



COMMUNICATION STRATEGY IN LOCAL WISDOM DEVELOPMENT TOWARDS CREATIVE ECONOMY OF COFFEE VILLAGE IN LAMPUNG

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Abstract

Local wisdom is an important asset in developing creative economy-based tourism villages. This research examines the communication strategy for developing local wisdom towards the creative economy in Kampung Kopi, Rigis Jaya Village, West Lampung, which combines the potential of coffee and local culture into a tourist destination. Qualitative research methods with a case study approach were used through interviews, observations, and document analysis. The results show that the communication strategy includes marketing, stakeholder communication, community participation, and education. The participatory approach is the key to success, as it involves the community in managing the tourism village. The communication strategy implementation has significantly enhanced tourist appeal, strengthened local cultural identity, and supported creative economy development through coffee-based products. This approach has transformed Rigis Jaya Village into a recognized destination while creating economic opportunities for residents. The conclusion states that local wisdom-based communication strategies can increase tourist attractiveness, strengthen cultural identity, and support the creative economy. This research serves as a reference for the development of other tourist villages in Indonesia.

Keywords: Coffee village; Communication strategy; Creative economy; Local wisdom; Tourism village.

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INTRODUCTION

Local wisdom ([Maf'ula et al., 2024](#); [Salmin Salmin & Jasmin, 2023](#); [Taufan, 2023](#)) is one of the important assets owned by Indonesian society in maintaining cultural identity and encouraging local values-based development. In the era of globalization, strengthening local wisdom is very relevant in facing the challenges of cultural homogenization ([E.B., 2023](#); [Safril, 2015](#)) while creating sustainable economic opportunities. In this context, the development of local wisdom-based tourism villages ([Chusmeru et al., 2022](#); [Komariah et al., 2018](#); [Suprobowati et al., 2022](#)) is one strategy that can be relied upon to improve the welfare of local communities. Village tourism is not only a vehicle for cultural preservation ([Pardede & Gulo, 2023](#); [Syudirman, 2024](#); [Zuhriah, 2022](#)) but also a driving force for a creative economy that can attract tourists and create added value for the community.

With its natural and cultural wealth, Lampung Province has great potential to develop local wisdom-based tourism villages. One concrete example is Kampung Kopi, which offers a unique experience in the form of educational tourism, agro-tourism, and coffee-based creative products. Lampung coffee has been recognized as one of the leading commodities and has a good reputation in the national and international markets. However, this great potential has not been fully optimized, especially in terms of effective communication strategies ([Felix et al., 2024](#); [Zahra et al., 2022](#)) to promote and manage the tourist village.

Lampung Province has great potential in developing the tourism sector and creative economy based on local wisdom. One example is the agrarian culture of the community, which is manifested in the tradition of coffee processing. Lampung coffee has been widely recognized as a superior commodity that is not only of high economic value but also a cultural identity that can attract tourists. However, this potential has not been fully optimized to support the development of creative economy-based tourism villages.

In Indonesia, Lampung Province is one of the largest coffee-producing provinces and is included in the category of the best coffee-producing provinces.

Table. 1. The 5 Largest Coffee Producing Provinces in Indonesia.

Province	Coffee Plantation Area
South Sumatra	249,963 hectares
Lampung	156,836 hectares
Aceh	125,443 hectares
North Sumatra	95,263 hectares
East Java	89,894 hectares

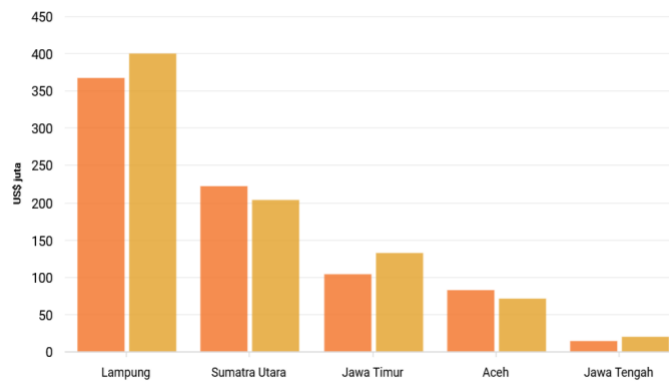
Source: <https://www.fnb.co.id/these-are-5-provinces-of-coffee-exporter-from-indonesia/>

Table. 2. 8 Best Coffee-Producing Regions in Indonesia in 2020

Province	Plantation area	Results
Aceh	126,289 hectares	73,419 tons
Toraja	79,394 hectares	35,573 tonnes
Bali	-	4,189 tons
Lampung	156,460 hectares	117,311 tons
South Sumatra	250,305 hectares	198,945 tonnes

Source: <https://regional.kompas.com/read/2022/02/12/142721878/8-daerah-penghasil-kopi-terbaik-di-indonesia-toraja-dan-sumatera-utara?page=all>.

In 2022, Lampung province will have a national coffee export value and greatly contribute to it. According to data from the Central Statistics Agency (BPS), in 2020-2021, Lampung will be the province with the largest national coffee export value.



Sources: <https://databoks.katadata.co.id/datapublish/2022/07/14/5-provinsi-pengekspor-kopi-terbesar-lampung-juara>

Lampung Province has succeeded in becoming one of the successful examples of developing a tourist village based on local potential. In 2021, the tourist village in Lampung province was included in the top 50 categories of the Indonesian Tourism Village Award (ADWI), namely Rigis Jaya village in West Lampung. By promoting coffee as the main identity, this village can combine economic, cultural, and ecological values to create an attractive tourist destination. This success has a positive impact on the local economy and raises public awareness of the importance of preserving local wisdom as part of a tourist attraction.

Kampung Kopi in Pekon Rigis Jaya, West Lampung, has become a successful example of developing local potential through community-based coffee agro-tourism. According to data, the total number of tourists who visited Kampung Kopi Agrotourism in 2019 reached 10,037 people. However, this success certainly did not just happen. In the process of developing a tourism village (Komariah et al., 2018; Sugiarti, 2016; Suprobowati et al., 2022; Suranny, 2020), communication plays a key role in mobilizing the community, promoting destinations, building networks with stakeholders, and facing challenges that arise. Various parties, such as local

governments, local communities, businesses, and tourists, need a structured communication pattern to collaborate effectively.

This research is important to explore and understand the communication strategies used by Kampung Kopi to develop its local potential and achieve its current success. By examining these strategies, this research is expected to make a significant contribution to the development of other tourist villages, especially those based on the creative economy in other regions.

An effective communication strategy not only includes promotional aspects but also involves active community participation, strengthening local identity, and sustainable information management. This study is relevant in the context of tourism village development because it can be a reference for managers and stakeholders to develop local potential with an innovative, participatory, and adaptive communication approach to community needs.

Communication strategy plays a key role in the development of local wisdom-based tourism villages. Good communication ([Yanti et al., 2022](#); [Pratama, 2023](#); [Zahra et al., 2022](#)) can build awareness, increase community participation, and create collaboration between various stakeholders, including the government, local communities, businesses, and tourists. Without a targeted communication strategy, messages about local wisdom values and the potential of tourism villages often do not reach the right target audience. This can hinder the growth of tourism villages and the opportunity to develop a coffee village-based creative economy in Lampung Province.

Local wisdom-based tourism village development requires a participatory and inclusive communication approach. Local communities should be the main subject in this process, not just the object of development. Thus, a communication strategy is needed that is not only informative but also empowers the community to take an active role in managing and promoting their tourism village. Local wisdom, such as coffee processing traditions, folklore, local art, and environmentally friendly lifestyles, has great potential to be packaged into tourist attractions. However, without a clear and integrated communication strategy, these cultural treasures are at risk of being marginalized amid modernization and globalization. Therefore, research on communication strategies is important to explore participatory approaches that can empower tourist village communities to create a creative economy based on local wisdom.

This research is relevant because it is in line with the government's efforts to encourage the growth of the creative economy and the development of tourist villages based on local potential, as stated in Presidential Regulation Number 142 of 2018 concerning the National Creative Economy Development Master Plan. Through the right communication strategy, it is hoped that a tourist village based on Kampung Kopi in Lampung can become a successful model of community empowerment, in terms of economic, social, and cultural aspects.

Previous similar studies include Rosy Febriani Daud (2022), which explains that the Communication Strategy for Sustainable Development Based on Local Wisdom in Tourism Areas in Lampung Province, Haisah (2024) about increasing knowledge of exploring tourism and business potential by 93%, business management by 90%, and marketing strategies by 85%.

While improving skills in the form of the formation of new business units, the implementation of gambusi festivals and traditional dance festivals, and the realization of marketing strategies for typical handicraft products using visual concepts in online media. Benedhikta Kikky Vuspitasari (2024) discusses the strategy of creative economic development through local wisdom as a support for tourist attractions.

This research is different from previous research. This study aims to explore effective communication strategies for developing the local wisdom of tourist villages towards a coffee village-based creative economy in Lampung Province. The results of this study are expected to provide practical and theoretical contributions in developing a sustainable tourism village management model based on strong local values and relevant to the needs of the times.

METHOD

A qualitative research method with a case study approach ([Suwendra & I. B. Arya Lawa Manuaba, 2018](#); [Rahardjo, 2023](#); [Umar & Noe, 2020](#)) was used to deeply explore the implementation of communication strategies in the development of coffee-based tourism villages, as well as the application of local wisdom as part of the creative economy in Lampung Province. The case study approach allows researchers to focus on Rigin Jaya Village, West Lampung, which is known as the Coffee Village. With this approach, the researcher was able to analyze specifically how the communication strategy implemented in this village relates to local wisdom and creative economy development. This research provides a clear picture of successful practices, challenges faced, and supporting factors in the development of coffee-based tourism villages.

This approach is appropriate for exploring the experiences, perceptions, and views of the community and managers of Rigin Jaya Village regarding the research topic. For example, how they communicate to promote Lampung specialty coffee and local wisdom, and how the community is involved in the development of the tourism village. The development of a coffee-based tourism village involves various aspects, ranging from local wisdom and marketing communication strategies to the economic impact on the local community. With this case study, researchers can directly analyze the communication practices applied by Rigin Jaya Village managers, see how they utilize local wisdom in marketing strategies and the impact on the development of a coffee-based creative economy in the village.

Data collection was conducted using various methods, namely In-depth Interviews with stakeholders, such as village heads, tourism village managers, coffee farmers, local communities, and tourists, Participatory Observation, by directly observing activities related to coffee and tourism village development, such as coffee processing, coffee festivals, or tourism events in Rigin Jaya Village and Document Analysis, by studying documents related to tourism village development policies, coffee promotion plans, and reports on the development of coffee-based tourism villages in Rigin Jaya Village.

Data analysis uses the thematic analysis method ([Adelliani et al., 2023](#); [Sarie et al., 2023](#)) to identify the main themes that emerge from interview data, observations, and documents. This

analysis will focus on the communication strategies applied to promote Rigin Jaya Village's specialty coffee and local wisdom, as well as their impact on coffee-based creative economic development. Conclusions and Recommendations are drawn based on the results of the analysis, concluding the effectiveness of communication strategies applied in the development of Rigin Jaya Village as a coffee-based tourism village. The results of this research can also be used as a reference for the development of other tourist villages in Lampung Province or other regions. Rigin Jaya Village, as a Coffee Village, has the potential to become a successful model of coffee-based tourism village development, prioritizing the collaboration of local wisdom and effective communication innovation.

CONCEPTUAL FRAMEWORK

The tourism sector in Indonesia is experiencing rapid development, with many regions starting to develop their local potential as tourist attractions. One sector that has great potential to be developed is local product-based tourism villages, such as coffee. Lampung Province, known as one of the largest coffee producers in Indonesia, has a great opportunity to develop coffee villages as tourist villages that not only attract tourists but can also boost the local economy through a coffee-based creative economy. Lampung coffee, with its distinctive quality and flavor, has tremendous appeal to both domestic and international tourists. However, to optimize this potential, a comprehensive approach involving various important elements is needed, including the right communication strategy. Effective communication ([Ronny & Ihsan, 2022](#); [Zahra et al., 2022](#)) will play a key role in introducing the advantages of Lampung coffee, as well as connecting local communities, tourism village managers, and tourists.

The local community's wisdom, which includes cultural values, traditions, and local knowledge about coffee, is an important factor in developing a tourism village. This local wisdom will not only enrich the tourist experience but also maintain the sustainability of the community's cultural identity. By utilizing local wisdom, coffee-based tourism villages can offer an authentic experience while contributing to cultural preservation.

The coffee-based creative economy ([Habib, 2021](#); [Handayani et al., 2021](#); [Luqma et al., 2023](#); [Yani et al., 2022](#)) is expected to have a positive impact on the community, not only in the form of increased income from the tourism sector but also in the development of value-added creative products. Through empowering local communities, the creative economy can grow and develop, creating jobs and improving community welfare.

In developing coffee-based tourism villages in Lampung Province, creating sustainable tourism destinations, and improving the local economy, one very important aspect in the development of coffee-based tourism villages is the communication strategy. Communication not only serves to promote the coffee product itself, but also to strengthen relationships between various stakeholders, such as the government, tourism village managers, coffee farmers, and local communities. With good communication, messages about Lampung's coffee potential and the advantages of coffee-based tourism villages can be effectively conveyed to tourists and the

wider community through various communication channels such as social media, websites, and promotional events that introduce local coffee and local wisdom in the tourism village. In addition, good collaboration between stakeholders is key to achieving the development goals of this tourism village, with solid coordination to create a common vision and capitalize on local advantages.

The local wisdom of the local community plays a very important role in attracting tourists. Each village has its own traditions, culture, and local knowledge that have evolved over the years. In the context of coffee-based tourism villages, this local wisdom can be well integrated into the tourism experience. For example, coffee-related traditional ceremonies, traditional coffee processing rituals, and coffee-related local art can be part of the main attraction of a tourist village. More than just cultural preservation, this local wisdom can become a unique and authentic tourism product.

The development of coffee-based tourism villages ([Budhi Pamungkas Gautama et al., 2020](#); [Pratidina Santoso, 2022](#); [Suprobawati et al., 2022](#); [Suranny, 2020](#)) in Lampung requires a holistic approach. It is not just about building infrastructure such as lodging, dining, and accessibility, but also ensuring that the tourism activities offered can involve tourists directly in the coffee-making process, from picking to processing. This creates an authentic experience, which makes tourists feel more connected to the products they consume. The development of coffee-based tourism villages must be able to create sustainable economic opportunities for local communities and maintain existing local wisdom, while maintaining the sustainability of the surrounding environment, such as by implementing environmentally friendly coffee farming.

The importance of a coffee-based creative economy cannot be separated in the context of this tourism village development. By utilizing coffee as the main commodity, tourist villages can create a variety of creative products, ranging from processed coffee and typical souvenirs to other products related to the coffee industry. These products can not only be sold in the local market but also have the potential to be marketed to the global market. This local economic empowerment through creative economic development provides an opportunity for the community to be directly involved in creating value-added products. In addition, marketing coffee-based products through creative campaigns and collaboration with tourist agents will help introduce Lampung coffee to a wider market.

This conceptual framework integrates communication strategies, local wisdom, tourism village development, and a coffee-based creative economy into a mutually supportive whole. Through the implementation of effective communication strategies, maintenance of local wisdom, and innovation in coffee-based creative products, tourism villages in Lampung have great potential to develop into attractive and sustainable destinations.

RESULTS AND DISCUSSION

Profile of Coffee-Based Tourism Villages in Lampung Province

Coffee-based tourism villages in Lampung Province have enormous potential to become leading tourism destinations that attract tourists, both domestic and international. Lampung, as one of the largest coffee-producing regions in Indonesia, especially robusta coffee, has distinctive characteristics in terms of coffee products that can be used as the main attraction in the development of tourism villages. One of the famous coffee tourism villages is Rigin Jaya Village, West Lampung, known as Kampung Kopi.

These coffee-based tourism villages are generally located in areas that have good-quality coffee plantations, where visitors can enjoy a calm and beautiful rural atmosphere while learning more about the process of planting, caring for, and processing coffee. The natural beauty of Rigin Jaya Village, with a backdrop of green coffee plantations and cool air, is the main attraction for tourists who want to escape the hustle and bustle of the city.



Source: https://jadesta.kemendparekraf.go.id/desa/rigin_jaya

Figure 1. The natural potential of the village of Rigin Jaya

The development of a coffee-based tourism village in Rigin Jaya Village emphasizes an authentic experience for tourists. Tourists can be directly involved in coffee farming activities, starting from the process of picking coffee fruit, and processing coffee beans, to serving coffee in various variants. In addition, the village also provides training programs or workshops on how to make coffee, both traditionally and with modern techniques, so that tourists not only travel but also get a deeply educational experience.

The main concept is to provide an authentic experience for tourists. We want them not only to enjoy the rural atmosphere but also to be directly involved in coffee farming activities. Tourists can participate in picking coffee fruit, processing coffee beans, and serving coffee in various variants. (SG. Interview: 2023)

In addition to picking and processing coffee, tourists can also take part in training programs or workshops. There, they learn how to make coffee, both traditionally and with modern techniques. So, their experience here is not only recreational but also educational. (SG. Interview: 2023)

Rigis Jaya Village also involves local wisdom and culture as part of its tourist attractions. Local traditions, arts, and rituals related to coffee, such as traditional ceremonies involving coffee, become important elements in enriching the tourist experience. This is also a way to preserve local culture, which can also be used as a selling point in tour packages. Visitors can enjoy local arts, such as traditional music and dance, as well as taste specialty foods served using local ingredients, including coffee.



Figure 2. The art of singing or singing songs when welcoming guests

As part of its efforts to support the creative economy, Rigis Jaya Village encourages innovation in the development of coffee-based products. In addition to selling coffee in the form of beans or powder, other processed coffee products such as instant coffee, sachet coffee, and various typical village souvenirs can also be sold to tourists. This provides economic opportunities for the local community, not only for coffee farmers but also for micro, small, and medium enterprises (UMKM) in the village.

Many parties are involved, especially micro, small, and medium enterprises (UMKM) in our village. They help in the packaging, marketing, and souvenir-making processes. That way, the economic benefits are not only felt by coffee farmers but also by other communities." (KS. Interview: 2022)

The impact is very significant. Many people now have additional income, both from selling coffee and from the souvenir business. It also creates new jobs and strengthens the overall village economy. (KS. Interview: 2022)

Sustainability is an important aspect in the development of Rigis Jaya Village as a coffee-based tourism village. In this case, the management of a tourist village must consider economic, social, and environmental aspects. Financial sustainability can be achieved by creating jobs and supporting local economic empowerment through the coffee industry and tourism. From a social perspective, a tourist village should involve the community in the decision-making process and prioritize the preservation of local culture. On the environmental side, it is important to ensure that

coffee farming practices are environmentally friendly and do not damage the surrounding natural ecosystem.

Rigis Jaya Village, a Coffee Village in West Lampung, not only focuses on coffee cultivation and processing but also emphasizes a comprehensive and sustainable tourism experience. By combining the potential of nature, local wisdom, and innovation in coffee-based creative products, this tourist village has a great opportunity to develop into a leading tourist destination that can improve the welfare of local communities and introduce Lampung coffee to the international world.

Communication Strategy in Tourism Village Development

The communication strategy used in the development of tourism villages ([Budhi Pamungkas Gautama et al., 2020](#); [Suwarjo, 2020](#)) is very important to ensure success in attracting tourists and building a positive image of the village as a tourist destination. Effective communication not only serves to promote tourist destinations but also to educate local communities, build stakeholder engagement, and preserve culture and the environment. One example of the implementation of communication strategies in the development of a coffee tourism village is in Rigis Jaya Village, West Lampung, known as Kampung Kopi. This village has great potential as a leading tourist destination with the uniqueness and attractiveness of robusta coffee.

We build a positive image through promotions that emphasize the uniqueness and authenticity of the village. For example, we often feature interactive experiences such as coffee picking and processing, which are the main attractions. We also work with the media to publicize positive stories about the village. (AR. Interview: 2022)

The impact is huge. More tourists came, and the village's image as a Coffee Village became widely known. In addition, the community also became more aware of the potential of their village and more actively involved in tourism development. (AR. Interview: 2023)

Marketing Communication ([Chrismardani, 2014](#); [Felix et al., 2024](#); [Prasetyo, 2024](#)) is a key strategy used to promote tourism villages to a wider audience. In the context of Rigis Jaya Village, marketing focuses not only on the coffee product itself but also on the tourism experience offered. Tourism village managers need to utilize various communication channels to reach audiences, such as social media, websites, brochures, and mass media. This marketing communication strategy highlights the uniqueness of Rigis Jaya Village, such as its natural beauty, cultural authenticity, and interactive experience with coffee. Social media such as Instagram, Facebook, and YouTube can be used to showcase the beauty of the village, including the coffee harvesting process in the lush green gardens. In addition, tourism village managers can also work with influencers or travel bloggers to introduce Rigis Jaya Village to a larger and more diverse audience.

Inter-stakeholder communication involves various parties, including the local government, village managers, local communities, business actors, and other tourism sectors. Effective communication between stakeholders is important to ensure the smooth development of Rigis Jaya Village as a tourist village. Good coordination will help all parties move in one direction and have a common understanding of the objectives of developing a tourist village. For example,

communication between the local government and village managers can ensure adequate policy, financial, and infrastructure support. Meanwhile, communication between village managers and local communities is important to educate them about the importance of involvement in the development of tourism villages and ensure their active participation in existing activities.

Participatory Communication ([Ikhsan & Sulistiawati, 2022](#); [Kaseng, 2023](#); [Natakoesoemah, 2020](#); [Rakhmadani, 2021](#); [Sulastri & Pratama, 2022](#)) is an effective approach in the development of Rigin Jaya Village. The local community is actively involved in every stage of tourism village development. They are not only involved in tourism promotion but also in decision-making regarding the management of the tourism village. By involving the local community, this communication increases their sense of ownership and responsibility for the sustainability of the tourism village. The community can be involved in training on coffee farm management, making coffee-based souvenirs, and organizing cultural activities that attract tourists. This active involvement strengthens local identity and provides an authentic tourism experience for visitors.

Educational communication ([Nur Azizah, 2018](#); [Pratama, 2023](#); [Yuniarti et al., 2024](#)) is also very important in the development of Rigin Jaya Village. Tourism village managers need to convey in-depth information about the history of coffee, the coffee farming process, and traditional ways of processing coffee. This education can be done through training, seminars, workshops, or tour guides. For example, visitors can learn about the process of picking coffee manually to processing it into robusta coffee typical of Rigin Jaya Village. In addition, digital media such as video tutorials or articles can enrich the tourist experience and increase interest in the local coffee culture.

Visual Communication and Branding ([Mamis et al., 2023](#); [Pundra Rengga Andhita, 2021](#); [Yasa et al., 2024](#)) play an important role in building the identity and image of Rigin Jaya Village. Managers need to create logo designs, slogans, and promotional materials that are attractive and easily recognizable. Photos and videos showing the natural beauty, coffee plantations, and tourism experiences in Rigin Jaya Village are strong promotional tools. Consistent branding, such as symbols that reflect robusta coffee and a beautiful rural atmosphere, helps create a strong impression in the minds of tourists.

We plan to expand the use of digital technology to reach a wider market. In addition, we want to increase collaboration with relevant parties, such as tourism influencers, to help promote the village.” (HR. interview: 2022)

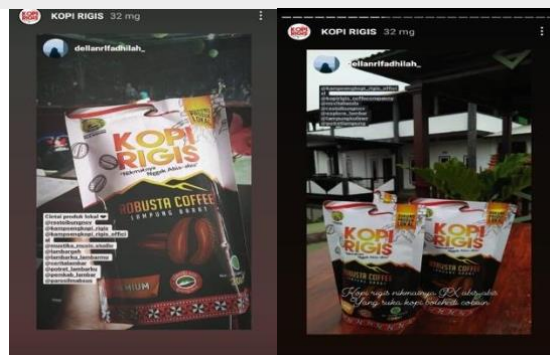
Technology-based communication ([Lailiyah, 2022](#); [Mustafa, 2021](#)) also supports the development of Rigin Jaya Village. Mobile applications or tourism village websites can provide information about destinations, facilities, and activities. This technology allows tourists to book tickets, find lodging, and purchase coffee-based products such as souvenirs or ground coffee typical of Rigin Jaya Village. Digital promotion through social media and online advertising is also effective in reaching a wider audience.

The communication strategy in the development of Rigin Jaya Village as a robusta-based Coffee Village encompasses a variety of holistic approaches, ranging from marketing communications, between stakeholders, to education and participation. By integrating these elements, Rigin Jaya Village can become an attractive, immersive, and sustainable tourism destination while introducing Lampung coffee to the international stage.

Impact of Communication Strategy on Tourism Village Development

An effective communication strategy for the development of coffee-based tourism villages has a significant impact on various aspects, felt not only including economic, social, cultural, and environmental. These impacts are not only felt by tourists but also by local communities and tourism village managers, especially in Kampung Kopi, located in Rigis Jaya village, west Lampung.

One of the most significant direct impacts of an effective communication strategy is the improvement of the local economy (D & Ansori, 2022; Fitriawan, 2021; Judijanto et al., 2024; Syudirman, 2024). With the increasing number of tourists interested in visiting Rigis Jaya village as a coffee-based tourism village, community income through the tourism sector will increase. Coffee farmers, local traders, and tourism service providers will benefit from the surge in visitors. In addition, the development of the creative economy, (Kartika et al., 2022; Putri et al., 2021; Rahmawati, 2021) such as making typical souvenirs, coffee processed products, and cultural events, also supports the economic growth of this village.



Source: https://www.instagram.com/kampoengkopi_rigis/

Figure 3. Modern packaged coffee products are an icon of the Rigis Jaya tourism village

Communication strategies (Felix et al., 2024; Nurrachmah, 2024; Prasetyo, 2024; Ramahdani et al., 2023; Yanti & Amaliah, 2021; Zahra et al., 2022) are not only promoting tourist products but also educating tourists about the local wisdom of Rigis Jaya village. This contributes to the strengthening of cultural identity and the preservation of local traditions. Activities such as coffee festivals, coffee garden tours, and art and cultural events held in this village are media to introduce and preserve local traditions. This impact also creates a sense of pride among the people towards their cultural heritage.



Figure 4. Gamolan Peking Art

Communication evaluation of the quality of Service impacts the tourist experience. By training local people in tourism services, Village Management, and hospitality to tourists, the services provided become more professional and friendly. Tourists who get a satisfying experience are more likely to return and recommend Rigin Jaya village to others. This reinforces the positive image of coffee-based tourism villages in the eyes of visitors.

When travelers get a satisfying experience, they will naturally share positive stories with others. This helps to build the image of the village as a coffee-based tourist destination that is not unique but also provides a friendly and professional experience. (RI. Interview: 2022)

We will continue to provide regular training and develop a more structured evaluation program. In addition, we also plan to build a feedback system that is more accessible to travelers so that they can provide feedback directly. (RI. Interview: 2022)

Effective communication strategies also support the creation of Sustainable Tourism Village Management ([Alimi & Darwis, 2023](#); [Buchori, 2023](#); [Tjilen et al., 2023](#); [Tou et al., 2021](#); [Vidya Yanti Utami et al., 2022](#); [Yulianti et al., 2023](#)). Awareness of the importance of environmentally friendly tourism practices and collaboration between Tourism Village managers, local governments, and local communities is key to this sustainability. In Rigin Jaya village, wise management of natural resources, reducing negative impacts on the environment, and developing products based on local wisdom are priorities. This helps maintain a balance between the needs of tourists and the environmental sustainability of the village. Strong synergy between local governments, tourism village managers, coffee farmers, and local communities is very important to promote Rigin Jaya village as a coffee-based tourist destination. Open and transparent communication ensures that all parties have the same understanding of the vision and mission of Tourism Village development. This collaboration encourages the achievement of the common goal of increasing the attractiveness and sustainability of tourist villages. With these positive impacts, a well-planned communication strategy is a key element to making Rigin Jaya village, West Lampung, a superior and sustainable coffee-based tourist destination.

CONCLUSION

The development of a coffee-based tourism village in Rigin Jaya village, west Lampung, is a strategic effort that has great potential to improve the welfare of local communities, strengthen cultural identity, and preserve the environment. By utilizing natural resources, local wisdom, and

innovation in coffee-based creative products, Rigis Jaya village can become a superior destination that attracts tourists from within and outside the country. The successful development of Rigis Jaya village as a coffee-based tourism village depends on implementing a holistic and effective communication strategy. Marketing communications, Inter-stakeholder communication, and participatory and educative approaches play an important role in promoting the uniqueness of this tourism village, increasing local community engagement, and creating an authentic and immersive tourism experience for visitors.

The positive impact of the communication strategy is seen in various aspects, ranging from improving the local economy and cultural preservation to sustainable management of tourist villages. Rigis Jaya village is not only a means to introduce Lampung coffee to the international stage, but also a model for developing tourism villages oriented to sustainability and Community Empowerment. With close collaboration between the Government, Tourism Village managers, local communities, and business actors, Rigis Jaya village can continue to develop into a leading tourist destination. In addition to providing a positive impact on the local community, this tourist village also acts as a means of education and cultural preservation, as well as inspiration for the development of other tourist villages in Indonesia. Rigis Jaya village, with its distinctive Lampung coffee, has a great opportunity to become a symbol of the success of coffee-based tourism villages worldwide.

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