Applying the Brand Identity Prism to the Development of a Sustainable Coffee Edutourism Destination in Sumbertangkil Village, Malang, Indonesia

Aditya Dwi Putra Bhakti*
Program Studi Ilmu Komunikasi, Universitas Muhammadiyah Malang,
65144, Malang, Indonesia
aditya@umm.ac.id

Moch. Fuad Nasvian
Program Studi Ilmu Komunikasi, Universitas Muhammadiyah Malang,
65144, Malang, Indonesia
nasvian@umm.ac.id

Abstract

Sustainable tourism has become a global priority due to its significant economic impact. In Indonesia, coffee, one of the country's leading agricultural commodities, holds considerable potential for development through locally based edutourism initiatives. This study aims to identify the brand identity dimensions of coffee-themed edutourism in Sumbertangkil Village, Malang, using Jean-Noël Kapferer's Brand Identity Prism (BIP) framework. An exploratory qualitative methodology was applied, involving focus group discussions with Pokdarwis administrators and local community members in Sumbertangkil. The findings reveal that the brand identity of this coffee destination is shaped by the synergy among the dimensions of personality, relationship, and self-image, supported by attributes such as warmth, participatory engagement, and educational experiences. A key challenge identified is the lack of consistency in visual identity elements, such as logos and a cohesive branding system for the destination. This study highlights the importance of community involvement and the integration of sustainability values as essential foundations for differentiation and for strengthening the brand of this coffee edutourism destination.

Keywords: Brand Identity; Tourism Branding; Edutourism; Coffee; Sustainable Tourism Development.

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1. Introduction

Coffee is one of Indonesia's most important agricultural commodities, holding a significant position in global trade. Over the past decade, global coffee exports have shown consistent growth (Jaworska & Majchrzak, 2025). The Food and Agriculture Organization (FAO, n.d.) highlights that coffee is the most traded tropical product, supporting the livelihoods of approximately 25 million farming households worldwide. As both a global commodity and a source of rural livelihood, coffee continues to offer strategic potential for agricultural economies like Indonesia.

As one of the world's largest coffee producers, Indonesia has considerable potential in both coffee production and export, as well as in positioning itself as an attractive tourism destination (Matondang et al., 2024). Coffee-based edutourism offers a unique and educational experience, providing visitors with insight into the coffee production and processing stages while showcasing the natural beauty surrounding coffee plantations. Direct interaction with coffee cultivation, hands-on activities, and learning experiences contribute to enhancing tourist satisfaction and engagement (Martinus et al., 2024). Coffee edutourism, thus, offers an additional value by blending recreation with education, allowing visitors to learn about the history, cultivation, and diverse processing techniques of coffee (Vu et al., 2023).

However, despite this potential, many rural communities in Indonesia have not yet adopted formal branding strategies to support the development of sustainable coffee edutourism. There remains a critical gap in how rural destinations position themselves in tourism markets, particularly in terms of creating coherent and community-driven brand identities.

In developing regions, including Indonesia, edutourism still contends with limited infrastructure, insufficient investment, and fragmented support systems (Rahmani et al., 2023; Sumarmi et al., 2023).

Many rural initiatives suffer from inadequate infrastructure, weak investment, and limited community involvement (Rozi & Poernamasari, 2024; Mulyati et al., 2023).

The rise of digitalization offers opportunities to enhance edutourism, yet many sites have not effectively embraced technology to engage tourists (Wardayati et al., 2023). Localized programs show potential for empowering communities and promoting social inclusion, especially in remote areas rich in local wisdom. However, these efforts are often isolated and lack integration into a broader national framework, with limited participation from marginalized groups (Amalia et al., 2024; Aungsuroch et al., 2021; Khairusy et al., 2023). To fully realize edutourism's potential

in Indonesia, greater emphasis is needed on infrastructure development, strategic planning, and inclusive, tech-enabled approaches.

While coffee is a globally recognized agricultural commodity and a key export product for Indonesia, its role as a driver for the development of agricultural-based edutourism remains underdeveloped, especially in rural communities like Sumbertangkil. The lack of awareness about branding in the village has resulted in limited tourism development despite its rich coffee heritage and beautiful landscape. Sumbertangkil Village, located in East Java, Indonesia, has yet to formalize its branding strategy, leaving its significant potential for coffee tourism underutilized. By introducing branding concepts and recognizing the value of a cohesive identity, this study seeks to explore the role of branding in fostering sustainable tourism growth. The development of coffee edutourism in Sumbertangkil can not only enhance the visibility of local coffee but also create a platform for engaging both local farmers and visitors in an authentic and educational experience.

To address these challenges, this paper aims to introduce the Brand Identity Prism (BIP) framework to help Sumbertangkil create a coherent and recognizable brand. The research will explore the village's current tourism branding gap, assess local stakeholder perspectives, and propose strategies to strengthen its brand identity. This study aims to build awareness among local stakeholders and provide them with the tools needed to develop and communicate a compelling brand.

Coffee-based edutourism is rapidly gaining traction as a means of educating tourists about the coffee cultivation process while contributing to local economies (Uwimana & Uwimpuhwe, 2022). As a unique form of agricultural tourism, it integrates learning with leisure, offering visitors an immersive experience of local agricultural practices. In Indonesia, coffee is not only a major export commodity but also a key element of the country's agricultural heritage, particularly in regions like East Java (Tamirat & Tadele, 2023). However, the branding of coffee tourism in rural areas remains underdeveloped, largely due to the lack of formalized branding strategies and awareness among local communities (Djuwendah et al., 2023).

Coffee edutourism presents a valuable opportunity to merge educational engagement with sustainable tourism practices. However, current academic discourse reveals several critical gaps. While existing studies emphasize the connection between coffee tourism and sustainability, particularly the integration of coffee culture into destination branding, there is a noticeable absence of cohesive marketing strategies and institutional support. For example, (Vu et al., 2023) highlight the

importance of government involvement in promoting both coffee tourism and traditional cuisine, yet note that such efforts are often fragmented and underdeveloped.

Although sustainable coffee tourism is seen as appealing to environmentally conscious travelers, often referred to as the "green generation," actionable frameworks for aligning tourism operations with sustainability goals remain scarce (Yeap et al., 2021). Zhou and Chen (2023) discuss brand equity in rural tourism, touching on experiential value, but stop short of linking this to the long-term sustainability of coffee tourism brands. Moreover, much of the literature overlooks the voices of grassroots stakeholders. Degarege and Lovelock (2021) advocate for more inclusive research that incorporates perspectives from local coffee producers, whose insights are essential for shaping equitable and effective tourism practices.

Ayu et al. (2023) points to successful sustainable tourism practices but stresses the need for comparative analyses across regions that have embedded coffee into their tourism narratives. Such studies could offer valuable lessons on diverse branding strategies and their effectiveness in different socio-cultural contexts. While the literature underscores the importance of sustainability, destination branding, and institutional involvement, it largely neglects the socio-economic complexities and the need for community-driven approaches. Addressing these oversights, particularly through locally informed, practical strategies, remains essential for advancing both academic understanding and the real-world application of sustainable coffee edutourism (Fajar et al., 2024).

The absence of a cohesive tourism branding strategy in Sumbertangkil Village presents a challenge for its development as a coffee edutourism destination. The importance of creating a strong and recognizable brand identity cannot be overstated, especially in rural destinations where tourism may not yet be seen as a primary source of income. Community-based branding, which involves local stakeholders in defining the identity and values of a destination, has proven successful in fostering sustainable and authentic tourism experiences (Ren et al., 2023). Yet, the lack of awareness about branding in Sumbertangkil means that the village has yet to capitalize on the potential benefits of a unified brand strategy.

Studies have demonstrated that the involvement of local communities in tourism branding significantly enhances the authenticity and sustainability of the destination's brand (Phung & Nguyen, 2023). In regions where branding awareness is low, community engagement can help to identify core values, create a shared vision, and build stronger emotional connections with visitors (Martinus et al., 2024). Therefore,

Sumbertangkil's branding process must include active participation from local farmers, tourism managers, and residents. This participatory approach ensures that the brand identity reflects the authentic experiences the village can offer, aligning with the principles of eco-tourism and sustainable agricultural practices that are already part of the community's culture (Rahmah et al., 2023).

The Brand Identity Prism framework by Jean-Noël Kapferer (2012) has been widely used to study and develop destination brands, especially in the context of tourism. The framework outlines six dimensions Physique, Personality, Culture, Relationship, Reflection, and Self-Image that collectively form a destination's brand identity. In destinations like Sumbertangkil, the application of the Brand Identity Prism can offer a structured approach to understanding how physical characteristics, cultural values, and emotional connections shape perceptions of the village (Kapferer, 2012; Winata & Adiwaty, 2024). By analyzing Sumbertangkil's current identity through these dimensions, the research aims to explore the gaps in its branding and identify strategies to enhance its appeal to tourists.
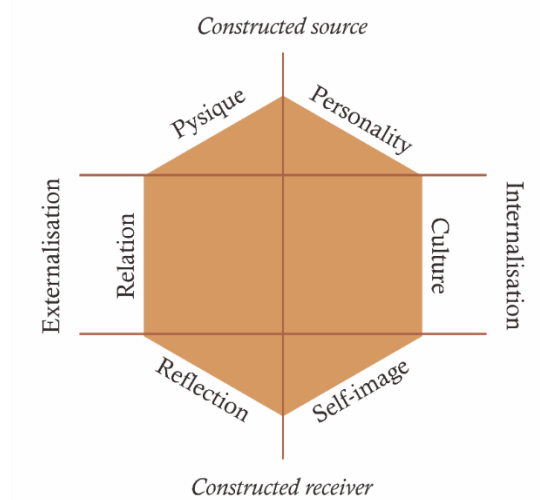
Figure 1. Six Dimensions of Brand Identity Prism Jean-Noël Kapferer
Source: (Kapferer, 2012)

In rural areas like Sumbertangkil, the lack of a consistent visual identity (e.g., logo, colors, and symbols) can impede the effectiveness of destination branding. The integration of a strong visual identity is essential to strengthen brand recall and differentiate the destination from other coffee-producing regions (Šerić et al., 2020). By combining a sustainable tourism approach with the unique cultural and natural assets of

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Sumbertangkil, the village could develop a brand that appeals to environmentally-conscious tourists seeking authentic experiences.

The concept of sustainable tourism branding is becoming increasingly important as travelers demand destinations that are socially and environmentally responsible (Huda, 2020). Sustainable practices, such as eco-friendly farming techniques and community involvement in tourism management, align well with the values of coffee edutourism and can serve as key pillars for developing Sumbertangkil's brand identity (Garanti et al., 2024). As the demand for eco-tourism continues to grow, Sumbertangkil's branding strategy must emphasize its commitment to sustainability, local culture, and responsible tourism practices (Aman et al., 2024).

Furthermore, the Brand Identity Prism framework not only facilitates an understanding of the internal community dynamics (such as the cultural and social values of the residents) but also helps to analyze the external perceptions held by tourists. This dual approach enables the development of a comprehensive branding strategy that integrates both the internal identity and external expectations, ensuring that the brand resonates with both the local community and potential visitors (Mao et al., 2020).

In conclusion, the lack of branding awareness in Sumbertangkil Village presents both a significant challenge and a valuable opportunity to develop a distinctive and impactful tourism brand that reflects the village's unique characteristics. This study seeks to address this gap by applying the Brand Identity Prism framework to evaluate the village's current tourism identity. Additionally, it aims to educate local stakeholders on the strategic importance of branding and propose actionable recommendations for the creation of a cohesive and sustainable brand. Ultimately, this research endeavors to provide a framework for positioning Sumbertangkil as an attractive destination for both domestic and international tourists.

In conclusion, the lack of awareness about branding in Sumbertangkil Village is a significant challenge but also an opportunity to establish a strong tourism brand that reflects the village's unique attributes. By adopting the Brand Identity Prism framework, this study will assess the village's current tourism identity, educate local stakeholders on the importance of branding, and provide actionable strategies for creating a coherent and sustainable brand that can attract both domestic and international tourists.

2. Method

The primary objective of this study is to explore the brand identity of the coffee edutourism destination in Sumbertangkil Village, Malang, by employing a qualitative exploratory research approach. Specifically, the

study aims to utilize Jean-Noël Kapferer's Brand Identity Prism framework to analyze the six dimensions (Physique, Personality, Culture, Relationship, Reflection, and Self-Image) and identify how these dimensions contribute to the formation of Sumbertangkil's coffee edutourism brand identity.

A case study approach was used to analyze Sumbertangkil Village, focusing on coffee-based ecotourism. Thirteen internal informants were recruited from all members of the local tourism awareness group (Pokdarwis). The Pokdarwis in Sumbertangkil Village have 13 members. External participants were purposively selected from local residents as potential tourists. The criteria were: they were from nearby villages, enthusiastic about the coffee industry, had a travel hobby, and were willing to be interviewed. This resulted in a total of 20 external informants. The purposive sampling method ensured that participants possessed specific knowledge and experience relevant to developing the destination's brand identity. Internal participants were selected based on their direct involvement in tourism management, while external participants were selected based on their potential influence or contribution to the tourism market.

Focus group discussions (FGDs) were conducted in two phases. The first phase involved Internal participants, Held in Sumbertangkil on November 2, 2024. Then, with External participants, Held on February 8, 2025. The FGDs focused on the six dimensions of the Brand Identity Prism, with participants sharing their perceptions of the destination's physical characteristics, personality, culture, relationships, ideal visitor image, and self-image of tourists. These discussions allowed for an in-depth understanding of both internal stakeholders' views and potential visitors' perceptions of the destination's brand (Krueger & Casey, 2014).

Given the absence of a formal ethical review board in Indonesia, ethical standards were rigorously followed throughout the research process. All participants were fully informed about the purpose and voluntary nature of the study, and written informed consent was obtained before participation. Participants were assured that their involvement was confidential, and they were free to withdraw from the study at any time without consequences. Given the absence of a formal ethical review board in Indonesia, ethical standards were rigorously followed throughout the research process. All participants were fully informed about the purpose and voluntary nature of the study, and written informed consent was obtained before participation. Participants were assured that their involvement was confidential, and they were free to withdraw from the

study at any time without consequences. These ethical principles were guided by standard research ethics practices (Israel & Hay, 2006).

While the sample size is relatively small, purposive sampling ensures the inclusion of participants with direct experience or knowledge relevant to the research objectives. The use of qualitative data limits the generalizability of the findings, but the insights gathered are valuable for understanding the perceptions and experiences of those directly involved in or impacted by the development of coffee edutourism in Sumbertangkil. Furthermore, self-reported data could introduce some bias; however, the use of open and reflective discussions during the FGDs minimized this limitation.
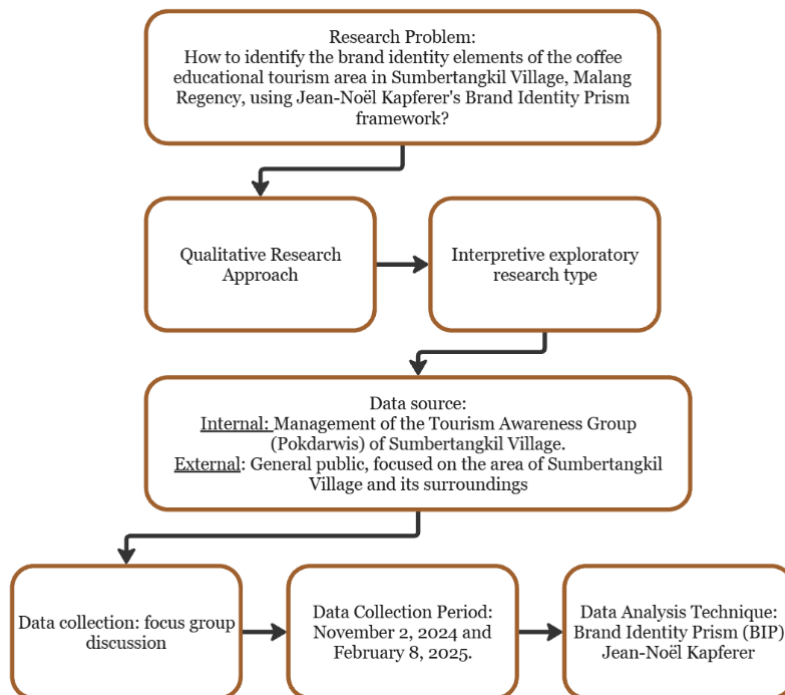
Figure 2. Research Design Diagram
Source: Researcher Processed Results

3. Results

This section presents the analysis of Sumbertangkil's coffee edutourism brand identity using Kapferer's Brand Identity Prism, which was introduced in the Introduction chapter. By applying this framework, we explore how the six dimensions, Physique, Personality, Culture, Relationship, Reflection, and Self-Image, shape the destination's brand identity as perceived by both local stakeholders and potential visitors. The findings from the focus group discussions with internal stakeholders

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(Pokdarwis members, local farmers, and tourism managers) and external participants (residents and tourists) provide valuable insights into how these dimensions manifest in Sumbertangkil's coffee tourism experience. Each of the six dimensions offers a different perspective on the destination's branding, helping us understand its current positioning and the areas in which its identity can be strengthened. The following analysis delves into each of these dimensions, detailing how Sumbertangkil's brand is expressed and perceived, based on the qualitative data collected during the study. Through this framework, we aim to identify both the strengths and opportunities for improving the destination's brand identity in the competitive coffee edutourism market.

Furthermore, applying the Brand Identity Prism allows us to examine the coherence between internal perceptions and external expectations, revealing whether the community's imagined identity aligns with visitors' perceptions of the destination. This alignment is particularly important for emerging ecotourism destinations like Sumbertangkil, where authenticity, community engagement, and educational value are key drivers of differentiation. By identifying gaps or synergies between these perspectives, the results of this study contribute to the theoretical discourse on destination branding while providing practical insights for designing more targeted and culturally grounded branding strategies. The research results are depicted in Figure 3 below.
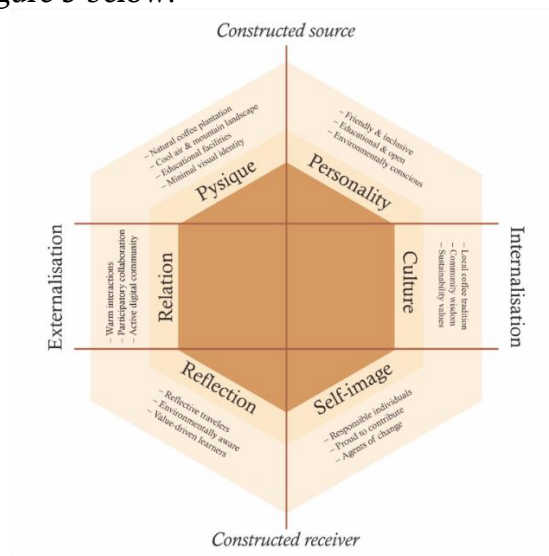
Figure 3. Results of the Brand Identity Prims application in
Sumbertangkil Village
Source: Research Findings

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Figure 3 illustrates the integration of Sumbertangkil's brand identity across the six dimensions of Kapferer's Brand Identity Prism. This visual synthesis highlights how each element contributes to forming a cohesive brand narrative. Each dimension is discussed in detail below.

3.1 Physique Dimension

The physical image of a destination represents the visual and spatial dimensions first perceived by tourists upon arrival, including tangible features such as natural landscapes, infrastructure, and facilities. In the case of Sumbertangkil's coffee edu-tourism area, this physical image is strongly influenced by expansive coffee plantations with lush highland scenery. Several Pokdarwis members remarked that 'in the morning, the dew is still thick and the air is very fresh'. Sumbertangkil's pristine natural beauty is further enhanced by the surrounding mountains and cool, refreshing climate, making it ideal for recreational and educational activities.

Educational facilities on-site, such as interactive coffee bean processing workshops, organic coffee farming demo plots, and guided tour trails, highlight the destination as a space for experiential learning.

Despite its natural beauty and educational features, these findings reveal a critical gap in the destination's physical branding. There is no official logo, identity colors, or distinctive architectural design that conveys its unique values. This absence weakens brand recall and competitiveness. This issue parallels findings by Šerić et al. (2020), who argue that destinations with well-integrated visual identities are more likely to be perceived as professional and memorable by tourists. Therefore, strategic development of physical brand dimensions such as signage, location markers, and visual media is needed to strengthen the destination's image and branding as a sustainable coffee education destination.

3.2 Personality Dimension

Brand personality refers to a set of human traits associated with a brand, in this case, a tourist destination, that provide emotional meaning and strengthen the relationship between visitors and the place they are visiting. In the context of educational tourism in Sumbertangkil, this dimension manifests in the collective perception of the destination as friendly, authentic, educational, and highly committed to sustainability.

Participants consistently described Sumbertangkil as 'friendly and patient'. This was due to their appreciation for guests. 'When we arrived, we were immediately greeted warmly, shown around, and explained the entire process, making us feel valued as visitors. These experiences contributed to the impression that the destination was a 'warm learning environment' rather than a conventional tourist destination.

These characteristics are reflected in promotional narratives or visual identity, and are even more strongly demonstrated through direct interactions between tourists and local communities, as well as tourism managers who actively share knowledge about coffee and the environment in an inclusive manner.

Tourists' experiences of receiving a warm welcome from local hosts, receiving personalized guidance during coffee workshops, and being invited to engage in dialogue about environmentally friendly farming practices indirectly build the impression that this destination has a "personality" akin to a friendly, trustworthy, and knowledgeable learning companion. This emotional connection strengthens the bond between visitors and the destination, expanding opportunities for tourist loyalty and positive word-of-mouth. In destination marketing theory, a strong and consistent brand personality has been proven to enhance perceptions of quality and trust in a destination, especially in value-based tourism contexts such as educational tourism.

Furthermore, the consistent brand personality traits across various aspects, whether in social interactions, digital content, or the design of the tourism experience, serve as a key differentiator between Sumbertangkil and other similar educational tourism destinations. Thus, the brand personality dimension becomes a complementary element in the branding strategy and an essential foundation for creating emotional connections and a long-term identity for the destination in the minds of tourists. Continuous management is necessary to ensure that these values remain relevant as both symbolic narratives and tangible practices that can be felt and measured.

3.3 Culture Dimension

Culture forms the fundamental basis for shaping a destination's brand identity, as it reflects the core values embedded in the local community while also differentiating one destination from another. In the context of Sumbertangkil's coffee educational tourism, local culture is positioned as both the backdrop and the main narrative displayed in every tourist experience. This area highlights the pride of Malang's tradition as one of Indonesia's premier coffee-producing regions, with the coffee production process being an integral part of the educational attraction. Activities such as introducing the traditional coffee processing methods from picking ripe coffee cherries to peeling, fermenting, drying, and manual roasting are organized so that tourists can actively see and participate in these processes.

Furthermore, local culture is embodied through the involvement of the community as guides, artisans, and artists, making the interactions

authentic and meaningful. Local folklore is recounted during relaxed sessions in the coffee plantations, traditional art performances are held at certain moments to enrich the visitors' experience, and village-specific culinary dishes are served as part of the tour package, creating continuity between taste, story, and the environment. This cultural identity is also reinforced by a commitment to sustainability principles that are internalized in tourism activities. Education about environmentally friendly coffee farming practices, such as organic waste management, reduced chemical usage, and conservation efforts regarding water and soil resources, becomes an important part of the tourism curriculum.

Through the integration of tradition and ecological awareness, Sumbertangkil's coffee educational tourism presents culture as something alive, transformative, and relevant. Culture is not only an object of observation but also a medium for learning and reflection, which raises tourists' awareness about the importance of environmental conservation without sacrificing ancestral heritage. Therefore, cultural values serve as a bridge between the past and the future, strengthening the destination's position as an educational space rooted in local wisdom.

Beyond simply representing culture, the integration of these values creates a unique brand value. Brand value, in the context of tourism destinations, reflects the economic benefits that include social, educational, and ecological values offered to visitors. Sumbertangkil's coffee educational tourism builds brand value through a combination of authentic experiences, community involvement, and a sustainability mission integrated into every tourist activity. Visitors can purchase a recreational experience while gaining a deeper understanding of the coffee value chain, the role of local farmers, and the importance of maintaining a balance between production and environmental preservation. This uniqueness adds value, distinguishing the destination from other mass-market or generic tourism products.

Sumbertangkil's brand value is also reflected in the direct impact it has on the local community. Tourism activities serve as an alternative source of livelihood for residents, encourage the regeneration of young farmers, and strengthen collective identity based on culture and nature. For tourists, this value is manifested in meaningful experiences, building respect for the processes and traditions, while encouraging active participation in sustainable practices. When visitors feel that their participation directly contributes to the sustainability of the local ecosystem, both socially and environmentally, it creates the perception that the destination holds value, not only functionally but also morally and emotionally.

A strong brand value becomes a strategic asset in building visitor loyalty and expanding promotional reach organically. In this case, Sumbertangkil holds significant potential to strengthen its position as a leading value-based destination by continuously developing a brand narrative that aligns the destination's promise with the actual experiences felt by visitors. The clearer and more consistent the values being promoted, the greater the opportunity for this destination to grow as a model of sustainable educational tourism on both the national and international levels.

3.4 Relationship Dimension

The relationship dimension in destination branding refers to the quality of the relationship built between the place and tourists, both emotionally and interactively. This relationship is not just a transaction between service providers and consumers, but a long-term connection that involves personal experiences, social engagement, and a sense of belonging. In the context of Sumbertangkil's coffee educational tourism, relationships are developed intensively through participatory approaches and direct experiences that allow tourists to become part of the local narrative. Activities such as picking coffee cherries directly from the tree, participating in traditional brewing processes using manual methods, and planting coffee seedlings in prepared plots not only provide sensory experiences but also create an emotional bond between visitors, the landscape, and the local community. One participant said, 'I went down to the plantation and picked coffee with the farmers, so I felt closer and understood their struggle'.

Efforts to build these relationships are enriched through special programs designed as collaborative platforms between the local community and tourists. In these activities, tourists can both learn and contribute, whether through volunteering, exchanging stories, or participating in cultural activities. These programs strengthen the reciprocal relationship between hosts and guests, fostering mutual respect and deepening cross-cultural understanding. The local community is no longer positioned as an object of tourism, but as an active partner in the process of learning and value creation.

In the digital age, strategies to strengthen relationships are also extended through online approaches. The active presence of this destination on social media enables the physical relationships established on the ground to be extended into the virtual space. Digital platforms are used to share educational content, document tourist activities, and post testimonials and stories voluntarily shared by visitors. This interaction can build a loyal digital community and expand the reach of organic

promotions based on real experiences. Thus, the relationship between tourists and the destination does not end when the visit concludes but continues to thrive and grow through ongoing online engagement. This close, authentic, and reciprocal relationship becomes a key strength in shaping a positive perception of the destination's brand. When tourists feel valued, involved, and given the opportunity to contribute, the resulting relationship will be deeper and more enduring. This becomes one of the most valuable emotional assets in managing a value and community-based destination brand, such as Sumbertangkil.

3.5 Reflection Dimension

The reflection dimension in the Brand Identity Prism framework refers to the social image of the ideal tourist group associated with a brand. In the context of a destination, reflection does not depict who the visitors are demographically, but rather who they wish to feel they are when interacting with the destination. Sumbertangkil's coffee educational tourism reflects the image of a tourist who is concerned about sustainability, loves learning, values the process, and possesses a high level of social and cultural awareness. In other words, this destination builds the image of visitors as reflective, progressive individuals who are responsible toward the environment and local communities.

This aligns with participants' statements indicating that they visited Sumbertangkil not solely for tourism purposes. As one participant expressed, 'I came here not only to enjoy coffee, but to understand how coffee is grown, processed, and how the people here live from coffee.' Such testimony illustrates how the destination positions its visitors not merely as consumers, but as conscious learners and collaborators.

Sumbertangkil does not portray its visitors as mass tourists seeking instant entertainment, but rather as travelers who wish to connect more deeply with nature, tradition, and knowledge. The ideal tourist associated with this destination is someone interested in authentic experiences, willing to engage in educational activities like learning to brew coffee, planting coffee seeds, or having direct discussions with local farmers about cultivation processes and sustainability issues. This image aligns with the spirit of ecotourism and slow travel, which are becoming trends among ethically-minded travelers.

Moreover, the reflection dimension is also shaped by the collective narrative built through social media and visitor testimonials. When tourists share their experiences on digital platforms, they tend to present themselves as individuals who are ecologically intelligent, care about local culture, and wish to leave a positive impact through their travel activities. This narrative indirectly reinforces the destination's brand identity as a place for "value-

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driven" tourists who seek transformative experiences rather than merely consumptive ones.

By consistently shaping and managing the reflection dimension, Sumbertangkil is able to attract a segment of tourists aligned with its brand values, strengthening the cohesion between the destination's perception and the social aspirations of its visitors. This becomes an important strategy in building a tourism community that is more aware, engaged, and loyal to the sustainability and educational principles the destination offers.

3.6 Self-Image Dimension

The self-image dimension in the Brand Identity Prism represents how tourists see or wish to see themselves when interacting with a destination. Unlike reflection, which shows the social image of a tourist segment, self-image is more personal and introspective. In the context of Sumbertangkil's coffee educational tourism, this destination creates a space where tourists can imagine and affirm themselves as conscious, knowledgeable individuals who care about the environment and local culture.

Based on the FGD results, participants expressed that they had become better individuals. Some participants stated, 'I feel like a more conscious and responsible person after learning about coffee here.' This destination enables visitors to construct a reflective, ethically grounded, and environmentally conscious inner narrative.

The tourism experience at Sumbertangkil offers both recreation and learning that enrich personal identities. When individuals engage in activities like brewing coffee using traditional methods, talking with farmers about the harvest process, or participating in planting coffee seedlings, they gain new knowledge while reinforcing their self-image as reflective, responsible individuals who are ethically connected to the world around them. Such activities allow tourists to build a positive self-narrative: that they are part of change, part of a larger community that values sustainability and the preservation of local traditions.

Furthermore, self-image is also shaped by the sense of pride and moral satisfaction that arises after participating in educational tourism experiences. Many tourists feel that their visit to Sumbertangkil is not just the consumption of an experience but a contribution to fair and inclusive tourism practices. 'I feel proud to be able to help promote this place to my friends, because I know my visit has a positive impact on coffee farmers, so I'm not here just for the photos. ' This strengthens their internal perception that they are responsible, value-oriented travelers, rather than mere seekers of entertainment. This awareness often motivates tourists to recommend the destination to others or even return to deepen their engagement.

By cultivating a strong and positive self-image in the minds of visitors, Sumbertangkil successfully creates a deep emotional bond between the individual and the destination. This relationship becomes more than just a visit memory; it becomes part of the tourist's personal narrative about who they are, what they believe in, and how they wish to be remembered in the context of their life journey. Therefore, self-image is one of the key dimensions in building sustainable brand loyalty and resonance for the destination.

A comparison of the results of the six dimensions of Brand Identity can be seen in Table 1 below:

Table 1. Comparison of six dimensions of Brand Identity in Sumbertangkil Village

No.	BIP Dimensions	Result
1.	Physique	– A vast landscape of coffee plantations with beautiful mountain views.
		– Cool air and a peaceful rural atmosphere.
		– Educational facilities, including coffee processing workshops, tourist routes, and organic farming demonstrations.
		– Limited visual branding: no logo, identity colors, or distinctive architectural elements.
2.	Personality	– An image of a friendly, educational, and environmentally conscious destination.
		– Warm and personal interactions between tourists and the local community.
		– An inclusive and collaborative approach to learning.
		– Establishing the destination's image as a friendly and trustworthy educational partner.
3.	Culture	– Local culture serves as the core narrative, encompassing traditional coffee processing and the local wisdom of Malang Regency.
		– Community members are involved as guides, performers, storytellers, and cultural guardians.
		– Educational content focuses on coffee farming practices and natural resource conservation.

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No.	BIP Dimensions	Result
4.	Relationship	– Cultural heritage is emphasized as an integral part of the learning experience. – Direct and participatory experiences in coffee processing and cultural activities. – Emotional connections are fostered through meaningful interactions between tourists and local residents. – Relationships are extended through social media engagement and digital communities after the visit. – Local communities are positioned as active partners rather than passive tourist attractions.
5.	Reflection	– Tourists are positioned as environmentally and culturally conscious learners. – The ideal visitor image is that of a reflective, responsible, and progressive individual. – Digital narratives reinforce the identity of tourists as mindful travelers. – A travel community that is value-oriented, rather than consumer-oriented.
6.	Self-Image	– Tourists perceive themselves as conscious, knowledgeable, and responsible individuals. – Active participation fosters a self-narrative of contributing to sustainable social change. – Pride and moral satisfaction arise from making a positive impact on local coffee farmers. – Self-image becomes integrated into tourists' personal narratives about identity and life values.

Source: Research Findings

4. Discussion

The discussion in this study is structured by examining in depth how the dimensions of Brand Identity interact with each other. This discussion highlights how brand identity has a strategic role in building the image of Edutourism in Sumbertangkil.

4.1 Landscape and Culture as Pillars of Authentic Experience

The physical dimensions inherent to the destination, such as the expansive coffee plantations with neatly lined trees and the serene, calming mountain views, serve as a solid foundation for building the image of the Sumbertangkil educational tourism destination. The preserved natural beauty, fresh air, and tranquil rural atmosphere not only act as visual attractions but also serve as essential means to strengthen the culture or core values promoted by the destination. These values include the long-standing tradition of manual and authentic coffee processing, as well as the active involvement of the local community, which is directly engaged in various tourism and educational activities. This physical landscape plays the role of a natural stage that supports the delivery of cultural stories and traditions, allowing tourists to experience a deeper connection, rather than just observing from the outside.

In addition, the presence of complete and functional educational facilities, such as coffee bean processing workshops, coffee plantation tour routes, and coffee history exhibits, further strengthens Sumbertangkil's brand personality, which is known for being friendly, open, and educational. These facilities turn the destination into an active and interactive learning space, where visitors can gain hands-on experience and authentic knowledge about coffee and local culture.

As some participants expressed, 'learning directly from farmers and trying out traditional coffee processing tools is an experience that is hard to get anywhere else'. With this approach, the destination successfully creates a unique and memorable image in the minds of visitors as a place that is both enjoyable and meaningful. The close connection between the physical dimensions and culture (core values) creates a consistency that is crucial in building a comprehensive and harmonious tourist experience. This consistent experience contributes significantly to shaping a positive self-image for visitors. Tourists who can directly experience the authenticity of the culture and the beauty of well-preserved nature are able to project themselves as individuals who enjoy aesthetics while caring about and emotionally connecting with sustainability and environmental preservation principles. This feeling deepens their bond with the destination, turning their visit into a meaningful experience that becomes part of their personal identity.

Thus, the strong integration of tangible physical dimensions and actively lived cultural values plays a central role in solidifying the holistic and sustainable identity of the Sumbertangkil destination. This approach offers a significant appeal for the long-term development of the destination,

focusing on environmental preservation and empowering the local community.

4.2 Differentiation through Friendliness and Participation

Sumbertangkil's brand personality, which emphasizes friendliness, education, and a commitment to sustainability, serves as the key differentiating factor that sets this destination apart from many other tourist locations. This brand character is consistently shaped through warm personal interactions between the local community and tourism managers who possess deep knowledge about coffee and local culture. These interactions create the impression that the destination is not merely a place to visit but a community that welcomes visitors with an open and caring attitude.

'What I remember most is the warmth of the people. It felt like being welcomed by family, not treated merely as tourists. All participants in this study expressed a similar opinion. Furthermore, participatory programs play a significant role in building this brand personality by actively involving tourists in various educational and interactive activities. Through direct experiences such as picking coffee beans, brewing coffee traditionally, and participating in educational tours, visitors are able to experience and feel the essence of local coffee culture.

The relationship dimension in this context strengthens the emotional connection between the destination and visitors, which is the core foundation for fostering long-term loyalty. Tourists' direct involvement in activities designed for intensive interaction enhances their sense of belonging and trust in the destination. In addition to face-to-face interactions, this relationship is extended through the use of social media as a communication and experience-sharing platform. Through these digital channels, visitors can capture moments, share testimonials, and interact with the destination's community continuously, ensuring that the emotional bond remains strong even after the physical visit has ended.

The close link between brand personality and relationship also impacts the reflection dimension, where tourists begin to see themselves as responsible travelers, knowledgeable, and concerned about sustainability. This self-projection strengthens the social image they wish to present to their surroundings while deepening their emotional connection with the destination. Thus, these three dimensions, brand personality, relationship with visitors, and tourists' self-reflection, work synergistically and complement each other to create a more personal and memorable tourist experience. This approach makes Sumbertangkil not just a destination, but a living learning community that evolves together with its visitors.

4.3 Shaping Identity through Educational Experiences

The rich and immersive educational experience at Sumbertangkil significantly contributes to shaping the self-image of tourists as individuals who demonstrate a high level of environmental awareness, care for local culture, and motivation to contribute positively. Through direct involvement in the traditional coffee learning process, environmentally friendly plantation management, and interactions with the local community, visitors gain experiences that reinforce their self-identity as responsible and ethical travelers. This dimension is closely related to reflection, which reflects the ideal social image of visitors, how they wish to be seen by society, not merely as tourists, but as agents of change who value ethical and sustainable principles.

The synergistic relationship between self-image and reflection creates a process in which the social aspirations of visitors become a reflection of their personal identity, shaped and formed through the experiences they have at the destination. Reflection represents the expectations and social standards that tourists wish to achieve, while self-image affirms how they view and internalize these values within themselves. This process is further strengthened through intense and ongoing relationships with the destination, both directly through participatory activities and indirectly through digital interactions that extend emotional bonds. Moreover, a consistent and authentic brand personality solidifies the foundation of deep brand resonance in the minds of tourists.

These three dimensions (self-image, reflection, and relationship) work together to produce visitor loyalty based on values and meanings that are sustainable. This loyalty reflects the long-term commitment of visitors to the destination, as well as their willingness to recommend and return to participate in activities hosted there. Thus, the integration of these dimensions helps strengthen Sumbertangkil's position as a competitive educational tourism destination, as well as a learning community capable of creating positive and sustainable social and environmental impacts.

4.4 Brand Reinforcement and Identity Consistency Challenges

The findings of this research highlight that although the physical dimensions and brand personality of Sumbertangkil have successfully built a solid foundation in creating an authentic and educational tourism experience, there is a significant weakness related to the lack of clarity and consistency in the destination's visual identity. The absence of recognizable logos, mascots, or distinctive symbols indicates that the management of the visual branding aspect has not been optimized, potentially weakening the effectiveness of brand communication and blurring the destination's differentiation in the minds of tourists. This suggests that the development

of brand identity cannot rely solely on direct experiences and personal interactions but must also be supported by strong and integrated visual elements to reinforce brand recall and build a more solid emotional connection.

Furthermore, the analysis reveals an important challenge in maintaining a balance between commercial development and the preservation of cultural and environmental values. The emphasis on sustainability and education, which has been a defining characteristic of Sumbertangkil, is at risk of being overshadowed if development strategies do not consistently prioritize the quality of experiences and local community involvement. Therefore, a holistic approach that integrates visual elements, cultural values, and visitor interactions is crucial to ensuring that the destination's identity remains attractive and sustainable. Thus, an effective brand development strategy must strengthen the synergy between the dimensions of brand identity and implement professional brand management so that Sumbertangkil can solidify its position as a competitive coffee educational tourism destination while maintaining authentic values and long-term sustainability.

4.5 Community Contributions to Identity and Sustainability

The findings of this research clearly emphasize that the involvement of the local community is a crucial element that cannot be separated from the strengthening of the brand identity and sustainability of the Sumbertangkil destination. The local community is not just a facilitator of tourism activities but a key player in shaping and maintaining the authentic brand personality that is friendly, educational, and deeply rooted in local cultural values. Direct interactions between the local community and tourists build a profound relationship that serves as the emotional and social foundation to strengthen visitor loyalty. Therefore, the presence of the local community is a strategic social capital that supports the differentiation of the destination amidst the increasingly competitive tourism industry.

Furthermore, the results of this study reinforce the argument that the success of an educational tourism destination is inseparable from the active role of the community in preserving and maintaining culture as the core of the brand identity. The community's involvement in sharing local stories, traditional practices, and environmental management directly contributes to the formation of a positive reflection image among tourists of responsible and culturally aware travelers. In other words, the local community acts as the guardian of authentic values while also serving as a source of inspiration and learning for visitors.

However, the study also reveals significant challenges that need to be addressed, such as the need to strengthen community capacity and

sustainable empowerment. Without adequate support, whether through training, access to resources, or participation in decision-making, the potential decline in the quality of community involvement presents a real threat that could weaken the competitiveness and sustainability of the destination's brand. A Pokdarwis member stated, 'Sometimes we feel inadequately equipped. Training and support are crucial for us to continue engaging effectively. Therefore, destination managers must adopt systematic and sustainable community empowerment strategies to ensure the community plays an active role as a key driver in brand development and preservation.

Thus, the integration of the local community as a strategic element in destination management is an absolute necessity. The community not only strengthens the brand identity authentically but also ensures the continuity of cultural and environmental values, which are the main resources for the long-term sustainability of the Sumbertangkil destination.

5. Conclusion

Based on the research findings, the coffee education tourism area in Sumbertangkil Village demonstrates strong potential to become a sustainable tourism destination with a distinctive and authentic brand identity. The three main dimensions of the Brand Identity Prism personality, relationship, and self-image appear to work synergistically to create a tourism experience that is not only educational and environmentally friendly but also emotional and transformative. The destination's image as a warm, collaborative, and culturally rich place fosters deep engagement between visitors and the local community. The practical implications of these findings suggest that branding strategies based on direct experience and personal engagement should be strengthened through consistent and professional visual identity management. Strengthening visual elements such as logos, distinctive symbols, and integrated narratives is essential to enhancing brand recall and differentiation. The long-term success of Sumbertangkil's development as a coffee education destination depends on multi-stakeholder collaboration and the empowerment of local communities as stewards of cultural and ecological values. Further research is recommended to explore the application of the Brand Identity Prism to other rural destinations and to assess the long-term impact of branding strategies on destination sustainability and social transformation within communities.

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