. Green-picked cherries provide lower value because the fruits are not fully ripe, resulting in a more acidic flavor profile. In contrast, red-picked cherries are harvested at full maturity and contribute to higher bean quality. In terms of pricing, red-picked cherries are valued at approximately IDR 12,000 per kilogram, while green-picked cherries are generally sold for around IDR 10,000 per kilogram.

Based on field observations, a major challenge at this stage is that most coffee farmers in Ponorogo have not yet adopted selective red-cherry harvesting practices. Instead, farmers tend to use mixed harvesting methods, collecting red, yellow, and green cherries simultaneously because this approach is considered more efficient. However, this practice negatively affects product quality and selling prices. In addition to harvesting methods, storage periods also influence coffee quality. Interview findings indicate that coffee stored from previous harvest seasons often produces a more distinctive and stronger flavor profile than newly harvested coffee (Coffee Shop and Roastery Owner YZ, 2026). Therefore, local coffee farmers are encouraged to implement storage and delayed-selling strategies during periods of surplus production to enhance flavor quality and achieve higher market prices (Lukito, Department of Agriculture, Plantation Division, 2025).

The next stage involves coffee processing through wet processing using a pulper and dry processing using a huller. During the drying stage, most farmers still rely on traditional sun-drying methods. Through this process, coffee cherries are transformed into dried coffee beans, which are subsequently hulled to produce green beans. At this stage, the product gains significantly higher value and can be sold for prices reaching approximately IDR 90,000 per kilogram (Meseri, 2026).

The subsequent stage is roasting, in which green beans are heated until they turn brown and develop their characteristic coffee aroma. Roasting can be carried out using roasting machines or through traditional manual roasting methods. Flavor quality is highly dependent on the roasting process. Machine roasting produces more consistent results and allows for measurable roasting levels, including light roast, characterized by a light brown color and fruity or acidic flavors; medium roast, which provides a more balanced flavor profile; and dark roast, characterized by a darker color and a stronger bitter taste. In contrast, traditional roasting methods often produce less consistent roasting levels and tend to result in darker beans because charcoal remains the primary heat source (Tomy Burhan, 2026).

Field observations indicate that roasting machines are predominantly used by coffee-processing industries, such as roasteries and coffee shops. Traditional roasting methods, meanwhile, are still commonly practiced by household-scale producers, particularly coffee farmers engaged in independent processing activities. According to Porter's Value Chain Analysis, support activities significantly influence the value generated throughout the production process. One of the primary constraints faced by farmers is limited capital, as

roasting machines require substantial initial investment costs (Coffee Shop and Roastery Owner YZ, 2026).

Furthermore, coffee beans experience weight loss during the roasting process. Approximately one kilogram of green beans typically yields around 800 grams of roasted beans, making roasting machines more suitable for large-scale production. From Porter's operational perspective, cost leadership strategies, including the use of roasting machines, contribute to greater production efficiency. The higher the yield of roasted beans obtained from a given quantity of raw materials, the lower the production cost per gram of finished coffee. This condition contributes to the optimization of production costs, enabling businesses to offer more competitive prices or achieve higher profit margins. In addition, large-scale roasting machines improve energy efficiency, reduce labor costs, and ensure greater product consistency, thereby strengthening cost advantages within the coffee industry.

Analysis of Sharia-Based Economic Strategies in Increasing the Competitiveness of Ponorogo Local Coffee

From Al-Ghazali's perspective of *maslahah*, enhancing the competitiveness of local coffee should not be oriented solely toward economic gains. Instead, it must also consider farmers' welfare and business sustainability through the strengthening of the coffee value chain from upstream to downstream activities, in accordance with the hierarchical levels of *Maqashid al-Shariah*, namely *al-daruriyyat* (essential needs), *al-hajiyyat* (complementary needs), and *al-tahsiniyyat* (embellishments or refinements) (Hidayatullah, 2018).

According to Al-Ghazali, *maslahah* is not determined by human desires or preferences but by the objectives of the Shariah (*maqashid al-shariah*), which aim to preserve five fundamental elements: religion (*din*), life (*nafs*), intellect (*aql*), lineage (*nasl*), and wealth (*mal*). Therefore, any action or policy that contributes to the protection and preservation of these five essential interests is considered to be in accordance with the principle of *maslahah* (Majma' al-Lughah al-'Arabiyah, *Al-Mu'jam Al-Wasit*, 392M).

1. Strategi tahap hulu

a. Intercropping Strategy

At the level of *al-daruriyyat* (essential needs), the implementation of an intercropping system serves as a strategy to safeguard farmers' economic sustainability and preserve wealth (*hifz al-mal*) during the coffee cultivation period, which typically requires two to three years before harvesting. This system involves planting coffee alongside eggplants as shade crops, followed by papaya and subsequently avocado trees (Lukito, Department of Agriculture, Plantation Division, 2025). Within the framework of *maslahah*, this strategy represents an effort to prevent potential losses arising from the absence of income during the waiting period before coffee production begins.

b. Development of Liberica Coffee Varieties

Efforts to develop coffee varieties, particularly Liberica coffee, represent a strategy to improve quality and productivity. This initiative can be categorized within the level of *al-*

hajiyyat (complementary needs), as it supports the fulfillment of essential economic needs by providing additional opportunities for increasing agricultural output and farmers' income. Through varietal development, farmers can enhance production capacity while improving the competitiveness of local coffee products.

c. Establishment of Geographical Indication Certification

Geographical Indication (GI) certification for coffee commodities serves as a form of legal protection that identifies and certifies the unique characteristics and qualities of coffee based on its geographical origin. In addition, GI certification protects local products from the misuse of regional names and strengthens market recognition of product authenticity. From the perspective of *maslahah*, this initiative can be classified under *al-tahsiniyyat* (embellishments or refinements), as it contributes to the enhancement of product quality and long-term competitiveness. However, the absence of GI certification, weak farmer institutions, and the lack of standardized pricing mechanisms indicate that the *al-tahsiniyyat* dimension has not yet been fully achieved. Consequently, the value-added potential of local coffee products remains suboptimal, limiting opportunities to maximize their economic and competitive advantages.

2. Strategies in Coffee Bean Processing

At the coffee processing stage, strategies such as the provision of grinding machines and the adoption of modern roasting technology represent forms of maslahah al-hajiyyah (complementary benefits), as they facilitate and improve the efficiency of coffee production processes. The use of such technologies can reduce processing time, lessen the workload of farmers and processors, enhance product quality consistency, and minimize production waste. From the perspective of Maqashid al-Shariah, these technological improvements support the fulfillment of economic needs by increasing productivity and operational efficiency without imposing excessive burdens on producers. Furthermore, the adoption of modern processing technology contributes to greater value creation within the coffee value chain, thereby strengthening the competitiveness and sustainability of local coffee enterprises.

3. Marketing Strategies (Downstream Segment)

a. Market Regulations for Local Coffee Commodities

At the downstream level, competitiveness can be strengthened through market regulations governing coffee cultivation, quality standards, Geographical Indication (GI) protection, and the marketing governance of local coffee products. From Al-Ghazali's perspective of maslahah, such regulations fall within the category of al-daruriyyat (essential needs) because they contribute to the protection of farmers' wealth (hifz al-mal), promote price stability, and prevent losses within the distribution system. Furthermore, strengthening the local coffee market requires synergy among government institutions. This effort should not be limited to cultivation support provided by the Department of Agriculture but should also include marketing assistance, institutional development, financial support, and promotional programs from relevant government agencies. Such integrated support is

essential for expanding market access and enhancing the long-term competitiveness of Ponorogo coffee.

b. Establishing a Dedicated Coffee Market

The creation of a dedicated market for local coffee aims to absorb farmers' harvests and facilitate direct interactions between farmers and business actors, thereby creating greater demand certainty and clearer market access (Mulyono, 2026). This strategy requires support from local government authorities, the strengthening of farmer institutions, and integration with regional marketing and economic development programs. By reducing market uncertainty, a dedicated coffee market can improve farmers' bargaining power and strengthen the overall performance of the local coffee value chain.

c. Promoting the Consumption of Local Ponorogo Coffee

Strengthening the competitiveness of Ponorogo coffee also requires support from the community as consumers through increased consumption of locally produced coffee. By purchasing local coffee products, consumers contribute to the sustainability of local businesses and the welfare of coffee farmers. From the perspective of maslahah, this initiative can be classified as maslahah al-hajiyyat (complementary benefits) because it generates economic benefits while supporting the development and strengthening of the local coffee value chain.

d. Organizing Coffee Festivals

Coffee festivals represent a promotional strategy that can enhance the competitiveness of local coffee through market expansion, increased product visibility, and stronger collaboration among stakeholders within the coffee value chain (Lukito, Department of Agriculture, Plantation Division, 2025). From the perspective of maslahah, this strategy falls within the category of al-tahsiniyyat (embellishments or refinements) because it serves as a complementary effort to strengthen branding, increase value added, and support the sustainable development of local Ponorogo coffee. In addition, coffee festivals can raise public awareness of local coffee products, reinforce regional identity, and create new economic opportunities for farmers, processors, and coffee entrepreneurs.

CONCLUSION

Based on the research findings, the competitiveness of local Ponorogo coffee remains relatively weak. This condition is reflected in the low utilization of local coffee by coffee businesses in Ponorogo, many of which prefer coffee products from other regions due to their perceived stability in quality, pricing, and supply. Nevertheless, Ponorogo possesses considerable potential for coffee development, supported by favorable geographical conditions on the slopes of Mount Wilis and an adequate cultivation area.

The competitiveness of local Ponorogo coffee is influenced by various factors throughout the value chain, including cultivation, processing, and marketing activities. At the upstream level, major challenges include weather conditions, the lengthy cultivation and harvesting period, and limited access to technology. At the processing stage, the continued reliance on traditional methods results in inconsistent product quality. Meanwhile, at the downstream

level, the primary constraints involve limited market access and the relatively low adoption of local coffee by business actors.

From the perspective of Porter's Value Chain Analysis, these findings indicate the need for an integrated strengthening strategy across all stages of the value chain, from upstream to downstream. Such efforts should include improvements in cultivation practices, the adoption of modern processing technologies, the establishment of Geographical Indication (GI) certification, the implementation of supportive market regulations, the development of dedicated coffee markets, and the strengthening of local coffee branding. These strategies are consistent with Al-Ghazali's concept of maslahah, which aims to enhance farmers' welfare, increase product value added, and improve the long-term competitiveness of local Ponorogo coffee.

Therefore, collaborative efforts among farmers, government institutions, business actors, and the wider community are essential to support the sustainable development of local Ponorogo coffee. Such collaboration should focus on improving production quality, strengthening marketing systems, increasing the utilization of local coffee products, and promoting coffee through regional identity-based branding strategies.

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