

FEB UPNVJ Helps Cijantur Village Community to Produce Coffee

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HumasUPNVJ - The Faculty of Economics and Business, National Development University “Veteran” Jakarta (FEB UPNVJ) held an empowerment program entitled *Sustainable Village 2024* in collaboration with **Camy.id** and *the Enterprise Development Center (EDC)* in Cijantur Village, Rabak Village, Bogor Regency, West Java, last Friday, November 8.

In this program, **Camy.id** provides support in the form of *roasting* machines , in addition **Iceler** donates grinder machines. This assistance helps the people of Kampung Cijantur improve the coffee production process, from beans to packaging, to produce high-quality products. In addition, EDC provides education on *digital* marketing through *the marketplace* and *WhatsApp Business* , so that residents can expand their coffee market.

“Aroma Cijantur” coffee has a unique aroma of typical fruits such as durian and mango, as well as a combination of robusta and arabica that produces a special taste. EDC also guides the community in determining competitive selling prices through calculating HPP (Cost of Goods Sold). The community's response was very positive, seen from their enthusiasm in learning financial literacy and marketing techniques.

This program is expected to be a sustainable initial step to make “Aroma Cijantur” coffee a local icon that can compete in the national and international markets. With the synergy between technology, education, and local potential, *Sustainable Village 2024* has a real impact on empowering the economy of the Cijantur Village community.

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