Selling the Past: Using Oral History for Branding Strategies Dampit Coffee

Lutfiah Ayundasari*

Universitas Negeri Malang, Malang, Indonesia
lutfiah.ayundasari.2507319@students.um.ac.id

Abstract. Selling memories has become an important marketing strategy in contemporary era, as consumers increasingly seek not only to enjoy a product but also to discover the story behind it. This study aims to integrate oral history as both a method and a historical source with a branding strategy based on Anholt's Hexagon Model as a form of applied historiography that extends the practical use of history, particularly as a branding medium for Dampit Coffee. This study employs a qualitative approach using a literature review and conceptual analysis to examine the potential of oral history as both a method and a historical source in the branding strategy of Dampit Coffee. The findings indicate that oral history can support the branding of Dampit Coffee by transforming historical narratives into multimedia-based storytelling within the framework of Anholt's Hexagon Model

Keywords: Oral history, Branding, Dampit Coffee.

1 Introduction

Dampit is a sub-district in Malang Regency which has been famous for its coffee production since the Dutch colonial era[1]. During this period, coffee in this area thrived due to several factors, including soil conditions, the environment, and management. The soil type in this region is podzolic (red-yellow podzolic), derived from volcanic sediments from Mount Semeru. This soil is characterized by its looseness, rich organic matter, and good drainage, making it suitable for coffee plants. Furthermore, proper management, particularly in production and distribution, was also crucial. In the production process, private entrepreneurs and the colonial government employed modern planting technology, from seed selection to plant care. The government also provided specialized officers to monitor the health of the coffee plants [2]. Meanwhile, to support the distribution process, the colonial government constructed tramways and highways along with transport cars to Malang. However, this glory slowly faded with the economic crisis of the 1930s. The coffee supply chain process became increasingly unstable from the arrival of the Japanese until the New Order era. This was due to various policies that continued to change. For example, during the Japanese era, the focus of crop cultivation was not on plantations but on food crops. In this region, during the Japanese era, people were required to plant corn. During the independence struggle, many coffee plantations were damaged during an event known as *bumi hangus*, and and also by unresolved agrarian conflicts [3,4].

© The Author(s) 2026
I. W. P. Utami and A. J. Abdilla (eds.), *Proceedings of the 3rd International Conference on History, Social Sciences, and Education (ICHSE 2026)*, Advances in Social Science, Education and Humanities Research 1037,
https://doi.org/10.2991/978-2-38476-624-6_26

Coffee cultivation has begun to be refocused after the Reformation, in line with the increasing number of coffee drinkers. Indonesian coffee consumption has grown by approximately 7.77% over the past four years, exceeding global coffee consumption growth of only 2.96% [5]. The coffee drinking culture that was previously only among older people and limited to coffee shops, has changed to become increasingly popular among young people, this is accompanied by the proliferation of low-end to high-end coffee shops, because coffee is considered a part of modern urban culture that reflects a person's status [6]. This not only increases the number of coffee consumers but also opens up more jobs in the food and beverage and souvenir sectors. For example, in Malang, in 2023, the number of cafeterias or cafes in the city was 344. Meanwhile, the number of cafe permit applications in Malang City in 2023 reached around 1,000[7]. This means a twofold increase from 2022.

According to data, Indonesia's coffee production in 2022 reached 789,970 tons. This production came from 1.26 million hectares of coffee plantations, of which 99.40% were managed by smallholder plantations (PR), while the remainder was managed by large state-owned plantations (PBN) (0.44%) and large private plantations (PBS) (0.16%)[8]. This indicates that 99.40% of the money circulating in the coffee production process comes from the community. However, this figure has little significant impact because the community sells coffee in the form of rice at an average producer price of Rp. 20,141 per kg[8]. This figure is far below the average price of the lowest grade ground coffee, which is Rp 90,650 per kg (with shrinkage during roasting of around 15-20%). This is one of the reasons why coffee producers in Dampit District do not receive significant profits in the coffee supply chain. Most coffee farmers in Dampit sell their produce to middlemen, yet 52.5% of coffee farmers found that this income covers their daily needs [9].This is ironic, as this product could provide greater well-being, yet farmers are content with the nominal amount they receive. In fact, there are support efforts for farmers to increase the economic value of coffee through export product development, coffee literacy classes, technology adoption, and coffee festivals [10–13]. However, no one has specifically used oral history-based branding methods as a strategy for revitalizing and strengthening product competitiveness.

The use of oral history for branding Dampit coffee is considered important because research has found that changes in a person's behavior in consuming coffee cannot be separated from the influence of advertising, both in mass media and social media, which contain unique product information [14]. In addition, because the target consumers are millennials and Z generations, who view coffee not only as a drink but as a lifestyle and social strata, coffee industry players need to present innovation, sustainability, and social connectivity in presenting their coffee products [5,15]. Another advantage of using oral history for branding is as a business image recovery strategy, influencing consumer attitudes and purchasing intentions, and increasing buyer loyalty through the resulting narrative. Another thing to consider is that historical story-based branding can be used as a business image recovery strategy, and increase business competitiveness because it is able to present product uniqueness [16–19]. Therefore, this study attempts to combine oral history as a method and historical source with a branding strategy using the Anholt Hexagon Model as a form

of applied historiography that makes history more useful, namely as a branding medium for Dampit coffee products.

2 Method

This study employs a qualitative approach using a literature review and conceptual analysis to examine the potential of oral history as both a method and a historical source in the branding strategy of Dampit Coffee. The literature review involves a series of activities related to collecting bibliographic data, reading and taking notes, and processing the materials relevant to the research. [20]. Furthermore, data were collected through the identification, analysis, and synthesis of various relevant literature sources, including documents, publications, and written sources concerning oral history, place branding, local identity, storytelling, and the development of Dampit Coffee. The literature data were analyzed thematically through several stages: identifying the concepts of oral history; identifying the functions and characteristics of the Anholt Hexagon; categorizing the values and narratives derived from oral history; and mapping the interrelationships between them. The analysis was conducted across the six dimensions of the Anholt Hexagon Model, as presented in Figure 1.

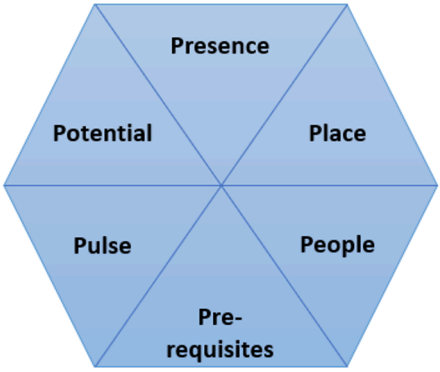


Figure 1. Anholt Hexagon Model [21]

The analysis is used to formulate a conceptual model of how oral history can be transformed from a source of past narratives into storytelling that supports Dampit Coffee branding.

3 Result and Discussion History and Identity of Dampit Coffee

Malang Regency. Its astronomical coordinates are between 112º42'71"-112º48'49" East Longitude and 8º09'68"-8º18'06" South Latitude. Geographically, Dampit District is located 36 km southeast of Malang City, with an area of 135.37 km2, or approximately 4.55 percent of the total area of Malang Regency. Its borders are Wajak District to the north, Sumbermanjing Wetan District to the south, Tirtoyudo District to the east, and Turen District to the west. This geographical location makes Dampit

quite strategic. This is indicated by the increasing number of southern transportation routes passing through Dampit District.

In general, the soil structure in the Dampit District area is a type of pedzolic soil with topography consisting partly of plains and hills with an altitude of between 300-460 m above sea level, with a slope of less than 40%. As an area whose topography is mountainous. Like other regions in Indonesia, Dampit has two seasons: dry and rainy. Average rainfall is 1,419 mm annually, with temperatures averaging 22-24,80°C. Humidity in Dampit District tends to be high, around 60%. This soil composition makes the area suitable for growing coffee, which has been cultivated since the Dutch colonial era.

During the Dutch colonial period, Dampit was administratively under the Malang division. Rapid development in this region occurred after the enactment of the Agrarian Law of 1870. This law, initiated by liberals in the Netherlands, allowed private parties to participate in land management in the Dutch East Indies and hold erfpacht rights. Foreign capital owners could lease land for 75 years from native Indonesians, and the land was generally planted with industrial crops such as tea, coffee, sugar cane, cocoa, cinchona, cloves, indigo, and others. The enactment of this law had a significant impact on the social and economic life of the islands of Java and Sumatra. These impacts included monetization in Java, the growth of the plantation sector in South Bandung, the limited economic activity of Arabs in Surabaya, the growth of the sugar industry in the Cirebon Residency, and so on [22,23]. Meanwhile, in Malang, the implementation of this law resulted in the proliferation of private plantations, especially in Dampit and Ampelgading. Based on the Ampelgading map around the early 20th century, there were many cultivated plantations in this area such as Og Soemberandong, Og Kaliglidik, Og Lebakroto, Og Soemberremis, Og Wonokojo, Og Soembersengkaring, Og Soembertelogo, Og Soembertjeleng, Og Sonosekar, OG Sonowangi, etc.

4 Branding Strategy Based on Oral History

A history-based branding strategy is an approach that integrates historical values into modern marketing practices to enhance product competitiveness. This strategy is necessary because product sales involve more than just offering goods for consumption, but also experiences and stories [24]. Implementing a history-based branding strategy can be done if the producer has a narrative that can be transformed into various forms, such as attractive packaging design, local-based storytelling, and the use of social media to convey unique product information. This narrative can be obtained, among other things, through oral history.

Oral history can be defined in two ways, namely as a method and a source of history [25]. As a technique or method, oral history is intentionally used to seek historical information. Meanwhile, as a historical source, oral history can be used as a source of information to reconstruct and understand historical events. Although widely debated for its perceived subjectivity, oral history can be a solution to the lack of written sources for events outside the grand narrative. Other advantages include its ability to depict the emotional content of the storyteller, strengthening social bonds,

encouraging generational dialogue, and empowering individuals to safeguard and preserve historical heritage [25,26].

Oral history and storytelling are interrelated. In oral history, storytelling is the most important element because it is through this process that historical information can be conveyed. Furthermore, it also serves as a medium for disseminating information in various forms. Storytelling, on the other hand, is a form of photography, images, and sound [27,28]. In the context of oral history, storytelling is conveyed orally. However, with the development of communication technology, storytelling can be delivered without the constraints of space and time through various media such as print, electronic, and social media. Oral history-based storytelling can be used not only to convey historical information beyond the grand narrative but also for branding and marketing.

Storytelling that highlights local history not only serves as product differentiation but also creates an emotional connection between consumers and the product, thereby strengthening brand identity. This aligns with the view that history can be an effective marketing resource because it can build emotional connections with consumers [29]. In the field of marketing, storytelling has been proven to have a positive impact on increasing selling prices, consumer loyalty, and expanding the market [30]. This is because storytelling can increase brand awareness among millennials [31,32]. In addition, it can also be used as an educational tool for consumers, creating attachment and trust in the product [33,34]. For example, Starbucks mobilized rhetorical history as a strategic marketing asset, publishing 1,852 stories between 2003 and 2020 to assert its heritage and inscribe itself in local and national history [35].

Coffee and its journey story become something interesting to collaborate because we know that drinking coffee for Indonesians is equivalent to afternoon tea in the British tradition, although it is in a different social class. Coffee for the Indonesian people was originally a drinking ritual for the lower middle class served in stalls, but now it has changed, coffee has become increasingly popular among young people, this is accompanied by the proliferation of low-end to high-end coffee shops, because coffee is considered as part of modern urban culture that reflects a person's status [6]. With these changing patterns, there's an opportunity to retrace, nurture, and sell the coffee story to increase income throughout the supply chain, not just for middlemen. Through this story, we can learn about the origins, development, and rise and fall of the coffee industry, both on smallholder and colonial plantations, revisit the legacy, and learn how coffee was once a highly profitable commodity during its golden era.

An oral history-based branding strategy for Dampit coffee can be carried out by involving stakeholders including coffee farmers, members of farmer groups, middlemen, foremen, village officials, etc. with the following steps;

1. Project design: ensuring the objectives to be achieved, namely tracing and narrating the history of Dampit coffee, determining the costs required, and creating a timeline of activities.
2. Preparation: Choose equipment, prepare questions, train interviewer, collect stories about dampit coffee.
3. Recording: Conduct structured or semi-structured recorded interviews
4. Processing: Care for materials, transcribe, summarize

5. Analyzing: analyze both individual and collective memory, examining people's lives, experiences, sadness, joys, achievements, and failures.
6. Making narrative storytelling: Compiling a story that can be used as multimedia storytelling material to strengthen Kopi Dampit's branding

Furthermore, oral history narratives are being utilized for multimedia storytelling, leveraging digital media as a branding and marketing strategy. In practice, historical narratives creatively packaged through social media can expand market reach while strengthening brand image based on local wisdom. This phenomenon is also inseparable from contemporary trends where the past is increasingly being reconstructed and exploited for present-day commercial interests.[36]In fact, various forms of historical representation such as exhibitions, history books, and retro-style objects have developed into market-oriented products, contributing to economic growth and responding to consumer needs [37]. Thus, a history-based branding strategy not only serves as an effort to preserve historical value, but also as a relevant marketing innovation in the current economic era.

5 Oral History for Dampit Coffee Branding Strategy with Anholt Hexagon Model

In today's era of global and digital competition, strengthening product competitiveness involves more than just establishing farmer groups to monitor product quality and pricing, but also building a strong brand identity, image, and value. In this context, branding strategy is a crucial approach to improving a product's competitive position amidst changing consumer behavior and market dynamics. Branding isn't just about changing logos or packaging; it's about reshaping a product's identity to make it more relevant to the needs of the modern market without losing the product's inherent local value [17]. For coffee-producing regions like Dampit, branding is a strategic step to revitalize Dampit Coffee's image as a local product with unique quality and character, especially when packaged with historical narratives that underpin the development of the coffee industry in the region. This is because history can be used to provide a stronger identity for the product and can bring back memories for buyers [27.35]. One approach to this branding strategy is the Anholt Hexagon Model.

The Anholt Hexagon Model was originally used to build the image of a country or region through six main dimensions, namely presence, place, potential, pulse, people, and prerequisites [21]. In developing locality-based products, these six dimensions can be adapted as instruments to strengthen the identity of regional products. Branding Dampit Coffee through the Hexagon Anholt approach allows for the development of coffee's image not only as an economic commodity, but also as a representation of the culture, history, and local identity of Malang Regency. The first dimension, presence, relates to the level of product recognition and reputation among the wider community. Dampit Coffee has long been known as one of the superior robusta coffees in East Java, but its popularity is still less than several other regional coffee brands that have successfully built national and international brands. Therefore, branding is needed to increase Dampit Coffee's visibility through digital marketing

strategies, participation in coffee festivals, and collaboration with creative industry players. Strengthening the visual identity such as the logo, packaging design, and historical narrative of Dampit Coffee can help improve the product's image in the eyes of consumers.

The second dimension, place, emphasizes the importance of the product's relationship to local geography and culture. Geographical characteristics such as soil type and quality, as well as the chemical elements present, contribute to the distinctive flavor of coffee plants [38]. Dampit coffee has a unique advantage because it is grown in mountainous areas with soil and climate conditions that support the quality of the coffee's flavor. This narrative can be used as a key selling point in a branding strategy. Packaging Dampit coffee's identity as a specialty coffee from the Semeru mountains can strengthen product differentiation compared to coffee from other regions. From a modern marketing perspective, consumers tend to be attracted to products with a story, authenticity, and cultural ties.[39]Therefore, branding strategies can be implemented through packaging design that showcases Dampit's geographic features, the use of geographic indication labels, and the strengthening of storytelling about the history of the coffee plantation and the lives of local farmers. This local identity will provide emotional value for consumers while strengthening Dampit Coffee's image as a product with unique and regional authenticity.

The third dimension, potential, relates to economic potential and future product development opportunities. Branding Dampit coffee can open up broader market opportunities, particularly in the growing premium and specialty coffee segments. This is an effort to address the common perception that coffee produced by farmers in the Dampit region is limited to local consumption. In this regard, they need to improve production quality, quality standards, and product innovation to meet the needs of the modern market. Product diversification, such as premium packaged coffee, ready-to-brew coffee, and coffee-based derivative products, can be a strategy to increase economic added value. With the right branding, Dampit coffee will not only be viewed as a local commodity but also has the potential to become a superior regional product with high competitiveness. This can be optimized by collaborating with relevant agencies and institutions, such as corporate CSR programs, food and packaging technology from universities, and product innovation research.

The fourth dimension is pulse, the ability of a product or region to create unique cultural appeal and dynamics. Dampit Coffee branding can be achieved by building unique coffee cultural experiences through coffee festivals, coffee enthusiast communities, and social media-based promotions. Narratives about the history of the Dampit coffee plantation, the traditions of the coffee farming community, and the traditional processing process can create an emotional appeal for consumers. Today, consumers are not just buying products, but also the experiences and stories associated with those products. Therefore, strengthening storytelling is a crucial part of a coffee branding strategy.

The fourth dimension in Anholt's Hexagon Model is pulse, which is the ability of a product or region to create unique appeal, dynamics, and cultural experiences that can build emotional bonds with the community and consumers. In the context of Dampit Coffee branding, the pulse dimension is important because it relates to how Dampit coffee is positioned not only as a consumer product, but also as the face of local culture that lives and thrives within the community. Pulse-based branding can be

implemented through the creation of unique coffee cultural experiences, such as holding Dampit coffee festivals, coffee education activities, local barista competitions, and the formation of coffee lover communities that actively promote the identity of regional coffee. These activities can build a dynamic coffee cultural atmosphere, thereby increasing the appeal of Dampit coffee in the eyes of consumers, especially the younger generation who tend to prefer experience-based products.[40,41]. Furthermore, this appeal can be maximized through the use of social media as a space for cultural interaction and digital promotion. The development of digital technology has transformed product marketing patterns from mere conventional promotions to marketing based on visual narratives and consumer experiences. This brand identity development can be conveyed through creative content that showcases the coffee production process, the lives of farmers, the plantation atmosphere, and even the local coffee culture. This dimension is closely related to the people dimension.

The fifth dimension, people, places the local community as a key element in building the product's image. These communities include coffee farmers, MSMEs, members of farmer groups, tourism groups (Pokdarwis), and the younger generation of Dampit District. These communities must be trained to love and own the product, fostering a sense of ownership and commitment to consistently deliver excellence in production and distribution. This can be achieved through training tailored to their respective roles. For example, farmers are given training on proper planting, care, and harvesting techniques to ensure premium coffee quality. Branding and digital marketing training is provided for young people or children of coffee farmers, as they are a digitally savvy generation. Training on coffee tourism management and storytelling is provided for Pokdarwis members, as well as other appropriate training. This community empowerment greatly requires support from the government and relevant institutions.

The sixth dimension, prerequisites, relates to infrastructure and facilities that support product development. In the context of Dampit coffee branding, local government support, access to financing, processing technology, product certification, and ease of digital marketing are crucial factors in increasing product competitiveness. Branding will not run optimally without an adequate supporting ecosystem. Therefore, synergy between the government, business actors, academics, and communities is necessary to create sustainable coffee product development. Good practices that have been implemented include holding a coffee festival in collaboration with the University of Muhammadiyah Malang, online marketing training with Veteran Nusantara University, international coffee promotion in collaboration with the Ministry of Foreign Affairs and Malang State University, and developing an ecotourism strategy with Brawijaya University [11] [13][42]. It is hoped that this support will not be a one-time event, but will continue as a form of shared responsibility for community empowerment.

References

1. Hudiyanto, R.: Kopi dan gula: Perkebunan di kawasan Regentschap Malang, 1832-1942. Jurnal Sejarah dan Budaya 9(1), 96–115 (2015)

2. Sayono, J., Ayundasari, L., Ridhoi, R., Irawan, L.Y.: Socio-economic impact in-out migration phenomenon in Southeastern Malang in 19th-20th. IOP Conference Series: Earth and Environmental Science 485, 012023 (2020)
3. Sasanti, M.D.: Sengketa lahan antara PT. Margosuko dan masyarakat Kecamatan Dampit tahun 2007-2013 dan nilai pendidikannya. Skripsi, Universitas Negeri Malang, Malang (2014)
4. Anggraini, S., Dewi, K., Kartini, D.: Legitimasi kedudukan dan peran pemerintahan desa (Studi penyelesaian sengketa agraria di Desa Amadanom Kecamatan Dampit Kabupaten Malang). Jurnal Pendidikan dan Konseling 5(1), 10027–10036 (2023)
5. Wibowo, A.: Potensi dan tantangan kopi di era milenial. Warta Pusat Penelitian Kopi dan Kakao Indonesia 31(1), 16–23 (2019)
6. Rachmawati, Y.D., Sari, N., Agus, D.: Orientasi masyarakat terhadap pemilihan kafe di Kota Malang. Planning for Urban Region and Environment 8(1), 67–74 (2019)
7. Pratiwi, D.E.: Analisis kelayakan usaha kedai kopi Sakuntala Coffee and Eatery di Kota Malang periode 2021 - 2023. Skripsi, Universitas Muhammadiyah Malang, Malang (2024)
8. Widaningsih, R.: Keragaan kopi nasional. In: Buku Outlook Komoditas Perkebunan Kopi, pp. 39–40. Sekretariat Jenderal Kementerian Pertanian, Jakarta (2023)
9. Utami, H.W., Bayu, H.: Kontribusi komoditas kopi dalam meningkatkan perekonomian di Desa Amadanom, Kecamatan Dampit, Kabupaten Malang. OECONOMICUS Journal of Economics 7(1), 15–25 (2022)
10. Khasna, S.S., Kusuma, Y.B.: Pengembangan produk ekspor kopi di UMKM Kecamatan Dampit Kabupaten Malang. Jurnal Pengabdian Kepada Masyarakat Karya 3(2), 158–163 (2023)
11. Agustino, H., Prakoso, H.A., Zahidi, M.S.: Pemberdayaan kelompok tani kopi robusta di Desa Amadanom Kecamatan Dampit berbasis teknologi untuk peningkatan kualitas hasil panen. Jurnal Abdimas 26(1), 33–40 (2022)
12. Utami, S., Hidir, A., Hambali, Zahidi, M.S., Prakoso, H.A., Agustino, H., et al.: Komparasi pendapatan petani sebelum dan setelah pemberlakuan tarif cukai hasil tembakau (Kasus di Desa Tlilir Kecamatan Tlogomulyo Kabupaten Temanggung). Jurnal Pendidikan Sosiologi 5(2), 724–735 (2022)
13. Yumitro, G., Prakoso, H.A.: Pendampingan branding desa melalui Festival Kopi Desa Amadanom Kecamatan Dampit Kabupaten Malang. JPkM: Jurnal Pengabdian Kepada Masyarakat 1(1), 12–20 (2025)
14. Amrihani, H.A., Ritonga, R.: Nikmat kopi dan budaya konsumerisme dalam status sosial masyarakat kota. Warta ISKI 4(2), 89–98 (2021)
15. Sondang, S., et al.: Adaptasi tren penikmat kopi dari Generasi Milenial ke Gen Z. Syntax Literate: Jurnal Ilmiah Indonesia 9(1), 112–124 (2024)
16. Riatri, A.Y., Mahfudz, M.: Pengaruh kualitas produk terhadap niat pembelian melalui sikap merek sebagai variabel intervening (Studi pada konsumen Avoskin di Kota Semarang). Diponegoro Journal of Management 12(1), 1–13 (2023)
17. Fidelia, A., Laila, E., Darlies, M.: Analisis penilaian rebranding terhadap identitas merek produk. KETIK: Jurnal Informatika 2(4), 12–18 (2025)
18. Scott, S.P., Sheinin, D., Labrecque, L.I.: Small sounds, big impact: Sonic logos and their effect on consumer attitudes, emotions, brands and advertising placement. Journal of Product & Brand Management 31(7), 1091–1103 (2022)
19. Kamil, U., Burhanuddin, B., Haeruddin, M.I.W., Musa, C.I., Abadi, R.R.: Pengaruh rebranding terhadap customer loyalty melalui brand image sebagai variabel mediasi di Azko Makassar. RIGGS: Journal of Artificial Intelligence and Digital Business 5(1), 452–459 (2026)
20. Zed, M.: Metode Penelitian Kepustakaan. Penerbit Yayasan Obor Indonesia, Jakarta (2018)

21. Anholt, S.: The Anholt-GMI City Brands Index: How the world sees the world's cities. Place Branding and Public Diplomacy 2(1), 18–31 (2011)
22. Wahyu, I., Utami, P.: Monetisasi dan perubahan sosial ekonomi masyarakat Jawa abad XIX. Sejarah dan Budaya: Jurnal Sejarah, Budaya, dan Pengajarannya 9(1), 51–63 (2015)
23. Jayanto: Industri gula di Karesidenan Cirebon tahun 1870-1930 dan dampaknya bagi masyarakat. Mozaik Sejarah Indonesia 1(1), 1–15 (2016)
24. Chen, L., Wang, Y., Wang, L., Ding, G., Fan, S., Yang, M., et al.: The effect of brand stories of agricultural products on consumer purchase intentions. Current Psychology 44(2), 1272–1284 (2025)
25. Kuntowijoyo: Metodologi Sejarah. Tiara Wacana, Yogyakarta (2023)
26. Blaxland, S.: Oral history and student lives: Opportunities and limitations. Cultural and Social History 23(1), 93–114 (2026)
27. Markova, V., Sukhoviy, O.: Storytelling as a communication tool in journalism: Main stages of development. Journal of History Culture and Art Research 9(2), 355–366 (2020)
28. Ikhwan, M.: Manajemen Media Kontemporer: Mengelola Media Cetak, Penyiaran, dan Digital. Kencana, Jakarta (2022)
29. Miranda, J.A., Ruiz-Moreno, F.: Selling the past: The use of history as a marketing strategy in Spain, 1900-1980. Business History 64(3), 491–510 (2022)
30. Nugroho, N.M., Tandirerung, U.R., Oktoviano, M., Sundari, S., Pakpahan, M.: Penerapan strategi branding pada UMKM lokal sebagai upaya meningkatkan nilai tambah produk. RIGGS: Journal of Artificial Intelligence and Digital Business 4(2), 5364–5367 (2025)
31. Joeseof, A.: Brand awareness heritage Gayo premium coffee through the product "Opini Kopi Merdeka" with the creative concept of story telling. IMAGIONARY: Jurnal Seni, Desain dan Multimedia 1(2), 64–75 (2023)
32. Angel, F.C., Ashari, C.D., Amanda, M.P., Herlita, A.K.: Penerapan storytelling visual melalui pendampingan UMKM untuk meningkatkan personal branding dan brand awareness Azzam Production Bengkulu. Jurnal Pengabdian Masyarakat 6(1), 45–56 (2026)
33. Sagita, A.V., Abadi, M.T.D.A., Haq, M.F., Fariszy, R., Rahmawati, K.: Storytelling for storyselling “Klinik Kopi” Yogyakarta. Indonesian Journal of Communication Studies 16(1), 26–42 (2023)
34. Puji, N., Hermawan, A.: Branding strategies for coffee products based on local terroir: A case study of Argotirto coffee. Journal of Agricultural Extension 24(1), 62–73 (2026)
35. Volle, P.: Rhetorical history and strategic marketing: The example of Starbucks. Journal of Historical Research in Marketing 14(1), 111–129 (2022)
36. Kitch, C.: Selling the ‘authentic past’: The New York Times and the branding of history. Westminster Papers in Communication and Culture 4(4), 38–54 (2017)
37. Saryusz-Wolska, M., Stach, S.: Entrepreneurs of memory: Selling history in the GDR Museum shop in Berlin. Memory Studies 17(2), 245–260 (2024)
38. Mahara, R., Yusnizar, Y., Muyassir, M.: Analisis hubungan antara sifat-sifat kimia tanah dan kualitas kopi Arabika Gayo. Jurnal Ilmiah Mahasiswa Pertanian 7(3), 531–539 (2022)
39. Kotler, P., Keller, K.L.: Marketing Management. 15th edn. Pearson Education, London (2021)
40. Yukio, Y., Kazem, V., Takayuki, K.: Tourism development in Globally Important Agricultural Heritage System areas in Japan: Making stories and experience-based products. Journal of Resources and Ecology 14(6), 1180–1192 (2023)
41. Rachmad, Y.E.: Enhancing Consumer Engagement with Theories of Interactive Marketing Strategies. Publisher, Location (2024)
42. Priminingtyas, D.N.: The development strategy of Dampit coffee ecotourism to improve the rural economy (A case study in Amadanom Village, Malang Regency, East Java, Indonesia). IOP Conference Series: Earth and Environmental Science 709, 012049 (2021)

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (http://creativecommons.org/licenses/by-nc/4.0/), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

