

MARKETING COMMUNICATION CAPACITY OF GAYO COFFEE MSMES ACTORS IN CENTRAL ACEH REGENCY

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ABSTRACT

This study aims to (1) describe the marketing communication practices of Gayo Coffee MSME actors and (2) analyze the influence of internal factors, external factors, and communication behavior on the marketing communication capacity of Gayo Coffee MSME actors. This research is a quantitative study with a non-experimental research design. A total of 88 respondents who are Gayo Coffee MSME actors in Central Aceh Regency with small business scale (31.8%) and micro business scale (68.2%) were used as samples. The data analysis technique used was descriptive analysis and SEM-PLS analysis using SmartPLS 3.0 software. The results showed that marketing communication practices applied to Gayo Coffee MSMEs include advertising, sales promotion, direct marketing, and interactive marketing activities. Internal factors of Gayo Coffee MSME actors consisting of age, formal education level, participation in training, and motivation have a significant effect on marketing communication capacity, the motivation indicator is the most influential internal factor. External factors of Gayo Coffee MSME actors consisting of capital, length of business, and number of workers affect the marketing communication capacity of the business length indicator is the most influential external factor. The communication behavior of Gayo Coffee MSME actors, which includes cosmopolitanism, activeness in seeking information, accessibility and media utilization, also affects marketing communication capacity. Activeness in seeking information is the most influential indicator of communication behavior, indicating that MSME actors who are open to new information and actively use digital communication media tend to be more successful in implementing effective marketing communications.

Key words: capacity; Gayo Coffee; marketing communication; MSMEs

KAPASITAS KOMUNIKASI PEMASARAN PELAKU UMKM KOPI GAYO DI KABUPATEN ACEH TENGAH

ABSTRAK

Penelitian ini bertujuan untuk (1) mendeskripsikan praktik komunikasi pemasaran pelaku UMKM Kopi Gayo dan (2) menganalisis pengaruh faktor internal, faktor eksternal, dan perilaku komunikasi terhadap kapasitas komunikasi pemasaran Pelaku UMKM Kopi Gayo. Penelitian ini merupakan penelitian kuantitatif dengan desain penelitian non-eksperimental. Sebanyak 88 responden yang merupakan Pelaku UMKM Kopi Gayo di Kabupaten Aceh Tengah dengan skala usaha kecil (31.8%) dan skala usaha mikro (68.2%) digunakan sebagai sampel. Teknik analisis data yang digunakan adalah analisis deskriptif dan analisis SEM-PLS dengan menggunakan perangkat lunak SmartPLS 3.0. Hasil penelitian menunjukkan bahwa praktik komunikasi pemasaran yang diterapkan pada UMKM kopi Gayo meliputi aktivitas periklanan, promosi penjualan, pemasaran langsung, dan kegiatan pemasaran interaktif. Faktor internal pelaku UMKM kopi Gayo terdiri atas umur, tingkat pendidikan formal, keikutsertaan dalam pelatihan, dan motivasi berpengaruh signifikan terhadap kapasitas komunikasi pemasaran indikator motivasi merupakan faktor internal yang paling berpengaruh. Faktor eksternal pelaku UMKM kopi Gayo terdiri atas modal, lama usaha, dan jumlah tenaga kerja berpengaruh terhadap kapasitas komunikasi pemasaran indikator lama usaha merupakan faktor eksternal yang paling berpengaruh. Perilaku komunikasi pelaku UMKM kopi Gayo yang meliputi kekosmopolitan, keaktifan mencari informasi, aksesibilitas dan pemanfaatan media juga berpengaruh terhadap kapasitas komunikasi pemasaran. Keaktifan mencari informasi merupakan indikator perilaku komunikasi yang paling berpengaruh hal ini menunjukkan bahwa pelaku UMKM yang terbuka terhadap informasi baru dan aktif menggunakan media komunikasi digital cenderung lebih berhasil dalam menerapkan komunikasi pemasaran yang efektif.

Kata kunci: kapasitas; kopi gayo; komunikasi pemasaran; UMKM

INTRODUCTION

Indonesia's economic growth has been bolstered by Micro, Small, and Medium Enterprises (MSMEs). These businesses play a crucial role in the nation's economy, employing 97 percent of the total labor force and generating up to 60.4 percent of overall investment (Muna et al., 2022). MSMEs significantly influence the community's economic growth and enhancement. Currently, there are 64.2 million MSMEs operating in Indonesia, which contribute 61.07 percent to the GDP, equivalent to IDR 8,573.89 trillion (Badan Pusat Statistik, 2021). MSMEs can survive in various situations to achieve community welfare (Pakpahan, 2020).

Within the agricultural sector, MSMEs account for 48.85 percent of its GDP contribution, reflecting their integral role in the economy (Bank Indonesia, 2015). These enterprises rely heavily on raw materials from agriculture, livestock, fisheries, forestry, and plantations (Akbar, 2023). The contribution of agricultural MSMEs is vital in generating government revenue (Syuhada et al., 2023). Recognizing their significance, the 2020-2024 National Medium-Term Development Plan (RPJMN) targets an increase in the national entrepreneurship ratio to 3.9 percent and aims for 4 percent growth in new entrepreneurs by 2024 (Maulana et al., 2023). Additionally, MSMEs contribute to achieving Sustainable Development Goals (SDGs), particularly Goal 1 (poverty reduction), Goal 8 (economic growth and employment), and Goal 10 (reducing inequality).

The development of MSMEs is closely linked to enhancing their marketing strategies, particularly in agriculture. Effective marketing is crucial for sustaining business operations and ensuring competitiveness. The ability to analyze market opportunities, identify target consumers, and implement effective marketing strategies is necessary for MSME sustainability. Marketing communication plays a central role in this process, as it ensures that MSME products reach wider audiences, enhancing business viability (Sariwaty et al., 2019).

One of the most prominent agricultural MSME sectors in Indonesia is coffee production. Indonesia ranks third globally in coffee production after Brazil and Vietnam (Raharjo & Alifianto 2023). The primary coffee-producing regions include Aceh, North Sumatra, South Sumatra, Lampung, East Java, and South Sulawesi (Sarvina et al., 2020). Aceh Province, particularly Central Aceh Regency, is a leading coffee-producing region with 125,335 hectares of coffee plantations. Central Aceh Regency has 49,835 hectares dedicated to

Arabica coffee, producing approximately 35,255 tons with an average yield of 813 kg/ha. (Ditjenbun, 2023).

Despite the significant economic potential of Gayo Coffee, MSMEs in this sector face substantial marketing challenges. Many Gayo Coffee MSMEs struggle to maximize their product promotion through both online and offline marketing channels, limiting their ability to compete in the market. According to (Kancana et al., 2017), a major issue faced by MSMEs is a lack of knowledge about marketing communication, preventing them from effectively publicizing their products. Additionally, Rosmadi (2019) found that most MSME actors possess strong technical skills but lack the necessary marketing communication capacity to expand their reach. The prevalent use of traditional promotional tools such as banners, billboards, brochures, and posters further limits their market expansion.

The marketing challenges faced by Gayo Coffee MSMEs in Central Aceh highlight the need to address human resource capacity and marketing communication skills. According to research Zuliani and Safwandi (2023) identified insufficient marketing efforts and a lack of promotional and distribution networks as major barriers for these businesses. Training programs provided by the Central Aceh District Government through the Office of Cooperatives and MSMEs have primarily focused on coffee production and processing, with little emphasis on marketing strategies. Existing research on Gayo Coffee largely explores consumer behavior and general industry challenges but lacks specific solutions to address the marketing difficulties faced by MSMEs (Fadhiela & Roslita, 2023).

Marketing communication is a key element that bridges business actors with the market, shaping initial perceptions of the product through idea delivery (Utami & Sadeli, 2014). Marketing communication capacity in this study refers to the ability of Gayo Coffee MSME actors to create advertisements, conduct promotions, and implement direct and interactive marketing strategies based on the marketing communication mix theory (Kotler & Keller, 2016). Previous research indicates that internal factors such as age, education, training, and motivation significantly influence MSMEs' marketing communication capacity. Age affects adaptability to marketing technology (Santika, 2015), education shapes the ability to process marketing information (Rahman et al., 2022), training enhances marketing communication skills (Kusumadewi, 2021), and motivation drives the

implementation of innovative marketing strategies (Muspawi et al., 2023).

Additionally, external factors, including business scale, capital, and labor, significantly influence marketing communication capacity, as shown in Ovib, (2019) research. Furthermore, the findings of Kusumawati et al. (2024) suggest that internet-based communication behaviors among agricultural extension workers enhance their capacity through information-seeking, data sharing, and communication. Communication behavior theory according to Rogers (2003) is a habit of individuals or groups to receive and convey messages indicated by cosmopolitanity, activeness in seeking information, accessibility, and utilization of media. Based on this background, the objectives of this study are as follows: 1) Describe the marketing communication practices of Gayo Coffee MSME actors. 2) Analyze the influence of internal factors, external factors and communication behavior on the marketing communication capacity of Gayo Coffee MSME actors in Central Aceh Regency.

The hypothesis in this study is as follows:

H1: Internal factors of MSME actors have a significant effect on marketing communication capacity.

H2: External factors of MSME actors have a significant effect on marketing communication capacity.

H3: The communication behavior of MSME actors has a significant effect on marketing communication capacity.

METHOD

This research was conducted in Central Aceh Regency, the center of Gayo Coffee production in Aceh Province in April - May 2024. This district is one of the main tourist destinations and has received particular attention in developing coffee commodity-based MSMEs. This research is a quantitative study with a non-experimental research design. Four variables were used in this study, namely; internal factors (X1), external factors (X2), communication behavior (X3), and marketing communication capacity (Y1).

This study used a census or saturated sampling technique, which involves selecting all target population members. In this case, the entire population of Gayo Coffee MSME actors was included, resulting in 88 respondents of MSME actors with small business scale (68.2%) and micro business scale (31.8%) used as samples. Data analysis was conducted to examine the relationship between inde-

pendent and dependent variables using SmartPLS 3.0 software.

Validity is assessed through the outer model test, with variables deemed valid if their Loading Factor exceeds 0.70 and their Average Variance Extracted (AVE) surpasses 0.50. For reliability, the research evaluates Cronbach's alpha and composite reliability scores, if Cronbach's alpha and composite reliability values are >0.70, the variable is declared reliable or trustworthy. Furthermore, bootstrapping is carried out for the inner model by evaluating the original sample value, t-statistic and p-value. The causal relationship is declared influential if the T-statistics value $\geq 1,96$ at the $\alpha = 0,05$ or 5 percent level, the hypothesis is considered accepted. Conversely, if the T-statistics value $\leq 1,96$ at the $\alpha = 0,05$ or 5 percent level, the hypothesis is considered rejected (Chasanah & Mathori, 2021).

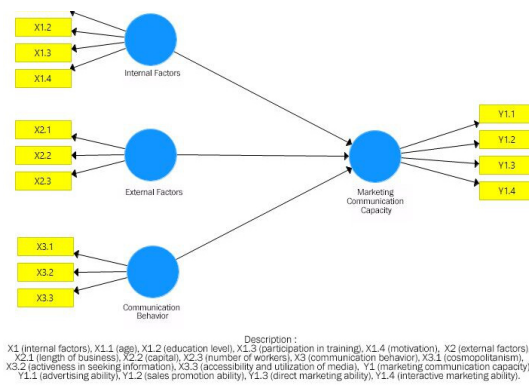


Figure 1. Research Analysis Model

RESULTS AND DISCUSSION

Respondent Characteristics

Table 1. Number and Percentage Characteristics Of Gayo Coffee MSMEs Actors in Central Aceh Regency in 2024

Individual Characteristics	Category	Number (people)	Percentage (%)
Age (years)	< 30 Years	3	3,4
	31-40 Years	35	39,8
	41-50 Years	46	52,3
	>51 Years	4	4,5
Gender	Male	84	95,5
	Female	4	4,5
Formal Education	Elementary School	4	4,5
	Junior High School	4	4,5
	Senior High School	44	50,0
	College (S1/S2/S3)	6	6,8

Individual Characteristics	Category	Number (people)	Percentage (%)
Participation In Training	Very Low (<3 Times)	35	39,8
	Low (3-4 Times)	20	22,7
	High (5-6 Times)	18	20,5
	Very High (>6 Times)	15	17,0
Motivation	Very Low	3	3,4
	Low	23	26,1
	High	38	43,2
	Very High	24	27,3
Scale of Business	Micro (Maximum IDR 300 million)	60	68,2
	Small (>Rp 300 million - Rp 2.5 billion)	28	31,8
	Medium (IDR 2.5 billion-IDR 50 billion)	0	0

Source: Primary data processed, 2024

Table 1 shows that the majority of Gayo Coffee MSME actors have an age range of 41-50 years with a percentage of 52.3 percent. This age range tends to have declining productivity. Based on Table 1, of the total 88 respondents, 84 people or 95.5 percent were male, and 4 people or 4.5 percent were female. This shows that men dominate Gayo Coffee MSME actors. The education level of Gayo Coffee MSME actors as in Table 1, shows that the majority of Gayo Coffee MSME actors have completed high school education as many as 44 people or 50.0 percent, followed by the university education level of 6 people or 6.8 percent. This shows that Gayo Coffee MSME actors have a high level of education, with the majority completing their last education at the high school level.

Meanwhile, non-formal education (participation in training) attended by most Gayo Coffee MSME actors is in the very low category, namely 35 people or 39.8 percent. On average, Gayo Coffee MSME actors have only participated in 1 or 2 trainings over the past 2 years. The non-formal education of Gayo Coffee MSME actors is because the majority of training is only attended by a few MSME actors. Table 1 shows that the motivation of Gayo Coffee MSME actors is in the high category, namely 38 people or 43.2 percent. This means that Gayo Coffee MSME actors have good motivation in developing the Gayo Coffee business in Central Aceh Regency. Lastly, in Table 1, it is known that 68.2 percent of Gayo Coffee MSME actors are at the microbusiness scale, and 31.8 percent are at the

small business scale. There are no medium-scale businesses, this is because there are no Gayo Coffee MSME actors who have a turnover of Rp 2.5 billion - Rp 50 billion.

Marketing Communication Practices of Gayo Coffee MSME Actors

Marketing communication practices can be seen through implementing the marketing communication mix. In this case, the components of the marketing communication mix in Gayo Coffee MSME Actors consist of advertising, sales promotion, direct marketing, and interactive marketing. This study focuses on the marketing communication practices of Gayo Coffee MSME actors, specifically their ability to create advertisements, conduct sales promotions, and implement direct and interactive marketing strategies. The capacity is measured based on the intensity of marketing communication activities carried out by Gayo Coffee MSME actors (Table 2).

Table 2. Number and percentage Intensity of Marketing Communication Gayo Coffee MSME Actors in Central Aceh District

Intensity of marketing communications	Category	Number (people)	Percentage (%)
Advertising	Never (very low)	35	39,8
	<2 times/month (low)	28	31,8
	2-3 times/month (high)	14	15,9
	>3 times/month (very high)	11	12,9
Sales Promotion	Never (very low)	17	19,3
	<2 times/month (low)	44	50,0
	2-3 times/month (high)	18	20,5
	>3 times/month (very high)	9	10,2
Direct Marketing	Never (very low)	14	15,9
	<2 times/month (low)	21	23,9
	2-3 times/month (high)	36	40,9
	>3 times/month (very high)	17	19,3
Interactive Marketing	Never (very low)	11	12,5
	<2 times/month (low)	30	34,1

Intensity of marketing communications	Category	Number (people)	Percentage (%)
	2-3 times/month (high)	22	25,0
	>3 times/month (very high)	25	28,4

Source: Primary data processed, 2024

Table 2 shows the intensity of advertising by Gayo Coffee MSME actors, the majority of which are classified as very low as 35 respondents out of a total of 88 respondents with a percentage of 39.8 percent. This means that respondents who fall into the very low category do not advertise their business at all. The factors that cause Gayo Coffee MSME actors not to advertise their businesses are a lack of knowledge and technical skills in making advertisements, a lack of training from related agencies regarding advertising activities, and MSMEs having a limited budget for advertising in their businesses. This is in line with the research by Mursidi and Khasanah (2024), which showed that there is still a low interest and application of activities to create advertisements with video content on the *marketplace* platform by MSMEs in Surakarta. This is partly due to technical difficulties and understanding of various *marketplace* platform systems.

The intensity of sales promotion by Gayo Coffee MSME actors in Table 2, the majority is classified as low as 44 respondents out of a total of 88 respondents with a percentage of 50.0 percent. This shows that there is room for capacity building for MSME actors in improving aspects of sales promotion among Gayo Coffee MSME actors, which has the potential to increase sales and income of Gayo Coffee MSME actors. Factors that cause low sales promotion activities include MSME actors not having adequate knowledge and skills in designing and implementing effective sales promotion strategies. Then the lack of support from the government, trade associations, or other institutions in the form of training, funding, or infrastructure for sales promotion. The same findings were also presented by Chrismardani (2014), which shows that MSMEs face financial hurdles in implementing comprehensive sales promotion strategies. Due to budget constraints, their promotional efforts remain limited. Consequently, these businesses can only utilize a select few marketing communication elements, including: advertising, sales promotion, direct marketing, and interactive marketing.

Table 2 shows that the intensity of direct marketing by Gayo Coffee MSME actors is mostly classified as high, as 36 respondents out of 88 total respondents with a percentage of 40.9 percent. The level of use of direct marketing in the high and very high categories indicates that direct marketing is considered an important marketing communication activity by many Gayo Coffee MSME actors. The factor for the high level of direct marketing activities in Gayo Coffee MSMEs is the existence of activities in the form of bazaar or exhibition activities at certain moments through these activities, it can provide opportunities to interact directly with consumers, which can encourage direct sales. Visitors can try and directly purchase Gayo Coffee products, which often increases sales revenue in these activities. Research done by Risanti and Riyanto (2021) concluded the same thing, showing that the direct marketing component in dominant coffee MSMEs is in the high category and is the most effective marketing communication mix carried out.

The intensity of interactive marketing by Gayo Coffee MSME actors in Table 2, shows that most respondents are in the low category with a percentage of 34.1 percent. This means that most Gayo Coffee MSME actors still have room to increase capacity in interactive marketing activities in their business. Factors that make interactive marketing activities still low include some Gayo Coffee MSME actors not having sufficient knowledge or skills in using digital platforms and technology to conduct interactive marketing. This makes Gayo Coffee MSME actors not confident to adopt more modern marketing communication media.

Study done by Kurniawan (2023) shows that Geopark Ciletuh's use of digital platforms like its website, online reviews, and social media content on Facebook and Youtube plays a key role in its marketing strategy, boosting brand equity and recognition among tourists. This statement is in accordance with a study conducted by Bahari et al. (2022) that interactive marketing on seaweed *dodol* products for UMKMAulia Sari with a low percentage of marketing communication that UMKMAulia Sari can implement by increasing interactive marketing activities through the internet marketing with social media such as *marketplace*, *Facebook*, *Instagram*, *Twitter* and *Tiktok*.

The marketing communication capacity in this study focuses on the ability of Gayo Coffee MSME actors to create advertisements, conduct sales promotions, direct marketing and interactive marketing. The marketing communication capacity of Gayo Coffee MSME Actors is seen from the inten-

sity of marketing communication practices carried out by Gayo Coffee MSME Actors. Overall, the capacity of Gayo Coffee MSME actors is in the high category for direct marketing capabilities, the ability to create advertisements is in the very low category while sales promotion capabilities and interactive marketing capabilities are in the low category. Factors that cause the weak capacity of Gayo Coffee MSME actors is felt to be due to the lack of role and assistance from the Central Aceh District Cooperative and MSME Office. This shows that most Gayo Coffee MSME Actors still have room to increase capacity in marketing communication activities in their businesses. Research from Alfatechah et al. (2023) showed that the application of training conducted by the Office of Cooperatives and MSMEs for MSME Actors can have a positive impact in increasing the capacity of MSME Actors.

Influence of Internal Factors, External Factors and Communication Behavior of Gayo Coffee MSME Actors on Marketing Communication Capacity

This analysis includes two sub-models: the outer or measurement model and the inner or structural model. The outer model tests the validity and reliability of each indicator against the latent variable being measured. Meanwhile, the inner model shows the influence between these latent variables. Based on the results of the first estimation of the model, there are no indicators with a loading factor or outer loading value below 0.70, so they do not have to be removed from the model and re-estimated. The estimation results are also obtained for evaluating the Average Variance Extracted (AVE) value, and each exogenous and endogenous variable has an AVE value of more than 0.50. The results of the measurement model analysis can be seen in Figure 2.

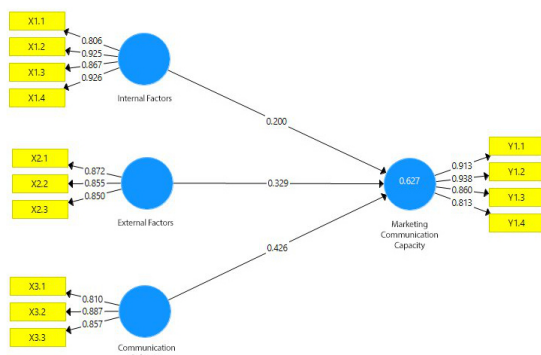


Figure 2. Outer Model Test Results

Source: Data processing with SMART PLS v3.0 (2024)

Based on the research model, in the internal factor variable there is an indicator that has the largest loading factor value, namely X1.4 with a value of 0.296. The X1.4 indicator, namely motivation, has a very significant loading factor value on marketing communication capacity, with a value of 0.896. This shows that the motivation of Gayo Coffee MSME actors affects marketing communication capacity, and can be considered as the main contributor to the internal factor variable. In the external factors variable, the X2.1 indicator, namely length of business, has the highest loading factor value on marketing communication capacity, with a value of 0.872. This shows that external factors related to the length of business have a very strong influence on marketing communication capacity. Meanwhile, in the communication behavior variable, there is an indicator that has the largest loading factor value, namely X3.2 with a value of 0.887. The X3.2 indicator, namely the activeness of seeking information, has a very significant loading factor value on marketing communication capacity, with a value of 0.887. This shows that the level of activeness in seeking marketing communication information contributes positively and significantly to the marketing communication capacity studied in the communication behavior variable. Based on data analysis, it is known that the R Squared value is 0.627 (62.7 percent).

The second stage in assessing convergent validity is to ensure that the Average Variance Extracted (AVE) value has a composite reliability greater than 0.50, and the Cronbach's alpha value exceeds 0.70 (Table 3).

Table 3 .Average Variance Extracted (AVE), Composite Reliability and Cronbach's Alpha values

Variabel	Cronbach's Alpha	Composite Reliability	AVE
Internal Factors	0.866	0.908	0.712
External Factors	0.840	0.900	0.752
Communication behavior	0.789	0.877	0.704
Marketing Communication Capacity	0.886	0.922	0.748

Source: Primary data processed, 2024

Based on Table 3, each latent variable has an Average Variance Extracted (AVE) value greater than 0.50, indicating that each latent variable is valid and explains more than half of the variation in its respective indicators. Additionally, the Compos-

ite Reliability and Cronbach's Alpha values for each variable exceed 0.70. Therefore, it can be concluded that this research model is reliable for each indicator studied.

Hypothesis Testing

The results of this research bootstrapping calculation can be seen in Figure 3 and the value of the path coefficients can be seen in Table 4.

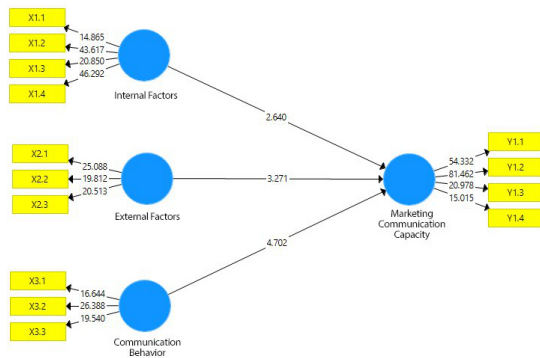


Figure 3. Bootstrapping calculation results

Source: Data processing with SMART PLS v3.0 (2024)

Table 4. Path Coefficients Value

Causal effect of research variables	Original sample (O)	T statistics (O /STDEV)	P values
Internal Factors → Marketing Communication Capacity	0.200*	2.640	0.009
External Factors → Marketing Communication Capacity	0.329*	3.271	0.001
Communication behavior → Marketing Communication Capacity	0.426*	4.702	0.000

Notes: *significant 5% at the level $\alpha = 0.05$
Source: Primary data processed (2024)

Following the data presented in Table 4 shows that internal factors, external factors, and communication behavior of Gayo Coffee MSME actors have a significant effect on marketing communication capacity. The significance level used in this study is 5 percent.

H1: The Influence of Internal Factors on Marketing Communication Capacity

The results of the SEM PLS analysis show that internal factors have a positive and significant influence with a significance value of 0.009 (<0.05). Field research found that Gayo Coffee MSME actors who with a productive age (20-50 years) show higher potential in utilizing social media and other digital marketing communication media. Gayo Coffee MSME actors at this age have the opportunity to adapt to utilize digital marketing communication media such as using social media like Instagram, Facebook, and TikTok to communicate Gayo Coffee.

The productive age of Gayo Coffee MSME actors also encourages individuals to create creative content or messages through their marketing communication media, such as videos of the coffee-making process and videos containing storytelling about Gayo Coffee. These activities encourage Gayo Coffee MSME actors to communicate not only the quality of their coffee, but also stories about the production process, traditions, and cultural values contained in the coffee. This narrative is a strength in marketing communications as it creates an emotional connection between the consumer and the product.

However, not all Gayo Coffee MSME actors in Central Aceh Regency in the productive category can utilize digital marketing communication media, especially MSME actors who have the intensity of participation in training (39.8 percent), which tend to have limited digital literacy and Gayo Coffee MSME actors who have ages in the >50 years old category also rely more on traditional marketing communication methods, such as word of mouth promotion, direct marketing or using printed brochures and banners so that this makes the business have limited sales.

Education level also affects the adoption of digital media. Low education levels limit the ability of Gayo Coffee MSME actors to utilize digital marketing communication media due to low digital literacy and a lack of technical training that leads to marketing communication aspects. Although the education level of Gayo Coffee MSME actors tends to be high, some Gayo Coffee MSME actors (40.9 percent) still depend on conventional marketing methods, which is one of the obstacles to the adoption of digital marketing communication media. Therefore, increased training and support from the government and related institutions are needed to strengthen the capacity of Gayo Coffee MSME actors in optimizing the use of digital platforms as a means of marketing communication.

Most Gayo Coffee MSME actors have very low levels of non-formal education, with 39.8%

having attended only one or two trainings in the past two years. The low participation in training is due to the focus of the Central Aceh District Office of Cooperatives and MSMEs on production, processing, and financial management, which MSME actors have already mastered due to local traditions in coffee production. Skills in coffee production and processing are generally passed down through family culture and experience, given that coffee is an integral part of Gayo life. In addition, the internal motivation of MSME actors is very high, driven by pride in a local commodity that has become the identity of the local community. This motivation drives them to maintain and develop the quality and sustainability of their coffee businesses. Research by Kamaruddin et al. (2021) show that motivation significantly influences marketing communication. As an internal factor, motivation drives individuals to share product experiences, provide recommendations, and write reviews on social media.

This is in line with research by Amor and Andriana (2023) which indicates that internal factors significantly influence MSME performance, supporting the hypothesis that these factors are key drivers of business success. In contrast, external factors like government policies and socio-economic conditions show no significant impact on business performance. While both internal and external factors positively affect business performance, the majority of the contribution comes from internal factors.

H2: The Influence of External Factors on Marketing Communication Capacity

The results of bootstrapping analysis using SEM PLS show that external factors have a significant influence on the marketing communication capacity of Gayo Coffee MSMEs, with a significance value of 0.001 (<0.05). MSMEs that have been operating longer show better ability in adaptation, innovation, and have strong networks and relationships to support marketing. Long operational experience provides an advantage in developing marketing communications that are more responsive to market needs.

Field research found that the majority of Gayo Coffee MSME actors who have been operating for 5-10 years (48.9 percent) have managed to build good relationships with coffee suppliers and consumers. In addition, they actively participate in coffee exhibitions, fairs, coffee festivals, and use social media and marketplaces to support their marketing communications. Meanwhile, Gayo Coffee MSMEs that have only been established for

<5 years (9.1 percent) tend to face obstacles in developing effective marketing communication strategies. Another factor causing instability in MSMEs <5 years old (9.1 percent) is due to challenges in expanding the market beyond the local area, which can limit business growth and cause the business to last for a shorter period.

Gayo Coffee MSME actors with the majority of capital in the very high category (38.6 percent) can make larger budget allocations in various marketing channels, both digital and conventional. These investments include paid advertising, sales promotion, and marketing communications designed to increase the reach and impact of marketing messages. Highly capitalized Gayo Coffee MSME actors (38.6 percent) allocate a portion of their funds to paid advertising on social media such as Instagram Ads or Facebook Ads to increase exposure and reach a wider audience to increase sales. In addition, high capital is utilized by Gayo Coffee MSME actors to innovate in terms of packaging, which can affect product appeal. Low-capital Gayo Coffee MSME actors (34.1 percent) can only promote through social media with limited reach, without support from paid advertisements or professional packaging development. This capital limitation is due to the lack of capital funding assistance from relevant agencies and difficulty accessing loans from formal financial institutions such as banks, especially in the agricultural and commodity sectors such as Gayo Coffee.

Gayo Coffee MSME actors with a high number of workers (33.0 percent) can allocate labor for various marketing functions specifically, such as social media account management, marketing content creation, and serving customers online. Gayo Coffee MSME actors with high labor can have separate teams for both production and specialized personnel for marketing communication activities in managing social media, creative teams for graphic design and video production. The availability of this workforce can support them to carry out well-coordinated marketing communications, improve interactions with consumers, and strengthen the overall effectiveness of marketing communications. Gayo Coffee MSME actors with a low number of workers (35.2 percent) face difficulties in dividing marketing communication tasks. This limited number of workers can cause a heavy workload and even tends to make marketing communication activities carried out by MSME actors independently, but MSME actors in this category can maximize their marketing communications by utilizing family members to reduce operational costs

and increase the reach of their marketing communications.

This finding is in line with the research of Polandos et al. (2019), showing that business capital has a positive and significant effect on the success of MSMEs in Langowan Timur District, meaning that a capital increase will increase business income. Overall, business capital, length of business, and number of workers together have a positive and significant impact on the success of MSMEs, although the main contribution comes from capital.

H3: The Effect of Communication Behavior on Marketing Communication Capacity

The results of the SEM PLS analysis obtained a significance value of the Gayo Coffee MSME communication behavior variable on marketing communication capacity of 0.000 (<0.05). Cosmopolitan refers to an open attitude towards outside information. This open attitude allows a person to gain new knowledge, change views, and improve skills. This can ultimately improve one's ability to manage a business, especially in facing challenges more efficiently. The majority of Gayo Coffee MSME actors have a level of cosmopolitanism in the high category (43.2 percent). Gayo Coffee MSME actors in this category tend to be open to outside information and utilize digital marketing communication media to expand their business marketing.

This shows that although the cosmopolitanism of Gayo Coffee MSME actors is quite good, the low level of cosmopolitanism in some Gayo Coffee MSME actors (34.1 percent) is due to MSME actors relying on information exchange within their social system, low digital marketing skills and information and training support to MSME actors so that this limits MSME actors in seeking information outside their social system.

The majority of Gayo Coffee MSME actors have a high level of activity in seeking information (38.6 percent). Gayo Coffee MSME actors in this category carry out information-seeking activities by visiting websites that specifically discuss the coffee industry and coffee marketing strategies, following social media accounts that focus on coffee and coffee marketing such as coffee communities on Instagram, Facebook, and WhatsApp to get the latest tips and trends. In addition, Gayo Coffee MSME actors also seek information through participation in networking events specifically for coffee businesses to exchange ideas and learn from the experiences of other businesses. Other activities

include coffee exhibitions and coffee competitions, where MSME actors attend local coffee exhibitions, festivals, or community events that often organize discussion sessions, workshops, or seminars on coffee marketing communication.

Although the activeness of seeking information through various media in Gayo Coffee MSME actors is very good, some Gayo Coffee MSME actors (34.1 percent) are in the low category because they only utilize information from the local coffee community, making them less optimal in utilizing the media regularly to find information to support product promotion.

Indicators of media accessibility and utilization in Gayo Coffee MSME actors are seen from the effect of respondents' intensity in operating ICT applications (mobile phones, laptops/computers, radio, and TV) for their business activities in one week to support marketing communication activities on marketing communication capacity. The majority of Gayo Coffee MSME actors are in the high category (37.5 percent) utilizing media for marketing communication in their business. The availability of ICT infrastructure in the form of internet access and communication tools is an opportunity for Gayo Coffee MSME actors to utilize this media in supporting their marketing activities.

Although the majority of Gayo Coffee MSME actors have good accessibility and utilization of marketing communication media, not all Gayo Coffee MSME actors are able to utilize technology and media optimally. Limitations in terms of digital literacy and capabilities regarding interactive (online) marketing communications are still an obstacle for some Gayo Coffee MSME actors (34.1 percent). Gayo Coffee MSME actors still need further training and assistance to understand more deeply how to manage social media, create interesting content, and effective marketing communication strategies in their businesses.

This finding is in line with research by Kusumawati et al. (2024) which showed that the communication behavior of agricultural extension workers' use of the internet increased their capacity, especially through information search, data sharing, and communication.

CONCLUSION

Marketing communication practices in Gayo Coffee MSMEs include advertising, personal selling, direct marketing, and interactive marketing. Most Gayo Coffee MSME actors show significant limitations in their ability to create advertisements, sales promotions, and

interactive marketing. This may impact the capacity of Gayo Coffee MSME actors to reach a wider market and increase sales. While MSME actors show better potential in direct marketing capabilities, some Gayo Coffee MSME actors still need capacity building for these capabilities.

Internal factors of Gayo Coffee MSME actors consist of age, education, participation in training, and motivation have a significant effect on the marketing communication capacity of Gayo Coffee MSME actors. Motivation is the most influential internal factor, due to pride in coffee as part of the local tradition that encourages MSME actors to have high motivation to develop MSMEs. However, participation in training is still low, resulting in limitations in digital literacy and understanding of marketing communications. External factors affecting marketing communication capacity consist of capital, length of business, and number of workers. MSMEs with higher capital are able to allocate budgets for digital advertising and packaging innovation, while longer business experience can help in building good relationships with suppliers and consumers as well as participating in coffee fairs and festivals and increasing the number of workers. The communication behavior of MSME actors, which includes cosmopolitanity, information-seeking activeness, accessibility and media utilization, also affects marketing communication capacity. MSME actors who are open to new information and actively use digital communication media tend to be more successful in implementing effective marketing communications.

This research suggests that the relevant government, in this case the Office of Cooperatives and MSMEs of Central Aceh Regency, needs to collaborate to assist Gayo Coffee MSMEs in obtaining access to capital and increase the capacity of Gayo Coffee MSME actors about the importance of marketing communication activities in business. It is recommended to hold special training and coaching programs that focus on digital marketing, advertising creation, effective sales promotion strategies, and training in the use of digital marketing communication media in the form of E-commerce and social media training that can help Gayo Coffee MSME actors in expanding marketing and can increase sales in Gayo Coffee MSMEs.

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