

Training on Packaging Design and Marketing Strategies for Organic Scrub Soap Made from Coffee Grounds by Kedai Cenghar Kopi Cimahi

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Abstract

Cenghar Coffee cafe produces coffee grounds that have been wasted and unutilized. Coffee grounds still contain antioxidants that function to smooth the skin. Lecturers of Sekolah Tinggi Farmasi Indonesia (STFI) Bandung in the past few years have developed a dosage form for cosmetic products from coffee powder and grounds. The objective of this event is to offer support in the form of answers to partners in addressing their challenges. The partner in this activity is Cenghar Coffee cafe on Jalan Pesantren No.14 Cibabat, Kel. Cimahi Utara, Cimahi City, West Java in collaboration with the Cimahi Youth Community. The solution offered by the STFI was to increase partner knowledge with training in making packaging and marketing strategies for organic scrub soap. The methods in this activity were seminars and workshops on making packaging and soap marketing strategies by utilizing online media. The overall results achieved from community service activities are the participants' knowledge obtained through surveys before being given material on Marketing Strategies and Packaging Making Training was 56.67% and after being given the material increased to 92.3%..

Keywords: Coffee grounds, organic soap, cold process

INTRODUCTION

Indonesia has experienced significant growth in the coffee shop industry in recent years. According to Dahwilani (2019), as of August 2019, the number of coffee shops in Indonesia had reached more than 2,950 outlets, nearly tripling compared to 2016, which recorded only 1,000 outlets. Based on independent research conducted by Toffin, the market value of this industry has reached IDR 4.8 trillion. However, the actual number of coffee shops is likely higher than Toffin's findings, as the census only accounted for outlets in major cities within established networks. Independent coffee shops, both modern and traditional, located in various regions were not included in the survey.

The rapid development of the coffee shop industry in Indonesia is driven by several factors, including the growing culture of socializing over coffee, increased consumer purchasing power, the expanding middle class, affordable coffee prices, and the dominance of Generation Y and Z who

have established new lifestyle trends in coffee consumption. Furthermore, the ease of marketing, promotion, and sales through social media and ride-hailing platforms also contributes significantly. Accessibility to raw materials, equipment, and resources to start a coffee business is another important factor. The coffee industry is also considered to have a relatively high profit margin.

Coffee is an important plantation commodity that plays a vital role in the Indonesian economy and is also one of the main export commodities that generates foreign exchange. In 2020, coffee production reached 762.4 thousand tons. Approximately 98% of the exported coffee is still in the form of raw green beans.

There are four common types of coffee: Arabica, Robusta, Liberica, and Excelsa. Around 75% of Indonesia's coffee production is Robusta, 22% Arabica, and the remaining 3% consists of Liberica and Excelsa. The diversity of Indonesian

coffee types is increasingly recognized at the global level due to their distinctive quality and flavor profiles. Coffee has also been identified as a key export focus by the Ministry of Agriculture in 2019.

One of the coffee shops in Bandung that has agreed to collaborate in the 2022 Community Service Program (PKM) is Kedai Cenghar Kopi, located at Jalan Pesantren No.14, Cibabat, Cimahi Utara District, Cimahi City, West Java. This coffee shop produces approximately 1,000–1,500 grams of coffee grounds daily, which are discarded without undergoing any recycling process. The partner location is shown in Figure 1.



Figure 1. Partner Location

Coffee grounds typically have a distinct and sharp aroma. Since ancient times, coffee has been recognized for its numerous benefits for skin care and has often been used as a key ingredient in traditional body scrubs (Dewi, 2012). The coffee grounds produced during the brewing process still retain a pleasant fragrance and soft texture. The composition of the coffee grounds used in this study consists of 70% Robusta and 30% Arabica beans. Nutritional content includes approximately 2.28% nitrogen, 0.06% phosphorus, and 0.6% potassium. The pH level of coffee grounds tends to be slightly acidic, with a value of approximately 6.2. Utilizing coffee grounds is a form of recycling materials that are otherwise considered waste. The texture of the coffee grounds produced by the partner varies from coarse to fine, depending on the type of beverage prepared (Andline, 2013).

Coffee grounds are often viewed as an underutilized by-product, with many of their potential applications yet to be fully optimized. For instance, at Golden Kirrin Coffee, coffee grounds are mixed with soil to create plant fertilizer. Coffee grounds contain various bioactive compounds such as phenolic and flavonoid compounds. Extracts from coffee grounds also contain bioactives like chlorogenic acid and caffeine. According to Anshari (2018), Robusta coffee grounds contain approximately 76.8 mg/g extract of caffeine and around 10 mg GAE/g extract of total phenols. These bioactive compounds can be extracted and used

as ingredients in value-added products such as SPA treatments (Anshari, 2018).

Organic soap was chosen as the product for processing coffee grounds due to the simplicity of its production technology, the availability of raw materials, and its non-toxic and environmentally friendly nature, making it suitable for all skin types. Furthermore, interest in organic products has continued to grow. As such, coffee grounds that were previously discarded can now be processed and marketed, reaching not only coffee enthusiasts but also consumers of organic cosmetics, particularly women.

The 2022 community service activities began with a presentation on soap and various production methods, followed by a seminar on cosmetic production regulations—particularly for those interested in starting a business in organic soap production. This was followed by a hands-on workshop on organic soap-making using the cold press method. The formula used for soap production included palm oil (225 g), coconut oil (225 g), coffee ground powder (3.75 g), NaOH (60 g), distilled water (125 g), and coffee essence (5 drops). The resulting solid organic scrub soaps from each group were collected and subjected to laboratory testing based on SNI standards after 30 days of curing. The analysis results based on SNI 3532-2016 indicated that the soaps met the required standards. As a continuation of this success, the 2023 community service activities focused on training in packaging design and marketing strategies for organic coffee ground scrub soap.

METHOD

PKM Methodology

The implementation of the Community Service Program (PKM) consists of the following stages:

A. Preparation Stage

The preparation stage began with a field observation at Cenghar Kopi coffee shop, followed by a coordination meeting with the Head of the Cimahi Youth Community to obtain data, determine objectives, and plan the execution of the PKM program. The team also prepared the necessary equipment, administrative documents, permits, and operational steps. Target output: Agreement on the implementation of the PKM seminar and workshop.

B. Implementation Stage

a. Seminar and Workshop on Packaging Design

The seminar and workshop on packaging design were held at Cenghar Kopi with participants from the Cimahi Youth Community. The training introduced participants to Canva, a widely used design application due to its simple interface, ease of use, and extensive template library

suitable for various design needs. Users can select preferred templates and further edit them by adding elements such as icons, text, or images. Target output: Participants create their own packaging design for organic coffee ground soap products.

- b. Seminar and Workshop on Product Marketing
The marketing seminar was also held at Cenghar Kopi, targeting members of the Cimahi Youth Community. Target output: Each participant establishes one online platform account for selling their product.

C. Monitoring Stage

Monitoring was conducted by distributing questionnaires to the Cimahi Youth Community both before and after the implementation of the PKM program. Target output:
Collected questionnaire results..

DISCUSSION

A. Seminar and Workshop on Packaging Design

This activity involved both lecturers and students as part of its implementation.

The activity was conducted as part of a training effort focused on the practical application of packaging design using the Canva application. Canva is widely appreciated for its user-friendly interface, ease of use, and wide selection of design templates suitable for various needs. The objective of this training was to enhance participants' knowledge and skills, with the expectation that they would be able to rely on and further develop their individual capabilities.

Participants were encouraged to leverage modern technologies and advanced features to support their needs and generate additional income through products such as coffee ground soap. This training activity serves as a downstream application of previous research on the production of soap made from coffee grounds from Cenghar Kopi. Figure 3 shows an example of packaging design created by one of the participants.

Table 1. Participants' Pre-test and Post-test Results

No.	Questions	%Pretest	%Posttest
1.	Do you have a social media account?	100%	100%
2.	Are you familiar with social media management?	13,3%	84,6%
3.	Do you know how to market a product through social media?	66,7%	84,6%
4.	Are you familiar with marketing strategies on social media?	20%	100%
5.	Do you think promotional media such as photos or videos can increase product appeal?	80%	100%
6.	Did you know that one Instagram application can host up to five accounts?	13,3%	84,6%
7.	Do you believe that promotion via Instagram affects product marketing?	100%	100%
8.	How important do you think packaging design is in increasing a product's selling value?	66,7%	92,3%
9.	Are you aware of any applications for editing designs?	40%	100%
10	Do you think the typography and color scheme on packaging are important aspects to consider?	66,7%	76,9%
	Average	57%	92%

B. Seminar and Workshop on Product Marketing

In the digital era, social media platforms have become optimal tools for marketing and business, offering unrestricted

connections between sellers and their target consumers in promoting products such as coffee ground soap. Among the various social media platforms, Instagram is a popular choice for e-businesses due to its visual-centric nature

and large user base. During the marketing seminar, participants were encouraged to create at least one account on an online platform for product selling purposes.

C. Monitoring Stage

Monitoring was conducted by distributing questionnaires to members of the Cimahi Youth Community before and after the PKM program. A total of 15 participants attended the program. The pre-test and post-test results, which aimed to assess participants' baseline knowledge on marketing strategies and packaging design, are presented in Table 1.

This community service program focused on utilizing coffee grounds from Cenghar Kopi as a raw material for organic soap production. The objective of the training was to enhance participants' knowledge in product packaging design and marketing strategies using social media platforms. Communication between the facilitators and the surrounding community helped to ensure clear understanding of the benefits participants would receive.

Participants from the Cimahi Youth Community expressed that the training on coffee ground packaging design and marketing via social media significantly improved their knowledge. Interview and observation data during the sessions indicated a marked increase in skills related to packaging design and the utilization of coffee grounds for soap production. Participants were actively engaged throughout the program, demonstrating strong interest and commitment. They successfully applied the theoretical knowledge and practical skills delivered by the program team. An increase in both theoretical understanding and practical capability was observed. Furthermore, participants gained new insights into the use of social media for business purposes.

Several factors contributed to the smooth implementation of the community service program. First, the partner provided essential resources such as coffee grounds from Cenghar Kopi and access to a multipurpose hall for training. Second, participants' enthusiasm and consistent attendance throughout the practice sessions

reflected high engagement. Many of them actively asked questions to deepen their understanding. Third, there were no disruptions from other activities, as prior approval had been obtained from the coffee shop management. The familiarity among participants also fostered a communicative and comfortable atmosphere.

However, there were several challenges encountered. A change in management at Cenghar Kopi caused delays in administrative processes. Despite this, the continued support from the partner in providing materials and facilities remained a critical success factor. Additionally, some participants experienced difficulty downloading the Canva application on their mobile phones. This issue was addressed by offering an alternative through the web version of the platform, demonstrating participants' adaptability in overcoming technical obstacles.



Figure 3. Packaging Design Results Created by Participants

The hands-on teaching method was effective, though certain participants required extra guidance to fully grasp specific steps. In these cases, direct assistance from the facilitators was essential to ensure comprehensive understanding. One suggestion raised during the program was the

provision of a printer at the venue, which would allow participants to immediately print and evaluate their designs. This would reduce waiting times and enhance engagement.

Based on questionnaire results, all participants (100%) reported having at least one social media account. This finding confirms the potential of social media as a powerful marketing tool. Moreover, there was a significant increase in participants' understanding and knowledge of social media management and marketing strategies. Survey results indicated a notable improvement in knowledge, rising from 56.67% before the sessions on marketing strategies and packaging design to 92.3% after the sessions. These outcomes confirm the tangible benefits of the community service program in enhancing participants' knowledge and practical skills.

CONCLUSION

The community service program aimed to train the Cimahi Youth Community in packaging design and marketing strategies for coffee ground soap products. The success of the program was supported by the availability of facilities, equipment, partner involvement, and community support. Survey results indicated a significant increase in participants' knowledge, from 56.67% to 92.3%. It is hoped that this program has provided the youth of Cimahi with valuable knowledge to become more self-reliant in generating income, thereby creating a sustainable positive impact for both the participants and the surrounding community.

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