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## THE ROLE OF THE MSME EXPO AS AN EDUCATIONAL AND MARKETING MEDIA IN INCREASING COMPETITIVENESS OF COFFEE MSMEs BASED ON SHARIA ECONOMY

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### Abstract

This research is motivated by the importance of strengthening the competitiveness of coffee MSMEs through the integration of education and marketing functions in expo activities, which have been studied separately. The purpose of this study is to analyze the role of the MSME Expo as an educational and marketing medium in increasing the competitiveness of coffee MSMEs based on the sharia economy in Sumberwringin District, Bondowoso Regency. The research employs a phenomenological qualitative approach, involving 12 informants through purposive sampling techniques. Data was collected through in-depth interviews, findings in the field, and documentation, then analyzed through reduction, presentation, and conclusion drawing by triangulating sources. The results of the study show that expos play a significant role in increasing the technical knowledge, skills, and confidence of MSME actors through experiential learning. In addition, the expo also increases the number of customers, sales turnover, and expands the business network. The implication of this study confirms that the expo not only functions as a means of promotion, but also as a space for learning and business transformation that is sustainable and in line with Sharia economic principles, such as benefit and justice.

**Keywords:** *MSME Expo, education, marketing, competitiveness, sharia economy*

### A. INTRODUCTION

Indonesia is one of the countries with a strategic role in the economy of the Southeast Asian region, supported by a large population and the availability of abundant natural resources. In this context, the agricultural

sector is one of the main pillars that support national economic growth, especially in high-value plantation commodities such as coffee. Indonesia is listed as one of the largest coffee producers in the world, which shows significant potential in the development of a local commodity-based economy.<sup>1</sup> At the

<sup>1</sup> Wati, Erna, and Eni Setyowati. "Analysis of the Influence of Production, International Prices, and

Exchange Rates on Coffee Export Volume in Indonesia in 2002-2022." *Determinasi: Jurnal*

regional level, Bondowoso Regency in East Java is known as one of the Arabica coffee production centers with superior quality.<sup>2</sup> The geographical conditions of the plateau with an altitude of more than 500 meters above sea level contribute to the characteristic taste of coffee.<sup>3</sup> In addition, the declaration of the "Republic of Coffee" in 2016 further strengthened Bondowoso's identity as a quality coffee-producing area that has economic and cultural value.<sup>4</sup> This phenomenon shows that coffee not only

functions as an economic commodity, but also as an instrument of regional development based on local potential.

A number of previous studies have shown that the success of the development of coffee MSMEs is not only determined by production capacity, but also by effective marketing and market education strategies.<sup>5</sup> Thematically, research shows that exhibitions or expos act as a promotional medium that is able to expand the marketing

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- Penelitian Ekonomi Manajemen dan Akuntansi* 1, no. 4 (2023). <https://doi.org/10.23917/determinasi.v1i4.65>.
- <sup>2</sup> Yuli Wibowo, Bambang Herry Purnomo, and Ari Kristio, "The Agroindustry Development Strategy for Java Ijen-Raung Arabica Coffee, in Bondowoso Regency, East Java," *Industria: Jurnal Teknologi Dan Manajemen Agroindustri* 10, no. 2 (2021): 135–48, <https://doi.org/10.21776/ub.industria.2021.010.02.5>; Puryantoro et al., "The Level of Production Risks among Smallholder Arabica Coffee Farmers Through BWM and ARP Benchmarking Methods: A Case Study in Bondowoso Regency, East Java Province," *Asian Journal of Dairy and Food Research* 44, no. 5 (2025): 761–67, <https://doi.org/10.18805/ajdfr.DRF-486>; J. M.M. Aji, Puryantoro, and A. Muhlis, "Outlining the Course of Arabica Coffee Production: Investigating Influential Factors for Smallholder Farmers in East Java, Indonesia," *Food Research* 9, no. 5 (2025): 87–93, [https://doi.org/10.26656/fr.2017.9\(5\).062](https://doi.org/10.26656/fr.2017.9(5).062).
- <sup>3</sup> Jiexin Liang et al., "Sensory Analysis of the Flavor Profile of Full Immersion Hot, Room Temperature, and Cold Brewed Coffee over Time," *Scientific Reports* 14, no. 1 (2024), <https://doi.org/10.1038/s41598-024-69867-6>; Reta, Zaimar, and Henny Poerwanti, "Hybrid Carbonic Maceration Techniques for Enhancing Arabica Coffee Flavor Profiles," *Coffee Science* 20 (2025), <https://doi.org/10.25186/v20i.2326>; Sri Wulandari and Gusmon Sidik, "Organoleptic Properties of Roast Coffee Bean Based on Postharvest Methods, Temperature, and Time of Roasting," *Agroindustrial Technology Journal* 7, no. 2 (2023), <https://doi.org/10.21111/atj.v7i2.9673>.

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- <sup>5</sup> Ikramuddin Ikramuddin et al., "Marketing Performance Development: Application of the Concept of Digital Marketing and Market Orientation Strategy in the Msme Sector," *International Journal of Educational Review, Law And Social Sciences (IJERLAS)* 1, no. 2 (2021): 181–90, <https://doi.org/10.54443/ijerlas.v1i2.85>; Desta Ria Erika, "Coffee Product Development Strategy at MSME Jagad Raye Using the Canvas Business Model Method," *Journal of Agriculture* 4, no. 02 (2025): 79–86, <https://doi.org/10.47709/joa.v4i02.5978>; Sena Dwi Andika, "Batik Bengkulu MSME Marketing Strategy In Facing The Global Market," *Bengkulu International Conference on Economics, Management, Business and Accounting (BICEMBA)* 2 (2024): 613–24, <https://doi.org/10.33369/bicemba.2.2024.16>.

network through direct interaction between producers and consumers.<sup>6</sup> On the other hand, the development of digital marketing has also been proven to increase purchasing decisions and strengthen business competitiveness.<sup>7</sup> In addition, market education is an important factor in shaping consumer understanding of the quality of local coffee products. Thus, the literature shows that there are three main dimensions in the development of coffee MSMEs, namely promotion, education, and product innovation.<sup>8</sup> However, most studies still examine these three aspects separately, so they do not provide a complete understanding

of how the integration between education and marketing can occur in the same activity.

Although MSME expos have been recognized as an effective means of promotion, studies that specifically explore the role of expos as an educational medium as well as marketing are still limited, especially from the perspective of Sharia economics. In the Sharia economic approach, economic activities are not only profit-oriented but also emphasize the value of benefit, justice, and sustainability.<sup>9</sup> However, most previous research focused more on increasing turnover or marketing strategies

<sup>6</sup> Zalwa Raniah Salshabilla and Mochamad Rizal Yulianto, "Content Marketing, Digital Interaction, and Upload Frequency on Consumer Purchasing Decisions in Digital Marketing Through Instagram Social Media," *International Journal of Artificial Intelligence for Digital Marketing* 2, no. 10 (2025): 49–64, <https://doi.org/10.61796/ijaifd.v2i10.418>; Ismail Razak, "Content Marketing Strategy in Increasing Consumer Interaction on Social Media," *Journal Of Data Science* 2, no. 01 (2024): 14–21, <https://doi.org/10.58471/jds.v2i01.4008>.

<sup>7</sup> Evelyn Aurelia, "Analyzing Digital Marketing Strategies of Shopee E-Commerce on Consumer Purchase Decision," *EKONOMIKA45 : Jurnal Ilmiah Manajemen, Ekonomi Bisnis, Kewirausahaan* 13, no. 1 (2025): 1154–68, <https://doi.org/10.30640/ekonomika45.v13i1.5598>; Mohammad Rishad Faridi et al., "E-Wom Across Digital Channels: A Comparison of E-Commerce and Social Media Impact on Consumer Purchase Intentions," *Innovative Marketing* 20, no. 4 (2024): 192–205, [https://doi.org/10.21511/im.20\(4\).2024.17](https://doi.org/10.21511/im.20(4).2024.17); M. Narayanan, "Impact of Digital Marketing a Study on Consumer Purchase Decision," *Asian Journal of Management*, 2024, 181–84, <https://doi.org/10.52711/2321-5763.2024.00029>.

<sup>8</sup> Muchsin Muchsin, Rahmaniar Rahmaniari, and M. Subhan, "The Effect of Market Orientation, Product Innovation and Creativity of Business Actor on Marketing Performance in Msmes (Study on Coffee Msmes in North Aceh Regency)," *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia*

*Administration (IJEBAAS)* 2, no. 5 (2022), <https://doi.org/10.54443/ijeabas.v2i5.388>; Sapna Biby and Naz Aina, "The Effect of Product Innovation and Production Efficiency on the Competitiveness of MSMEs with E-Marketing as a Moderating Variable," *International Journal of Multidisciplinary Research and Growth Evaluation*, 2021, 223–29, <https://doi.org/10.54660/anfo.2021.2.6.14>;

Fitriany et al., "The Effect of Green Marketing Mix 7P on Coffee Product Purchase Decisions at MSMEs Coffee Shop Makassar," *INOVASI: Jurnal Ekonomi, Keuangan, Dan Manajemen* 20, no. 4 (2024): 866–78, <https://doi.org/10.30872/jinv.v20i4.2299>.

<sup>9</sup> Rufaidah Mar, "Reassessing Income Tax ( PPH ) Article 21 for MSMEs: An Islamic Economic Analysis of Justice , Maslahah , and Dharibah Principles," *Journal of Principles Management and Business* 04, no. 2 (2025): 281–93, <https://doi.org/10.55657/jpmb.v4i02.276>; Fahrudin Fahrudin, "Application of the Principles of Justice in the Distribution of Wealth: A Literature Review of Contemporary Islamic Economics," *Indonesian Journal of Islamic Jurisprudence, Economic and Legal Theory* 2, no. 3 (2024): 1586–96, <https://doi.org/10.62976/ijijel.v2i3.684>; Muh Syauqi Malik and Maslahah Maslahah, "The Interrelationship of Javanese and Islamic Values on Educational Aspects and Economic Aspects," *Journal of Islamic Studies and Humanities* 6, no. 2 (2021): 120–29, <https://doi.org/10.21580/jish.v6i2.8717>.

without examining the educational process that occurred during expo activities and their impact on the capacity building of business actors. In addition, research that raises local contexts, such as the Sumberwringin District as a coffee production center in Bondowoso, is also still very limited. Therefore, there is a research gap in understanding how expos function as a learning space as well as marketing that is able to encourage the transformation of MSME businesses in a sustainable manner. This research offers novelty by integrating the analysis of educational and marketing aspects in one study framework, as well as placing the direct experience of MSME actors as the main basis of analysis.

Based on these gaps, this study aims to analyze the effectiveness of the Coffee MSME Expo as an educational and marketing medium in increasing the competitiveness of MSMEs in Sumberwringin District, Bondowoso Regency. In particular, this study examines how participation in the expo affects the increase in knowledge of business actors, changes in marketing strategies, and business development as reflected in the increase in the number of customers, sales turnover, and the expansion of business networks. Thus, this research is expected to make an academic contribution in expanding the study of the

role of expo not only as a promotional medium, but also as a learning medium that has a direct impact on increasing the capacity of MSME actors.

The main focus of this study is to explore the subjective experiences of coffee MSME actors in participating in expo activities and how they interpret the impact obtained from these activities. Using a qualitative approach, this research seeks to explore in depth the transformation process that occurs in business actors, from the aspects of marketing, product innovation, and business network development. This research argues that the MSME expo serves not only as a space for economic transactions but also as a platform for social interaction and learning, encouraging sustainable business competitiveness. Thus, this research provides an empirical foundation in understanding the strategic role of expos in the development of local commodity-based MSMEs, as well as a foothold to formulate a more adaptive MSME development strategy in the future.

## B. RESEARCH METHOD

This study uses a qualitative approach with the type of phenomenological research design.<sup>10</sup> This approach was chosen because the researcher wanted to understand in depth the subjective experience of coffee MSME actors in Sumberwringin District,

<sup>10</sup> John Land, "Producing Locally Causal Explanations in Qualitative Research by Using a Realist Phenomenological Methodology," *International Journal of Qualitative Methods* 23 (2024), <https://doi.org/10.1177/16094069241234806>; Alain Stockless and Sophie Brière, "How to Encourage Inclusion in a Qualitative Research Project Using a Design-Based Research Methodology," *International Journal of*

*Qualitative Methods* 23 (2024), <https://doi.org/10.1177/16094069241227852>; Dalia Al-Eisawi, "A Design Framework for Novice Using Grounded Theory Methodology and Coding in Qualitative Research: Organisational Absorptive Capacity and Knowledge Management," *International Journal of Qualitative Methods* 21 (2022), <https://doi.org/10.1177/16094069221113551>.

Bondowoso Regency, in participating in expo activities, especially the Nusantara Coffee Festival. Through a phenomenological approach, the research focuses not only on the visible results but also on the meaning that is directly felt by business actors, such as changes in knowledge, marketing strategies, and business development after participating in the expo. This research seeks to capture the transformation process experienced by MSME actors in a real context, so that it can provide a complete picture of the role of expo as an educational and marketing medium. The research informants totaled 12 people, consisting of 7 coffee MSME actors, 3 parties from the Agriculture Office, and 2 expo organizers. The selection of informants was carried out using purposive sampling techniques with the criteria of MSME actors who have participated in the expo at least once.<sup>11</sup>

Data collection techniques are carried out through in-depth interviews, field observations, and documentation to obtain

comprehensive data. Interviews were conducted in a semi-structured manner with MSME actors as the main informants, as well as with the Agriculture Office and expo organizers as supporting informants. This interview aims to explore experiences before and after participating in the expo, including changes in marketing strategies, increased business capacity, and impact on the number of customers and sales turnover. In addition, observations were carried out directly during the expo activities to see the interaction between MSME actors and visitors, the product demonstration process, as well as educational activities such as cupping tests and coffee brewing. Documentation is used as supporting data in the form of photos of activities, field notes, and expo archives. The combination of these three techniques allows researchers to obtain more in-depth data, depending on conditions in the field.<sup>12</sup>

The data analysis technique in this study is carried out in stages by referring to qualitative analysis, which includes data reduction, data presentation, and conclusion drawing.<sup>13</sup> The data reduction stage is carried

<sup>11</sup> Karen M. Staller, "Big Enough? Sampling in Qualitative Inquiry," *Qualitative Social Work* 20, no. 4 (2021): 897–904, <https://doi.org/10.1177/14733250211024516>; Brian C. Kelly and Christie Sennott, "Event-Centered Interviewing: Integrating Qualitative Interviews with Experience Sampling Technologies," *Sociological Methodology* 55, no. 1 (2025): 1–24, <https://doi.org/10.1177/00811750241283743>.

<sup>12</sup> Marianne Therese Smogeli Holter, "The Ethical and Methodological Dilemma of Questioning the Truthfulness of a Participant's Story: Using 'Circulating Reference' to Enhance the Validity of Qualitative Research," *International Journal of Qualitative Methods* 21 (2022), <https://doi.org/10.1177/16094069221117985>; Pengfei Zhao et al., "Reconceptualizing the Link

Between Validity and Translation in Qualitative Research: Extending the Conversation Beyond Equivalence," *International Journal of Qualitative Methods* 23 (2024), <https://doi.org/10.1177/16094069241260134>; Prokopis A. Christou, "Reliability and Validity in Qualitative Research Revisited and the Role of AI," *Qualitative Report* 30, no. 3 (2025): 3306–14, <https://doi.org/10.46743/2160-3715/2025.7523>.

<sup>13</sup> Mitchell Nicmanis, "Reflexive Content Analysis: An Approach to Qualitative Data Analysis, Reduction, and Description," *International Journal of Qualitative Methods* 23 (2024), <https://doi.org/10.1177/16094069241236603>; Prokopis A. Christou, "Looking Beyond Numbers in Qualitative Research: From Data Saturation to Data Analysis," *Qualitative Report* 30, no. 1 (2025): 3088–3100,

out by selecting and simplifying the results of interviews, observations, and documentation to match the focus of the research. Furthermore, the selected data is presented in the form of a systematic descriptive narrative to facilitate understanding of the pattern of findings. The final stage is the drawing of conclusions through an in-depth interpretation of the data that has been analyzed. The analysis process is carried out repeatedly to maintain consistency and accuracy of interpretation. To improve the validity of the data, this study uses the in Figure 1.

triangulation technique of sources and methods, namely by comparing data from various informants as well as the results of observation and documentation.<sup>14</sup> In addition, member checks are carried out on informants to ensure that the results of the researcher's interpretation are in accordance with the experiences they convey.<sup>15</sup> To clarify the flow of data analysis in this study, the stages of the research process, starting from data collection to conclusion, are presented in the form of a diagram



**Figure 1. Research Data Analysis Process**

The image shows the stages of data analysis, starting from data collection through interviews, observations, and

documentation. Furthermore, data reduction is carried out by selecting and simplifying information that is relevant to the focus of the

<https://doi.org/10.46743/2160-3715/2025.7560>;  
Luke Laari, "Inductive-Deductive Qualitative Data Analysis Logic in Health Sciences Research: A Framework for Analysing Qualitative Data," *International Journal of Qualitative Methods* 24 (2025),  
<https://doi.org/10.1177/16094069251381706>.

<sup>14</sup> Holter, "The Ethical and Methodological Dilemma of Questioning the Truthfulness of a Participant's Story: Using 'Circulating Reference' to Enhance the Validity of Qualitative Research"; Zhao et al., "Reconceptualizing the Link Between Validity and Translation in Qualitative Research: Extending the Conversation Beyond Equivalence"; Christou, "Reliability and Validity in Qualitative Research Revisited and the Role of AI."

<sup>15</sup> Stockless and Brière, "How to Encourage Inclusion in a Qualitative Research Project Using a Design-Based Research Methodology"; Anke Erdmann and Sarah Potthoff, "Decision Criteria for the Ethically Reflected Choice of a Member Check Method in Qualitative Research: A Proposal for Discussion," *International Journal of Qualitative Methods* 22 (2023), <https://doi.org/10.1177/16094069231177664>;  
Sasha M. Kullman and Anna M. Chudyk, "Participatory Member Checking: A Novel Approach for Engaging Participants in Co-Creating Qualitative Findings," *International Journal of Qualitative Methods* 24 (2025), <https://doi.org/10.1177/16094069251321211>.

research. The next stage is the presentation of data in the form of a systematic descriptive narrative to identify patterns of findings.<sup>16</sup> The final stage is the drawing of conclusions through an in-depth interpretation of the data that has been analyzed. To maintain validity, this study uses triangulation of sources and methods, as well as conducting member checks on informants.

## C. RESULT AND DISCUSSION

### The Role of MSME Expo as a Coffee Educational Media

Educational media in the context of the MSME expo refers to the function of expo activities as a means of transferring knowledge, skills, and practical understanding to business actors and visitors. Conceptually, education is not only informative but also applicable through direct interactions, demonstrations, and empirical experiences that enable contextual learning to occur. In this study, the coffee MSME expo is understood as an educational space that integrates the learning process from upstream to downstream, including cultivation, post-harvest processing, serving, and assessing coffee quality. The relevance of this theme lies in how MSME actors gain capacity building through direct experience during expo activities. Thus, education in the expo not only increases technical knowledge but also strengthens product communication skills and business actors' confidence in dealing with consumers, which ultimately contributes to increasing business competitiveness in a sustainable manner.

The results of the interviews show that the expo provides a comprehensive and practical learning space for MSME actors. The informant emphasized that the educational process is not only theoretical, but directly applied in expo activities. In addition, business actors feel an increase in understanding and ability to explain products to consumers. As conveyed by the informant: "The Expo provides education from upstream to downstream, starting from the cultivation process to coffee marketing" (Informant of the Agriculture Office, 2025). In addition, MSME actors also revealed that: "After participating in the expo, we better understand the coffee processing process and are more confident in explaining products to consumers" (MSME Actors, 2025). This shows that expos play a role as a means of direct learning. These findings also confirm the increase in the knowledge and communication capacity of business actors.

Findings in the field show that expo activities present various educational activities that involve direct interaction between MSME actors and visitors. The activity includes a demonstration of the roasting process, coffee brewing techniques, and cupping test practices to recognize the quality of the taste and aroma of coffee. In addition, the use of coffee processing equipment, such as roasting machines and brewing equipment, is seen directly in educational activities. Visitors not only observe but also actively engage in the learning process, thus creating a more immersive experience. This condition shows

<sup>16</sup> Julie Boéri and Deborah Giustini, "Qualitative Research in Crisis: A Narrative-Practice Methodology to Delve into the Discourse and Action of the Unheard in the COVID-19 Pandemic," *Qualitative Research* 24, no. 2 (2024): 412–32, <https://doi.org/10.1177/14687941231155620>; David Denborough et al., "Narrative Practice Research Network Special Issue Introduction: Qualitative Research Meets Narrative Therapy and

Community Work: A Confluence of Practice and Politics," *Qualitative Report* 29, no. 12 (2024): 9–21, <https://doi.org/10.46743/2160-3715/2024.7825>; Ahtisham Younas et al., "Proposing the 'MIRACLE' Narrative Framework for Providing Thick Description in Qualitative Research," *International Journal of Qualitative Methods* 22 (2023), <https://doi.org/10.1177/16094069221147162>.

that education in the expo is participatory and applicable. These findings are also in line with the results of interviews, which show an increase in the understanding of MSME actors. Thus, findings in the field reinforce that the expo serves as an interactive learning space capable of improving knowledge and skills directly.

Based on the findings of the research, it can be concluded that the coffee MSME expo has a strategic role as an effective educational medium in increasing the capacity of business actors. The education provided is comprehensive, covering the entire coffee production process, and is carried out through a hands-on approach that significantly increases understanding. The results of interviews and findings in the field show an increase in technical knowledge, skills, and confidence of MSME actors in explaining products to consumers. This pattern of findings indicates that experiential learning is a major factor in the success of education at the expo. In addition, direct interaction between business actors and visitors also strengthens the knowledge transfer process effectively. Thus, the expo not only functions as a means of information but also as a learning mechanism that contributes to improving the quality of human resources and the competitiveness of coffee MSMEs in a sustainable manner.

### **The Role of MSME Expo as a Coffee Marketing Media**

Marketing media in the context of MSME expo refers to the function of expo activities as a means to introduce products, expand market networks, and increase economic transactions through direct interaction between producers and consumers. Conceptually, marketing is not only related to product sales but also includes the process of communicating value, building trust, and strengthening business relationships. In this study, the coffee MSME

expo is understood as a marketing space that allows business actors to promote products directly while building relationships with customers and business partners. The relevance of this theme lies in the real impact felt by MSME actors after participating in the expo, such as an increase in the number of customers, sales turnover, and the formation of a partnership network. Thus, marketing through expos is not only short-term, but also contributes to sustainable business development through expanding market access and increasing business capacity.

The results of the interviews show that the expo has a real impact on increasing the marketing of coffee MSME products. The informant said that the expo activity opened up opportunities to acquire new customers and expand the cooperation network. In addition, MSME actors also felt an increase in income after participating in the expo. As expressed by the informant: "The Expo adds new consumers and opens up opportunities for cooperation with other parties" (Informant of Sumberwringin District, 2025). MSME actors also stated: "Our goal in participating in the expo is to increase marketing, and as a result, customers increase and income increases" (MSME Actors, 2025). This shows that expos function as an effective marketing tool. These findings also confirm an increase in the number of customers and business turnover.

Findings in the field show an increase in transaction activities and business interactions during the expo. MSME actors offer products, provide direct explanations to visitors, and establish communication that has the potential to continue after activities. In addition, it was found that several MSME actors managed to obtain additional permanent customers, resellers, and new business partners after participating in the expo. This condition shows that the expo not only has an impact on increasing sales during the activity, but also on the sustainability of

the post-expo business. Field documentation shows direct interaction between MSME actors and visitors in the marketing process, as well as education on coffee products. The

observation findings are also supported by visual documentation of expo activities that show direct interaction between MSME actors and visitors, as shown in Figure 2.



**Figure 2. Interaction of Coffee Education and Demonstration in the MSME Expo Activity**

### **The Role of MSME Expo as a Coffee Marketing Media**

The image shows the direct interaction between MSME actors and visitors in the process of education and coffee marketing. Brewing demonstration activities, product communication, and visitor involvement in coffee taste evaluation (cupping test) were seen. This condition strengthens the finding that expo functions as a learning space as well as experiential learning.

Field data also shows an increase in turnover both during the expo period and after. These findings are in line with the results of interviews that show an increase in the number of customers and revenue. Thus, the expo functions as an economic interaction space that is able to expand the market network while improving business performance in a real and measurable manner. Departing from this, the forms of marketing utilization found are presented in Table 1.

**Table 1. Changes in the Business Conditions of Sumberwringin Coffee MSMEs**

MSME Name	Indicator	Before the Expo	After the Expo
<b>Mas Iyan Coffee Farmer</b>	Regular customers	< 20 customers	±30 customers + 17 resellers
	Turnover	± IDR70,000,000/harvest	IDR 3–6 million (during expo) and ± IDR 150,000,000/harvest
<b>Kosabe Coffee</b>	Regular customers	±15 customers	±40 customers
	Turnover	± IDR 50,000,000/harvest	IDR 6–7 million (expo) and ± IDR 100,000,000/harvest
<b>Dellian Coffee</b>	Regular customers	±20 customers	Permanent partner (PMO Kopi Nusantara)
	Turnover	± IDR 20,000,000/harvest	IDR 2 million (expo) and ± IDR 50,000,000/harvest
<b>Havid Coffee Farmer</b>	Regular customers	±15 customers	±30 customers + 15 loyal customers
	Turnover	± IDR10,000,000/harvest	IDR 5–6 million (expo) and ± IDR 20,000,000/harvest
<b>Kluncing Coffee</b>	Regular customers	±30 customers	±70 customers
	Turnover	± IDR 1,000,000/month	IDR 2–4 million (expo) and ± IDR 2–3 million/month

**Source:** Primary data from interviews with coffee MSME actors in Sumberwringin District (2025).

Based on Table 1, it can be seen that all MSMEs have experienced a significant increase after participating in the expo. The increase not only occurs in the number of customers, but also in sales turnover, which shows short-term and long-term impacts. For example, Mas Iyan Coffee Farmer experienced a more than twofold increase in post-expo turnover, which shows an expansion of the market and an increase in product demand. Based on the calculation results, the average increase in the number of coffee MSME customers after participating in the expo reached around 130-140%, while the increase in sales turnover reached around ±120%. The highest increase occurred in the customer aspect, especially in MSMEs that

have succeeded in developing reseller networks and partnerships. This shows that the expo not only has an impact on increasing short-term transactions but also on expanding the market network, which contributes to sustainable business growth. The calculation was carried out based on the data from the interview results with an average estimation approach on the available range of values.

Analytically, these findings show that the expo catalyzes strengthening MSME market access. Direct interaction between business actors and consumers in expo activities allows for more effective product communication, thereby increasing trust and purchasing decisions. These findings are in line with the theory of *experiential*

*marketing*, which emphasizes the importance of hands-on experience in building relationships between producers and consumers. In this context, expo becomes an interaction space that is not only transactional but also relational.

In addition, the expo also encourages the transformation of marketing strategies from conventional to digital. MSME players are starting to use social media such as Instagram and WhatsApp to expand market reach. This shows that the impact of the expo does not stop at physical activities, but continues to change business behavior that is more adaptive to technological developments. The novelty of this research lies in the finding that the expo not only expands external markets but also increases the internal capacity of business actors, such as communication skills, branding, and partnership network development. Thus, the expo serves as a space for sustainable business transformation.

The findings of this study show that the coffee MSME expo not only functions as a

promotional medium but also as a multidimensional business capacity transformation mechanism. The integration of education and marketing in one interaction space produces a simultaneous impact on improving the internal competence of business actors and external business performance. From a theoretical perspective, the results of this study strengthen the concepts of experiential marketing and experiential learning, where direct experience is the main factor in shaping understanding, belief, and economic decisions.<sup>17</sup> In contrast to conventional one-way marketing approaches, expos create two-way interactions that allow for a direct exchange of value between producers and consumers.<sup>18</sup> This explains why the increase in customers does not only occur during the activity, but also continues after the expo through the business relationships formed.

At the national level, these findings are in line with the trend of developing event-based MSMEs and the creative economy in Indonesia, which places expos as a strategic instrument in expanding market access.<sup>19</sup>

<sup>17</sup> Yingjie Dou, "Research on the Impact of Experiential Marketing on Consumers' Purchase Decision - Making Behavior," *Journal of Business and Marketing* 1, no. 6 (2024): 57–61, <https://doi.org/10.62517/jbm.202409608>; Khushboo Rafiq, Sumera Memon, and Nitaliya Hassan, "Cognitive Effects of Fashion Brand Advertisements on Consumer Perception and Decision-Making Behavior An Experiential Learning Approach," *International Journal of Experiential Learning & Case Studies* 10, no. 2 (2025): 178–97, <https://doi.org/10.22555/ijelcs.v10i2.1400>; Alice Y. Kolb and David A. Kolb, "Experiential Learning Theory as a Guide for Experiential Educators in Higher Education," *Experiential Learning and Teaching in Higher Education* 1, no.

1 (2022): 38, <https://doi.org/10.46787/elthe.v1i1.3362>.

<sup>18</sup> Saifeddin Alimamy et al., "Revealing the Essence of Value-in-Being: A Heideggerian Paradigm of Value Co-Creation," *Psychology and Marketing* 41, no. 1 (2024): 5–15, <https://doi.org/10.1002/mar.21867>; Qian Li and Songyu Jiang, "Perceptual Service Robot Attributes Affecting Customer Value Co-Creation Intention in Luxury Hotels Industry," *Innovative Marketing* 21, no. 1 (2025): 89–104, [https://doi.org/10.21511/im.21\(1\).2025.08](https://doi.org/10.21511/im.21(1).2025.08).

<sup>19</sup> Musniasih Yuniati and Supriadin Supriadin, "Penerapan Teknologi Digital Dalam Meningkatkan Akses Pasar UMKM Di Sektor Kreatif Pendekatan Media Sosial," *Economica Insight* 1, no. 1 (2024): 7–12, <https://doi.org/10.71094/ecoin.v1i1.26>; Ristanti

Nevertheless, this study contributes further by showing that the success of an expo is not only determined by the number of transactions but by the quality of the educational interactions that take place within it. Internationally, the results of this study are relevant to the study on the development of experiential-based entrepreneurship-based MSMEs, which emphasizes that capacity building of business actors occurs through direct practice, not just formal training.<sup>20</sup> In this context, expo plays a role as an effective form of non-formal learning in improving entrepreneurial competence.<sup>21</sup>

From the perspective of Sharia economics, these findings indicate that the expo reflects the principles of *maslahah* (benefit), *ta'awun* (cooperation), and *'adl* (justice).<sup>22</sup> Expo creates more inclusive market access, strengthens cooperation between business actors, and provides equitable economic benefits. Thus, the expo not only has an impact on economic growth, but also on equitable and sustainable economic development. The scientific contribution of this research lies in the development of an integrative model between education and marketing in the context of MSME expos. This research shows that the two aspects cannot be separated, but rather

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Ristanti, Yuli Arisanti, and Agung Sulisty, "Peningkatan Daya Saing UMKM Dalam Menembus Pasar Ekspor," *PANUNTUN (Jurnal Budaya, Pariwisata, Dan Ekonomi Kreatif)* 1, no. 2 (2024): 90–99, <https://doi.org/10.61476/rh2qm994>; Nandina Fida Salsabilla and Fauzatul Laily Nisa, "Ekonomi Kreatif Dalam Pasar Global : Tren, Peluang, Dan Ancaman (Studi Kasus Kesenian Wayang Indonesia)," *Jurnal Ekonomi Kreatif Indonesia* 2, no. 4 (2024): 234–43, <https://doi.org/10.61896/jeki.v2i4.58>.

<sup>20</sup> Tharrenos Bratitsis et al., "Meta-Analyzing Experiential Game-Based Learning in Entrepreneurship Education," *European Conference on Games Based Learning* 19, no. 2 (2025), <https://doi.org/10.34190/ecgbl.19.2.4090>; Lina Margarita Marrugo-Salas, "Game Over (GO!): A Transformative Model for Entrepreneurship Education through Game-Based Experiential Learning," *European Conference on Games Based Learning* 19, no. 2 (2025): 580–90, <https://doi.org/10.34190/ecgbl.19.2.4063>; Sophia N. Koustas and Elham Shahidi Salehi, "Entrepreneurship Education and Experiential Learning in Higher Education," *Experiential Learning and Teaching in Higher Education* 4, no. 1 (2022): 15, <https://doi.org/10.46787/elthe.v4i1.3429>.

<sup>21</sup> Ali Ramatni, "Implications of Education for Entrepreneurial Abilities: Formal Versus Non-Formal Education," *International Journal Of Education, Social Studies, And Management*

(*IJESSM*) 4, no. 1 (2024): 154–68, <https://doi.org/10.52121/ijessm.v4i1.218>; Michal Ganz Meishar, "Non-Formal Encounters between Israeli Families and African Immigrant Families Foster Lifelong Learning Competence," *Quality Education for All* 1, no. 2 (2024): 1–20, <https://doi.org/10.1108/QEA-01-2024-0012>; Sea Ming Toh, Mahadi Batiah, and Wan Jie Sim, "Beyond the Classroom: A Review of Non-Formal Entrepreneurial Education in Shaping Entrepreneurial Intentions through Short Entrepreneurial Courses and Entrepreneurial Networking Clubs," *Entrepreneurship Education* 8, no. 2 (2025): 255–300, <https://doi.org/10.1007/s41959-025-00143-y>.

<sup>22</sup> Fasihul Lisan and Naylail Fithri, "Implementasi Pembiayaan Akad Mudharabah Serta Upaya Bmt Maslahah Dalam Meningkatkan Kepercayaan Anggota," *ADL ISLAMIC ECONOMIC: Jurnal Kajian Ekonomi Islam* 5, no. 1 (2024): 34–53, <https://doi.org/10.56644/adl.v5i1.106>; Marisa Rizki, Moh Bahrudin, and Syamsul Hilal, "Istinbath Maslahah Mursalah Method in Economics," *Al-Fadilah: Islamic Economics Journal* 2, no. 2 (2024): 120–36, <https://doi.org/10.61166/fadilah.v2i2.46>; Yuman Firmasnyah, Abdul Wahab, and Sumar'in, "Utility Theory And The Concept Of Maslahah In Islamic Economics," *SOUTHEAST ASIA JOURNAL OF GRADUATE OF ISLAMIC BUSINESS AND ECONOMICS* 2, no. 3 (2024): 106–11, <https://doi.org/10.37567/sajgibe.v2i3.2962>.

strengthen each other in shaping business competitiveness.<sup>23</sup> These findings enrich the literature on sharia economics by presenting an experience-based approach as a sustainable MSME capacity-building strategy. The emphasis on these substantive values is consistent with a maqāṣid al-syarī'ah perspective that places justice and public benefit at the center of Islamic economic decision-making.<sup>24</sup> This orientation also indicates that Sharia principles need to be translated into operational standards and institutional practices, rather than remaining merely normative commitments.<sup>25</sup>

#### D. CONCLUSIONS

This research shows that the coffee MSME Expo has a strategic role as an integrated educational and marketing medium in increasing the competitiveness of business actors. From the educational aspect, the expo has proven to be able to increase technical knowledge, practical skills, and confidence of MSME actors through direct experiential learning. Interaction between business actors and visitors in the form of demonstrations, discussions, and hands-on practice creates an effective and contextual knowledge transfer process. Meanwhile,

from the marketing aspect, the expo has a real impact in the form of increasing the number of customers, sales turnover, and the formation of new business networks such as resellers and business partners. Thus, the expo not only serves as a means of short-term promotion but also as a space for learning and sustainable business capacity transformation.

Furthermore, the findings of this study confirm that the integration between education and marketing functions in the expo is a key factor in encouraging the growth of coffee MSMEs. The impact produced is not only temporary during the activity, but continues to increase the internal capacity of business actors, such as communication skills, branding strategies, and adaptation to digital marketing. From the perspective of Sharia economics, the expo also reflects the value of benefit, justice, and cooperation through the creation of collective benefits and wider market access. Therefore, the development of the expo in the future needs to be directed at improving the quality of interaction, continuous assistance, and integration with digital technology so that the impact is more optimal and sustainable for strengthening the competitiveness of MSMEs. This research also provides practical implications for the government and

<sup>23</sup> Siti Azizah, Dede Aprylasari, and Suwigda Agung Novandinata, "Leveraging Triple Helix Synergy for Boosting SME Innovation and Competitiveness: Insights from Blitar," *Agriwar Journal* 5, no. 1 (2025): 30–36, <https://doi.org/10.22225/aj.5.1.2025.30-36>; Mirela Cătălina Türkeş, "Driving Success: Unveiling the Synergy of E-Marketing, Sustainability, and Technology Orientation in Online SME," *Journal of Theoretical and Applied Electronic Commerce Research* 19, no. 2 (2024): 1411–41, <https://doi.org/10.3390/jtaer19020071>.

<sup>24</sup> Warsidi, Sami Ullah Khan, and Suhartono, "Implementasi Maqāṣid Al-Syarī'ah dalam Pertimbangan Hakim pada Sengketa Ekonomi Syariah," *Maqasid: Jurnal Studi Hukum Islam* 14, no. 3 (2025), <https://doi.org/10.30651/mqsd.v14i3.28691>.

<sup>25</sup> Warsidi, Abdurrahman Raden Aji Haqqi, and Isma Swadjaja, "Implementation of Sharia System in Sharia-Certified Hospitals," *Jurnal Ilmiah Ekonomi Islam* 10, no. 3 (2024): 2828–33, <https://doi.org/10.29040/jiei.v10i3.14713>.

expo organizers to design activities that are not only sales-oriented, but also on building

the capacity of business actors in a sustainable manner

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