

Asset-Based Community Development for Strengthening Local Coffee Shop Competitiveness through Consumer Engagement

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Abstract. Local coffee shops increasingly function not only as places for food and beverage consumption but also as social, cultural, and digital community spaces. However, local coffee shop businesses face challenges in strengthening competitiveness, customer engagement, and sustainable digital marketing. This study aimed to identify consumer needs, existing business assets, and development opportunities at Doesoen Coffee & Space in Bandar Lampung through a Community-Based Research (CBR) approach. The study employed a descriptive qualitative design involving direct field observation and structured interviews with 15 purposively selected consumers. Data were collected at Doesoen Coffee & Space on 16 May 2026 and analyzed thematically based on consumer preferences, purchase decision factors, consumer motivation, satisfaction, loyalty, digital engagement, and business development needs. The CBR approach was used to connect community-based evidence with practical strategies for strengthening local MSME competitiveness. The findings identified several important business and community assets, including a distinctive experiential atmosphere, local Lampung cultural identity, the “Penduduk” community concept, Doesoen Roastery, and active social media engagement. The atmosphere and spatial concept were the strongest purchase-related factor (80%), followed by social media and user-generated content (67%), product quality (60%), price (53%), and social recommendations (47%). Consumer needs included product bundling, structured loyalty programs, seasonal menus using local ingredients, improved Wi-Fi, table reservations, reduced waiting times, and better parking and ventilation. The findings indicate that consumer insight can serve as a practical foundation for community-oriented MSME development.

Keywords: Community-Based Research; Local MSMEs; Consumer Insight; Digital Engagement; Coffee Shop Development

1. Introduction

The development of local micro, small, and medium enterprises (MSMEs) increasingly depends on their ability to respond to changes in consumer expectations, social interaction, and digital communication (Anatan & Nur, 2023; Qolbin Salim et al., 2025; Tambunan, 2019). In contemporary service businesses, competitiveness is no longer

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determined solely by product quality and price but also by the experiences, relationships, identities, and communities that businesses create around their products and services. Consumer engagement has consequently become an important dimension of business development because meaningful consumer experiences can strengthen relationships between customers and brands (Calder et al., 2016). From a community development perspective, local businesses can also function as social spaces that connect economic activity with local identity, interpersonal interaction, and community participation. Therefore, strengthening local MSMEs should ideally be based on an understanding of existing community resources and the needs of the people who interact with them.

This condition is particularly relevant to the development of coffee shop businesses in Indonesia. Coffee shops have increasingly evolved from conventional places for consuming beverages into multifunctional spaces for working, studying, socializing, meeting, and producing digital content. The expansion of coffee shop businesses has consequently created increasingly competitive market conditions. Rami Irna Putri et al. (2026) reported that the rapid growth of coffee shops in Indonesia has intensified competition and encouraged businesses to employ social media, word-of-mouth communication, community involvement, and differentiated marketing strategies. In such an environment, local coffee shops need to identify not only what consumers purchase but also why they visit, what experiences they value, how they interact with the business community, and how they communicate their experiences through digital platforms.

Digital communication has further transformed the relationship between local businesses and their customers. Social media provides MSMEs with relatively accessible opportunities to communicate products, develop brand identities, encourage customer interaction, and generate electronic word-of-mouth (e-WOM). Salmiah et al. (2024), Shakila Puja Meisye & Andi Hidayat Muhmin (2023), for example, found that social media marketing activities in Indonesian coffee shops positively influence brand awareness, brand trust, and brand loyalty, including through their relationship with consumers' revisit intentions. More recent evidence also indicates that social media marketing can contribute directly to café SME performance, while digital platforms such as Instagram and TikTok are increasingly used to communicate local products, sustainability narratives, and customer engagement (Sari et al., 2024; Wirz & Zai, 2025). These developments indicate that digital engagement should not be treated merely as a promotional instrument but as an important component of community-oriented business development.

Business development should begin with an understanding of the community, its existing strengths, and its locally identified needs. Stoecker (2020) explain that community-based research emphasizes the involvement of community members and organizational stakeholders in addressing locally relevant problems, while subsequent developments in community-based participatory research emphasize community identity, existing strengths and resources, collaborative partnerships, knowledge-action integration, and sustainability. Community-based approaches therefore provide an appropriate framework for connecting systematic inquiry with practical development (Lee et al., 2025; Mayer et al., 2019). Rather than treating consumers merely as research respondents, such an approach positions their experiences, preferences, and recommendations as valuable knowledge for identifying opportunities to strengthen local enterprises. The use of consumer insight in this context can therefore contribute to mutually beneficial relationships between researchers, business actors, and the



surrounding community.

Doesoen Coffee & Space in Bandar Lampung represents a relevant local context for this approach. Established in 2019, the coffee shop uses the concept of “Doesoen,” derived from the Indonesian word *dusun* (village), to construct a warm, traditional, and nature-oriented atmosphere (Prikurnia et al., 2024). Its existing assets include a distinctive vintage-backyard concept, outdoor space, local Lampung cultural elements, Doesoen Roastery, the “Penduduk” community concept, and programs such as “Pagi Produktif.” The business also utilizes TikTok and Instagram, while customers voluntarily create and share photographs and videos of their experiences. These characteristics indicate that the business already possesses social, cultural, experiential, and digital assets that can serve as a foundation for further development.

Nevertheless, the existence of these assets does not automatically guarantee sustainable competitiveness. The initial assessment conducted at Doesoen Coffee & Space revealed that consumers' decisions were influenced by multiple factors, including the atmosphere and spatial concept, social media and user-generated content, product quality, price, and recommendations from friends or family. The assessment also identified several consumer needs, including product bundling, a more structured loyalty program, seasonal menus using local ingredients, improved Wi-Fi connectivity, table reservations, shorter waiting times, and improvements in parking and ventilation. These findings demonstrate that the business possesses considerable potential but also requires development strategies that are grounded in actual consumer experiences rather than solely in managerial assumptions.

Existing literature has extensively examined consumer behavior, experiential marketing, social media marketing, and customer loyalty, but there remains a practical gap in integrating these dimensions into a community-based development process for local coffee shop MSMEs. Previous studies have generally examined the effects of social media marketing on purchase intention, brand trust, loyalty, or business performance (Ellitan et al., 2022; Salhab et al., 2023), while experiential marketing literature emphasizes the role of meaningful experiences and consumer engagement in strengthening brands (Cheung et al., 2020; Li & Aumeboonsuke, 2025). However, fewer studies have connected consumer-generated evidence, existing local business assets, community identity, and identified development needs into a coherent CBR-oriented framework for strengthening a local coffee shop. This gap is important because community-based approaches emphasize that research should build on existing community strengths and translate knowledge into action that provides mutual benefit (Lee et al., 2025).

Based on this context, this community service activity aims to identify existing business and community assets, assess consumer needs and experiences, and formulate practical development strategies for strengthening the competitiveness of Doesoen Coffee & Space through a Community-Based Research (CBR) approach. The activity specifically focuses on the potential of experiential atmosphere, local cultural identity, community-based branding, consumer engagement, and digital communication as resources for sustainable MSME development. By connecting systematic field inquiry with practical recommendations, this activity is expected to provide a locally grounded development framework that can assist coffee shop MSMEs in strengthening customer relationships, optimizing digital engagement, developing differentiated products and services, and sustaining their competitiveness within an increasingly dynamic local business



environment.

2. Methods

This community service activity employed a Community-Based Research (CBR) approach with a descriptive qualitative design to identify the existing assets, consumer needs, and development opportunities of Doesoen Coffee & Space in Bandar Lampung. CBR was selected because the approach enables researchers to generate locally grounded knowledge by examining community experiences and identifying practical responses to local challenges (Lee et al., 2025; Stoecker, 2020). In this activity, consumers were positioned as important sources of community knowledge, while Doesoen Coffee & Space was treated as a local MSME whose existing business resources and development needs could be assessed through systematic field inquiry. The assessment focused on consumer preferences, purchasing considerations, experiences, satisfaction, loyalty, digital engagement, and perceived opportunities for business development.

The activity was conducted at Doesoen Coffee & Space, located at Jalan Pagar Alam No. 133, Bandar Lampung. Data collection was carried out on Saturday, 16 May 2026, from 10:00 to 13:00 Western Indonesian Time (WIB). Participants consisted of 15 consumers selected purposively based on three criteria: they were making or had just made a purchase at the coffee shop, were willing to participate in the interview, and were not employees of the business. Direct observation was used to examine the physical atmosphere, operational conditions, visitor characteristics, customer–staff interactions, menu presentation, pricing, service processes, facilities, and consumption patterns. Structured interviews were subsequently conducted to obtain participants’ perspectives regarding their product preferences, reasons for visiting, purchase decisions, satisfaction, loyalty, and experiences with the café’s digital communication.

The data collection process was organized into several interconnected stages. First, the researchers identified the existing business and community assets observable at the coffee shop, including its spatial concept, local cultural identity, Doesoen Roastery, community-oriented “Penduduk” concept, customer base, and digital presence. Second, consumer needs and experiences were identified through observation and structured interviews. Third, the collected information was grouped into thematic categories covering product preferences, purchase decision factors, consumer motivation, satisfaction and loyalty, digital engagement, and business development needs. The process was intended to connect consumer experiences with the existing resources of the local MSME, thereby providing an evidence-based basis for formulating practical development strategies.

Table 1 Community-Based Research Process

Stage	Activity	Data/Information Identified	Expected Output
1	Identification of local business assets	Café concept, local identity, Doesoen Roastery, “Penduduk” community concept, facilities, digital presence	Asset profile
2	Direct field observation	Atmosphere, visitor characteristics, service process, product consumption, facilities, customer–	Field assessment



Stage	Activity	Data/Information Identified	Expected Output
		staff interaction	
3	Consumer assessment	Product preferences, purchase factors, motivation, satisfaction, loyalty, digital exposure	Consumer needs and experiences
4	Thematic analysis	Product, experiential, social, digital, and business development themes	Identified development issues
5	Asset-need synthesis	Existing strengths compared with consumer needs and complaints	Development priorities
6	Strategy formulation	Digital engagement, loyalty, product innovation, service and facility improvement	Practical MSME development recommendations

Source: Authors' field observation and structured interviews at Doesoen Coffee & Space, 16 May 2026.

Table 1 demonstrates that the activity moved beyond simply describing consumer behavior by connecting existing local assets with community-identified needs. The first stage documented the strengths already possessed by Doesoen Coffee & Space, while observation and interviews provided evidence regarding how these assets were experienced and evaluated by consumers. The subsequent thematic analysis enabled the researchers to identify development priorities, including strengthening digital engagement, developing customer loyalty mechanisms, improving product variety, and addressing service and facility limitations. This process is consistent with the community-oriented objective of using locally generated evidence as a basis for practical MSME development, while maintaining methodological transparency by presenting the activity as an assessment and strategy-formulation process rather than claiming an intervention that was not conducted.

Data were analyzed descriptively and thematically. Interview responses and observation findings were organized according to recurring themes and subsequently interpreted in relation to the CBR perspective. Quantitative responses were presented as frequencies and percentages to illustrate the relative prominence of particular consumer preferences and development needs, while qualitative observations and participant responses were used to explain the meaning behind these patterns. The final stage involved synthesizing identified assets and needs into practical development priorities, particularly in the areas of experiential value, local identity, community engagement, digital communication, customer retention, product innovation, and service improvement. Because the activity focused on assessment and strategy formulation, the study does not claim to measure the impact of a completed intervention; instead, it provides an evidence-based foundation for subsequent community-oriented MSME development.

The final analytical stage involved synthesizing existing assets, consumer needs, and engagement patterns into practical priorities for strengthening local coffee shop competitiveness. These priorities included strengthening the café's local cultural identity, developing more structured customer loyalty mechanisms, encouraging authentic user-generated content, improving community-oriented programs, developing product innovations based on local ingredients, and addressing service and facility issues identified by consumers. The activity also considered opportunities such as bundling



packages, a structured loyalty system, seasonal menus using local Lampung ingredients, improved Wi-Fi connectivity, table reservation, and improvements in waiting time, parking, and ventilation. Because the activity primarily involved asset identification, consumer assessment, and strategy formulation, it does not claim to measure the impact of a completed ABCD intervention. Instead, it provides an asset-based evidence foundation for subsequent community-oriented MSME development, with consumer engagement positioned as a mechanism through which existing local assets can be mobilized to strengthen competitiveness and sustainability.

3. Results and Discussion

The community service assessment at Doesoen Coffee & Space revealed that the competitiveness of a local coffee shop is supported not only by its products and marketing activities but also by a combination of existing physical, cultural, experiential, social, and digital assets. The field assessment identified several resources that had already become part of the café's distinctive identity, including its traditional and relaxed spatial concept, local Lampung cultural elements, Doesoen Roastery, the "Penduduk" community concept, existing customer relationships, and social media presence. At the same time, consumers were found to contribute to the development of these assets through repeated visits, recommendations, social media interactions, and user-generated content. These findings indicate that the development potential of Doesoen Coffee & Space does not necessarily depend on creating entirely new resources, but rather on identifying, connecting, and strengthening the assets that already exist within the business and its consumer community.

The findings were therefore organized into three interconnected areas. The first concerns the identification and mapping of existing local assets, including physical, cultural, product, experiential, social, and digital resources that provide the foundation for differentiation. The second focuses on consumer engagement as a community asset, examining how customers contribute through repeat visits, recommendations, digital content creation, and emotional attachment to the "Penduduk" identity. The third concerns the mobilization of these assets to strengthen competitiveness, particularly through opportunities for community engagement, digital communication, customer loyalty, product innovation, local-identity development, and service improvement. This structure allows the findings to move beyond a descriptive account of consumer behavior toward an asset-based understanding of how a local MSME can utilize its existing strengths and community relationships as a foundation for sustainable development.

3.1. Mapping the Existing Assets of Doesoen Coffee & Space

The first result of the community service activity was the identification and mapping of the existing assets of Doesoen Coffee & Space as the foundation for strengthening its competitiveness. The assessment demonstrated that the coffee shop possesses a combination of physical, cultural, experiential, social, product, and digital assets that can be mobilized for local business development. The physical and experiential assets include its distinctive vintage-backyard atmosphere, traditional stilt-house-inspired architecture, open green spaces, comfortable seating areas, and a spatial environment that differentiates Doesoen from conventional modern coffee shops. These characteristics were not merely decorative elements but constituted an important part of the customer



experience. Field findings showed that 12 of 15 respondents (80%) considered the atmosphere and unique spatial concept highly influential in their decision to visit, while 13 respondents (87%) identified the distinctive and shareable atmosphere as one of their main reasons for visiting the coffee shop. These findings indicate that the physical environment functions as a strategic experiential asset that contributes directly to the café's attractiveness.

A second category of assets was found in Doesoen's local cultural and identity-based resources. The name "Doesoen," which refers to the concept of a village or *dusun*, is reflected in the café's traditional and relaxed atmosphere and its incorporation of local Lampung cultural elements. This cultural identity provides a distinctive symbolic meaning that can be difficult for competing coffee shops to reproduce. The "Penduduk" concept represents another important asset because it positions customers not simply as buyers but symbolically as members or "residents" of the Doesoen community. The café also possesses Doesoen Roastery as a product and technical asset, enabling customers to experience and select coffee beans according to their preferences. In addition, the "Penduduk Discount" and "Pagi Produktif" programs demonstrate that the business already possesses relational mechanisms for maintaining customer relationships and attracting specific customer segments, particularly students and workers.

The mapping also identified a significant customer and digital asset base. The respondent profile indicated that 8 of 15 respondents (53%) had visited the café two to four times, while 4 respondents (27%) had visited more than four times. This indicates that Doesoen already has a meaningful base of returning consumers who can potentially contribute to the development of customer relationships and community engagement. The café also benefits from digital visibility through Instagram, TikTok, Google Maps, GoFood, and GrabFood. More importantly, consumers themselves contribute to the café's digital visibility by sharing experiences through social media. Thus, the digital presence of Doesoen should be understood not merely as a promotional channel controlled by the business but also as an asset that emerges from interactions between the business and its customers.

The asset mapping demonstrates that Doesoen Coffee & Space does not begin its development process from a condition of lacking resources. Instead, it already possesses a combination of distinctive assets that can serve as a foundation for strengthening competitiveness. The principal challenge is therefore not simply to create new resources but to connect and mobilize existing assets more systematically. The findings suggest that the most strategic assets are the distinctive atmosphere, local cultural identity, Doesoen Roastery, "Penduduk" community concept, returning customer base, and customer-generated digital exposure.

3.2. Consumer Engagement as a Community Asset

The second result concerns the identification of consumer engagement as an important community asset. The assessment demonstrated that consumers at Doesoen Coffee & Space were not passive recipients of products and promotional messages. Their experiences, interactions, recommendations, repeat visits, and digital activities contributed to the visibility and relational strength of the business. This finding is important within an ABCD perspective because consumers themselves constitute part of the local social resources that can be connected to business development.

The strongest evidence of consumer engagement was found in digital interaction and



electronic word-of-mouth. Ten respondents (67%) reported that TikTok, Instagram, and user-generated content influenced their interest in visiting Doesoen, while 73% indicated that they first became aware of the café through social media or personal recommendations. TikTok was identified as the most influential promotional platform, with 10 respondents (67%) reporting that review videos, vlogs, or visitor-experience content contributed to their interest. Instagram followed with 9 respondents (60%), particularly through photographs, Reels, and Stories showing the café's atmosphere. Direct recommendations from friends and family also influenced 8 respondents (53%). These findings indicate that consumers have already become informal communicators and promoters of the local business.



Figure 1 Consumer Engagement as a Community Asset at Doesoen Coffee & Space

Figure 1 shows that customers are not only buyers but also an important part of the coffee shop's community. Their engagement can be seen through repeat visits, social media posts, reviews, recommendations, and interactions with other customers. These activities help Doesoen Coffee & Space build stronger relationships with customers and increase its visibility. For example, when customers share their experiences on Instagram or TikTok, they help promote the coffee shop naturally. Therefore, consumer engagement becomes a valuable community asset that supports customer loyalty, digital promotion, and the competitiveness of Doesoen Coffee & Space.

Consumer engagement was also visible through repeat visits and emotional attachment. Twelve respondents (80%) reported being very satisfied with their experience, while approximately 80% of respondents had visited Doesoen more than once. The main factors supporting loyalty were the comfortable and consistent atmosphere, coffee quality, and emotional dimension of the "Penduduk" concept. Eleven respondents identified the atmosphere as a major reason for loyalty, 9 emphasized coffee quality and taste, and 8 highlighted the emotional dimension of the "Penduduk" community concept. These findings suggest that customer loyalty is not generated by product quality alone but by the combination of functional, experiential, and relational value.



The “Penduduk” concept is particularly significant because it provides a symbolic mechanism for transforming ordinary customer relationships into a sense of community. Instead of addressing visitors simply as customers, the concept gives them a shared identity associated with the place. This identity can encourage repeat visits, recommendations, and emotional attachment. The community service assessment therefore identifies the “Penduduk” concept as a relational asset that can be further developed through structured engagement activities. Similarly, customer-generated content can be treated as a digital community asset because it extends the communication capacity of the MSME beyond content produced directly by the business.

These findings indicate that consumer engagement at Doesoen already operates through several interconnected forms: behavioral engagement through repeat visits and participation in programs; social engagement through recommendations; digital engagement through user-generated content and social media interaction; and emotional engagement through identification with the “Penduduk” community. Rather than replacing these existing forms of engagement, the asset-based approach emphasizes strengthening and organizing them so that they can contribute more consistently to the competitiveness of the local coffee shop.

3.3. Mobilizing Local Assets for Strengthening Coffee Shop Competitiveness

The third result was the formulation of asset-based development priorities by connecting the identified business assets with consumer needs and existing engagement patterns. The findings indicate that Doesoen’s competitiveness can be strengthened by mobilizing assets that are already recognized and valued by consumers rather than relying primarily on price-based competition. Three major strategic directions emerged from the assessment: strengthening local identity and experiential differentiation, developing structured consumer engagement mechanisms, and improving products and services in response to identified consumer needs.

First, local identity and experiential assets should be strengthened as the core of Doesoen’s competitive positioning. The café’s local Lampung identity, traditional spatial concept, open environment, and “Doesoen” branding provide forms of differentiation that are difficult to imitate precisely. The findings show that the atmosphere and spatial concept were highly influential for 80% of respondents, while the unique and shareable atmosphere was identified by 87% as a major reason for visiting. This suggests that the physical environment should be treated as a strategic asset that supports both direct customer experience and digital visibility. Maintaining visual consistency, highlighting local cultural elements, and encouraging authentic customer-generated stories can therefore strengthen the relationship between the physical café and its digital representation (Kurniawan & Yansyah, 2025).

Second, existing consumer engagement should be transformed into a more structured community-based engagement system. The assessment identified several opportunities, including a more systematic loyalty program, digital point mechanisms, customer-generated content, community-oriented activities, and stronger use of the “Penduduk” identity. Eight respondents expressed interest in a more structured loyalty mechanism such as a loyalty card or digital point system. This indicates that the existing “Penduduk Discount” concept could potentially be developed into a broader relationship-building mechanism. Similarly, the existing “Pagi Produktif” program provides a foundation for strengthening relationships with students and remote workers. These initiatives could be



connected with digital communication and user-generated content so that consumers become active participants in promoting and sustaining the coffee shop community rather than merely receiving promotional offers.

Third, asset mobilization needs to be accompanied by product and service development based on consumer knowledge. Consumer feedback identified opportunities for bundling packages such as a “Doesoen Set,” seasonal or limited-edition menus using local Lampung ingredients, improved Wi-Fi connectivity, table reservations, and more effective service processes during busy periods. Nine respondents expressed interest in bundling packages, 8 indicated interest in a more structured loyalty program, and 7 expressed interest in seasonal menus using local ingredients. These preferences should not be interpreted merely as consumer complaints but as community-generated knowledge that can guide the development of existing business assets. At the same time, complaints regarding waiting time, limited parking, and ventilation indicate areas where the mobilization of existing assets needs to be accompanied by operational improvement.

The synthesis of these findings produces an asset-based competitiveness model in which local identity, experiential space, product differentiation, community relationships, and digital participation reinforce one another. The process can be illustrated as follows:

Table 2 Mapping of Existing Assets, Consumer Engagement, and Competitiveness Development Opportunities at Doesoen Coffee & Space

Existing Asset	Consumer Engagement	Development Opportunity	Competitiveness Outcome
Local Lampung identity	Sharing cultural/visual experiences	Local-identity content and seasonal products	Stronger differentiation
Doesoen atmosphere	Visits, photos, UGC	Experience-based content	Greater visibility
Doesoen Roastery	Product exploration and preference	Coffee-based product innovation	Product differentiation
“Penduduk” concept	Repeat visits and emotional attachment	Structured community/loyalty program	Stronger customer retention
Existing customers	Recommendations and WOM	Referral/community engagement	Expanded organic reach
Instagram & TikTok presence	UGC, reviews, Stories, Reels	Customer-generated content strategy	Stronger digital engagement
“Pagi Produktif” program	Student and worker participation	Community-oriented activities	Segment loyalty
Consumer feedback	Suggestions and needs	Bundling, seasonal menu, facility improvement	Better customer value

Source: Authors’ analysis based on field observation and structured interviews with 15 consumers, 2026.

The results therefore indicate that strengthening competitiveness does not necessarily require Doesoen Coffee & Space to compete primarily through lower prices or



extensive promotional expenditure. Instead, competitiveness can be developed by connecting assets that already exist within the business and its customer community. The café's physical environment provides experiential value; local identity provides cultural differentiation; Doesoen Roastery provides product credibility; the "Penduduk" concept provides relational value; returning customers provide social capital; and social media and user-generated content provide digital amplification. The role of community-based development is to connect these assets into a more coherent and sustainable development strategy.

It is important to emphasize that these results represent the assessment, asset mapping, and strategy-formulation stage of community service rather than the measured impact of a completed intervention. The activity did not implement a controlled program and therefore cannot claim that the proposed strategies had already increased sales, customer loyalty, or business performance. Instead, the findings provide an evidence-based foundation for subsequent ABCD-oriented interventions in which Doesoen Coffee & Space and its consumer community can collaboratively mobilize existing assets to strengthen competitiveness and sustainability.

4. Conclusions

This community service activity demonstrates that the competitiveness of Doesoen Coffee & Space can be strengthened by mobilizing its existing local, social, experiential, and digital assets through an Asset-Based Community Development (ABCD) perspective. The assessment identified several important assets, including the distinctive atmosphere and spatial concept, Lampung cultural identity, Doesoen Roastery, the "Penduduk" community concept, the "Pagi Produktif" program, existing customer relationships, and the coffee shop's presence on Instagram and TikTok. Consumer engagement further strengthened these assets through repeat visits, word-of-mouth recommendations, social media interactions, and user-generated content. The findings indicate that the coffee shop's competitiveness is not determined only by product and price, but also by the ability to create meaningful experiences and relationships around local identity and community participation.

The ABCD-oriented assessment also shows that consumers can function as community assets rather than merely as buyers or research respondents. Approximately 80% of respondents expressed high satisfaction and around 80% indicated repeat visitation, while social media, UGC, and personal recommendations played an important role in building awareness and engagement. The "Penduduk" concept provides a relational foundation for strengthening customer belonging and loyalty, while TikTok, Instagram, and consumer-generated content provide digital resources that can expand organic visibility. Based on these assets, several development priorities were identified, including strengthening structured loyalty mechanisms, developing seasonal products with local identity, creating community-based activities, encouraging customer-generated content, and improving facilities and service aspects such as Wi-Fi, waiting time, parking, and ventilation.

Despite these findings, this activity has a limitation in that it primarily focused on asset identification, consumer engagement assessment, and formulation of development opportunities rather than measuring the long-term impact of an implemented ABCD intervention. Therefore, the identified strategies should be understood as an evidence-based foundation for subsequent community-oriented development rather than as



confirmed causal effects on sales, loyalty, or business performance. Future community service activities should implement and evaluate these strategies through participatory programs involving the coffee shop, consumers, local creative actors, and other community stakeholders. Longitudinal assessment of indicators such as customer retention, UGC participation, community participation, digital engagement, product innovation, and business performance would help determine how effectively existing community assets can be transformed into sustainable competitiveness for local coffee businesses.

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Conflict of Interest

The authors declare no conflict of interests.

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