

Sustainable Village FIK 2024 x Camy.id: Community Economic Empowerment Through the Creation of "Aroma Cijantur" Coffee Brand Packaging

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Public Relations of UPNVJ - The Faculty of Computer Science of the National Development University "Veteran" Jakarta (UPNVJ) is holding the *Sustainable Village 2024* program in collaboration with the BEM of the Faculty of Computer Science with the theme of community economic empowerment in Cijantur Village, Rabak Village, Bogor Regency, West Java, Friday, November 8, 2024. This program focuses on community economic empowerment through the development of modern branding and digitalization of marketing for superior local products, "Aroma Cijantur" coffee.

BEM FIK took a role in creating a logo, new packaging design, and digital marketing strategies that utilize *platforms* such as *Shopee*, *WhatsApp Business*, and Instagram. With more attractive *branding* and technology-based marketing, this product is expected to compete in a wider market. Support from **Camy.id** in the form of a coffee roasting machine is also an important step to improve the production quality and competitiveness of "Aroma Cijantur" coffee.

The training provided includes the use of *marketplaces*, Instagram content management, and digital marketing strategies. This material helps people understand the importance of digitalization to expand their marketing reach. Although limited internet access is a challenge, the enthusiasm of the community shows their readiness to take advantage of this opportunity for the development of the local economy.

Collaboration between BEM Faculty of Computer Science, EDC, and sponsors from **Camy.id**, and other parties are the foundation of the success of this program. With professional branding, modern marketing strategies, and technology support, "Aroma Cijantur" coffee is expected to be a symbol of digital-based local economic empowerment, while also bringing a sustainable positive impact to the people of Kampung Cijantur.

Source: BEM UPNVJ

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