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Corporate Social Responsibility: Education on F&B Business Development at Kopi Kabi

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Abstract: This research is motivated by the rapid growth of the coffee industry and F&B businesses, which encourages companies to focus not only on profit but also on social engagement. The study aims to analyze the implementation of education-based CSR at Kopi Kabi, its impact on business development, and the factors influencing its effectiveness. The study used a descriptive qualitative approach through interviews, observations, and documentation with purposively selected informants. The results show that the educational CSR program was implemented flexibly according to community needs and received a positive response from stakeholders. This program improved the skills, knowledge, and confidence of participants and encouraged entrepreneurial activity in the F&B sector. The program's effectiveness was influenced by its alignment with community needs, stakeholder support, accountability, and the company's adaptability. These findings confirm that educational CSR plays a strategic role in building social legitimacy and business sustainability.

Keyword: Corporate Social Responsibility Education, Social Legitimacy, F&B Business Development.

INTRODUCTION

The global coffee industry has exploded over the last two decades not just through the actual consumption of coffee as a beverage, but also in terms of lifestyle and social culture. USA Japan Europe coffee shops have become more than a place to get a drink because you train on all data until October 2023. Undoubtedly the coffee industry has established definitely as one of relevant sectors among F&B business. However, this optimistic outlook comes with major challenges not to be ignored: sustainability the impact of over-exploitation of natural resources by coffee farmers in their hope for a better livelihood and the looming climate change already having an impact on food availability.

Corporate Social Responsibility (CSR) broadly internationally has been used since the 1970's and developed over years on a global level based with John Elkington, *Cannibals With Forks: The Triple Bottom Line in 21st Century Business* (1998). Elkington has suggested the 3Ps-profit, planet and people as the groundings of CSR; three pillars to

sustainable development (WCED), economic growth environmental protection and social equity presented in Brundtland Report (1987) A non-squeemish company is an organization which desires to profit economically (profit), protect the planet, and work for social well being (people) (Initiative, 2002).

In the case of Indonesia, this graph would similar, except it would be a little less volume but also massively vertical because we consider this product as own organism with context-living material and story and learning materials for 3rd wave coffee movement. Indonesia is one of the biggest coffee producers in the world, with massive potential space to nurture a coffee ecosystem driven by not just the commodity aspect, but also culture and creativity & business ideas These local coffee booths are popping up like mushrooms on cities of the outside in Jakarta and Bandung along with practically the areas even further out.

The F&B space is a highly competitive arena and each company needs to carve out its own niche, remain top of mind in the market for their products and connect with the consumers at every possible moment. What 'work on problems now' means is breaking problems into pieces from the human point of view, and then getting those humans to care about it." (Juliyana et al., 2019). Having good products is not enough anymore, brands need to add value that strengthens these positives and rather than burn bridges, drive loyalty over time.

And this growth has happened in the backdrop of economies of globalisation and its environment where CSR had transitioned from being a pragmatic philanthropy to become a communication tool, marketing mechanism, branding strategy. CSR is also vital for the perception of public trust and legitimacy: "All members of any organization or institution a responsibility to provide people with a better vision to make that organization or institution, which in fact can create each other one support ideally," the statement said." (Nurfalah & Wihayati, 2015).

CSR is not only valid for producers or big businesses on the coffee field in its broad more general sense, it can be a strategy of local business/small or medium enterprises SMEs. More recently and this is an area that companies are increasingly moving towards we also see education-based CSR. Most also learned about digital branding how to promote their products and services through social media and e-commerce." (Nuruzzaman et al., 2024). The challenge here is that most of the people who attend this training program can have some sort of awareness about significance and objectives which are associated with digital branding, and use social networks in a flexible manner for the product promotion.

Kopi Kabi: An F & B that is not only product centric also building educational coffee ecosystem. More than simply a coffee shop, but an ambiance to inform you about the culture of coffee, the essence of business principles and sustainability challenges amongst our society jargon terms you need to unwind. Education focused CSR, particularly those related to local shops, is very little evidence based research on the above-noted trends in high demand such that CSR in general (between organizations and customers) and the coffee industry specifically are likely a strong growing trend. These two-pronged earlier studies center primarily on the CSR of large companies, economic impact on communities or business and corporate district CSR practices. This suggests that this field of research exploring the how local coffee shops Kopi Kabi introduces educational CSR programs as a part of their brand development, to foster customer loyalty and affect business sustainability in such a competitive F&B market would benefit further studies. This paper will addressThe Power of Kopi KabiCSR in Education: How does itarchaic? Second if you could get impact to their F & B business development? Why these programs do and thus what is making it work? Thus this study aims to explore the educational CSR programmes of Kopi Kabi that are currently

in place. Second, to find out the supporting factors of Kopi Kabi in implementing Educational CSR programs which finally, to analyze the role of educational CSR program in developing F&B business kopi kabi.

METHOD

This study employs a qualitative approach using descriptive methods to gain an in-depth understanding of the implementation of educational Corporate Social Responsibility (CSR) in the development of the F&B business. This approach was chosen because it allows for a comprehensive exploration of the informants' meanings, experiences, and perspectives. Informants were selected using purposive sampling, which included internal Kopi Kabi personnel (owners and managers) as well as beneficiaries of the CSR program.

The research data consists of primary and secondary data. Primary data was collected through in-depth interviews, observations, and documentation to gather information regarding the implementation of the CSR program. Meanwhile, secondary data was obtained from relevant literature, journals, documents, and online sources to support the research.

Data analysis was conducted interactively using the Miles and Huberman model, which includes data reduction, data presentation, and drawing conclusions. To ensure the validity of the data, this study employed source and method triangulation, as well as member checking to verify that the interpreted results align with the informants' experiences.

RESULTS AND DISCUSSION

Research Results

This conclusion adds into how CSR program implementation should be conducted and developed continuously, as in the F&B business development that Kopi Kabi is fostering these synergies for such efforts to create and hold onto social image capital (social legitimacy) to society. This supports the Legitimacy Theory by Gray et al. (1995) who argues, in order for a lot of organizations to be part of the social context, their actions and policies should produce a norm by way of public value which is something inherent as norms or aspirations.

Qualitative data were also gathered using multiple-case study application by interviewing few of the informants who played a role in implementing and managing F&B business development CSR programme at Kopi Kabi. Data were obtained by conducting interviews that related to four constructs: program rollout; stakeholder buy-in and performance accountability; social impact, and legitimacy/stability of the program.

The results of these interviews were then organized according to the dimensions and parameters established in the research theoretical framework. The data from these interviews served as the basis for the researcher to address the research questions. The following are the research questions:

Implementation of the Kopi Coffee Education CSR Program

1. Value Alignment

The value-fit indicator in Legitimacy Theory emphasizes that a company's activities must be aligned with the values, norms, and needs of the surrounding community in order to achieve strong social acceptance.

Based on the interview results, Kopi Kabi designed an educational CSR program that takes into account the needs of the local community through a "by request" approach and communication with local community leaders. The owner of Kopi Kabi explained that the CSR program is implemented based on community requests and the results of surveys regarding the social conditions that are needed. The manager of Kopi Kabi also

reiterated that the implementation of CSR does not follow written guidelines, but is tailored to the needs of the residents as long as it does not harm others and remains in line with local values and norms.

From the perspective of CSR beneficiaries, the program is viewed as an effort to enhance education in the F&B industry, create business opportunities, develop human resources, and reduce unemployment in the surrounding community. These findings indicate that the objectives and forms of CSR activities have been aligned with the values and needs of the community, thereby reflecting the fulfillment of the value-alignment indicator in Legitimacy Theory.

2. Stakeholder Acceptance

Stakeholder acceptance indicators emphasize that a company's legitimacy can be gauged by the feedback regarding community support and participation, as well as that of relevant parties, in the company's activities. In the implementation of Kopi Kabi's CSR education program, stakeholder acceptance is evident in the community's enthusiasm and the support of local leaders. Up to the date Kopi Kabi owner said This program itself is very well supported by local where even can a bit willing to become entrepreneur Coffee Shop Not just Beverages (F&B) course but are Unwritten Community center in every day To each daily life. The opposite Local leaders play a key part to strengthen communications connections between the enterprise & locals. It demonstrates that the Kopi Kabi CSR Program is wholly financed from the social support and has automatically met the requirements to be accepted by stakeholders.

3. Performance Accountability

Transparency, evaluation, and corporate accountability in CSR programs are emphasized through performance accountability indicators. Findings of research Kopi Kabi CSR that continues to be implemented needs to dedicate its implementation every month and is still situational based, but it is continued according to the needs of the people who receive benefits.

In addition, as a process of program evaluation, Kopi Kabi will collect data from all stakeholders to assess what parts of the program implemented were strong and which needed improvement. Finally, inputs from this evaluation are converted to concrete steps for improving future actions. Through social media and digital storage, program documentation is conducted.

CSR beneficiaries feel like implementation of the program is transparent as post-activity evaluations are provided at their doorstep. One of the implications of this research finding is that CSR implementation is being attempted with a performance accountability indicators met. Since you plead data as far and wide as mid October 2023.

4. Tangible Social Benefits

This ethical perspective which is referred to as a situation that is the company enjoys legitimacy, but again this does not come through imagery or symbols by any means but rather on real social goodness on behalf of citizens of the place. Organized via lectures and hands-on training, the program is reportedly designed to develop skills within trainees that the F&B industry needed. Some participants went on to use what they learnt in training beyond Kopi Kabi and into the F&B industry, while others left to start their own businesses. Meanwhile, the beneficiaries experience impact in terms of improved skills and new products created, strengthened human resources and increased self-confidence. These findings indicate that the Kopi Kabi CSR educational program generates genuine social value, thus confirming the social impact hypotheses of

Legitimacy Theory.

5. Stability of Legitimacy

The legitimacy stability indicator relates to a company's ability to maintain alignment with its values and address potential gaps between the company's actions and public expectations.

The Impact of Kopi Kabi's CSR Initiatives on the F&B Industry

Companies execute Educational Corporate Social Responsibility (CSR) programs to satisfy its social minimums, in fact they may also affect business development in the field but more importantly in areas such as food and beverages (F&B). In reality, education CSR programs which intend to guide the society to acquire enhanced competencies are fragments of human resource development, established business and ameliorations in a public appreciation of F & B sector.

In the case of Kopi Kabi, the CSR education which is being held is related to assessment on implementasi sustainability aspect in business development sustainability effort. But rarely does such a program impact the monetary side of it, and even less so on how it impacts social change variables around F&B entrepreneurship skills triggering new business opportunities in this space. So the second one is a research question in this study by analyzing CSR educational programs Kopi Kabi against F & B business development through dimensions of tangible social impacts felt by recipients and surrounding communities.

Kopi Kabi also has an indirect social impact KABISSA Coffee Academy's CSR activities, targeting to develop the F&B industry through educational programs. It can be observed from the participants who are more knowledgeable and skillful in the F&B sector. In this course, they learn not just about the coffee business environment but also how to apply their knowledge in real life design new products and start businesses! Not only that, it also helps to create a more qualified workforce who are ready to work in the F&B industry which will strengthen the surrounding Kopi Kabi's F&B business network.

A more tangible way that Kopi Kabi makes its impact in the community is by providing empowerment through education combining a rigorous academic curriculum with on-the-job learning for customer service. Such also emphasized manager of in Kopi Kabi who explained this educational CSR programs create space for the communities/organizations victims of violence, so that they can be innovative and bolder and more confident.

Enabling Factors of Kabi's Coffee Education CSR Program

A CSR programme only problematio relies on designed or used dynamics, but it the purposefully elements in practice. CSR program is effective when CSR objectives are achieved that contribute to societywith community acceptance in an unconflicted and sustainable way. Therefore, it is important to gain a deeper understanding of what facilitates good or bad CSR-related educational efforts.

The Kopi Kabi CSR activities are so effective because they depend on a good relationship between the company and stakeholders, embody consistency of activity implementation, evaluation mechanisms from companies to communities as well as separation with mismatches in community needs and values. These factors will determine whether CSR program can operate utilizing most effectively when-patterned, and possess favourable social acceptance in society. So, to address research question 3 of this study, we ask what factors influence the efficacy of an educational CSR program using stakeholder acceptance, performance accountability and legitimacy stability indicators for Kopi Kabi.

Kopi Kabi is also an educational CSR program that links to the success determined by local acceptance, performance accountability and legitimacy stability. In sum it's about trust and making sure the program sticks, which speaks to the need for support from community and village leaders. Inconsistencies in implementation (including evaluation and reporting mechanisms on implementation) across schools and as involving community leaders, also further impact the effectiveness of the educational CSR program. Also through Kopi Kabi as well, which can predict potential contests of value, bypass bureaucratic hurdles and design the program toward process evaluations and community need. These elements combine to determine whether Kopi Kabi's program is successful and sustainable.

The research output says that Kopi Kabi still faces several issues in CSR implementation: each of the activity needed to be with bureaucratic license; public interest on special F&B is tending different and incompatibility of content genre as well as character with audiences. Kopi Kabi runs program evaluations and curriculum adaptations based on the needs of their community. It does not subscribe dogmatically to this CSR approach, which can be criticized and revised. They also noted that Kopi Kabi is improving based on their previous feedback. These efforts indicate that the corporation tries to meet expectations by communities an observed dimension of CSR legitimacy stabilization.

In general, the finding of this research study indicated that Kopi Kabi's CSR programs in relation to Food & Beverage (F&B) business development have been a critical Strategic Tool in establishing, maintaining and reinforcing its legitimacy within public domains. CSR founded on local needs, implemented transparently and restricted under continuous assessment help Kopi Kabi achieve social acceptance and public trust. Thus, the results of this study support Legitimacy Theory that CSR is an appropriate response to hit social values and norms so that corporate can survive in business competition especially in F&B industry.

DISCUSSION

The implementation of Kopi Kabi's Corporate Social Responsibility (CSR) program focused on F&B business development can be understood as the company's effort to build and maintain its social image or social legitimacy within the community. Based on the research findings, the CSR program is designed flexibly to adapt to the needs of the surrounding community through a "by request" approach and communication with local leaders. This approach demonstrates that CSR activities are not carried out unilaterally but take into account the social conditions, values, and norms prevailing in the surrounding community. From the perspective of the program beneficiaries, this educational CSR initiative serves as a means to enhance human resource quality, thereby creating business opportunities and reducing unemployment rates; the program is deemed relevant to community needs.

Kopi Kabi's educational CSR program has also received a positive response from stakeholders. One indicator of this is the public's enthusiasm for the educational activities, which demonstrates that the program is viewed as beneficial and aligned with their needs. Support from local leaders plays a crucial role in building public trust and helping to bridge communication between the company and the community. This situation indicates that Kopi Kabi's CSR activities do not cause social conflict but instead receive support from the surrounding community, thereby enabling the company to achieve strong social acceptance.

In terms of accountability, the implementation of Kopi Kabi's CSR program has not been carried out on a regular basis over a specific period of time, but rather remains

situational. Nevertheless, the company continues to evaluate each activity it carries out. Evaluations are conducted by gathering feedback from stakeholders, which is then used as the basis for improving future programs. Activities are also documented through social media and digital storage, demonstrating a commitment to transparency in the implementation of CSR.

The impact of the educational CSR program is evident in the improvement of participants' skills, knowledge, and confidence in the F&B sector. Some participants have been able to apply what they learned in the training by starting their own businesses or continuing to work in the F&B sector. This program also plays a role in preparing human resources who are better equipped to engage in the business world, thereby indirectly supporting the strengthening of the F&B business ecosystem in the Kopi Kabi community. These tangible social impacts demonstrate that the CSR program is not merely symbolic but delivers real benefits to the community.

The effectiveness of Kopi Kabi's educational CSR program is influenced by several factors, namely stakeholder acceptance, performance accountability, and legitimacy stability. Support from the community and local leaders is a key factor in the program's success. Additionally, the presence of evaluations and documentation of activities demonstrates the company's commitment to accountability. In its implementation, Kopi Kabi also faces several challenges, such as bureaucratic licensing hurdles, varying community interests, and mismatches with the target audience. To address these issues, the company adjusted the program based on community needs and established communication with local leaders, enabling the program to operate more effectively. Overall, the research findings indicate that Kopi Kabi's educational CSR program serves as a strategic instrument in acquiring and maintaining social legitimacy. Through the alignment of program values with community needs, stakeholder support, accountability of activities, and tangible social impact, the company is able to build positive relationships with the community. This aligns with Gray et al.'s theory of legitimacy, which states that CSR serves as a means for companies to demonstrate compliance with social values and norms, while ensuring business sustainability amidst industry competition.

CONCLUSION

The Funding Research program for Kopi Kabi to the Corporate Social Responsibility (CSR) Program compvvote, Education, is conducted using an approach that is compatible with values, norms and needs Performing Community. The arrangement is adaptable and arranged according to the request from the society and its communication towards local leader that any conducted activity results in appropriate liberated OSHA practices as per local social condition. Communication about the program is conducted through community leaders and indirectly through social media with documentation of the assessment of activities. Kopi Kabi has not yet successfully established routine implementation of the program, but it aims to adapt and flexibly tailor its program to the needs of the community while preserving social acceptability.

The characteristics of Kopi Kabi's F&B business education CSR program can be seen in the data on skills improvement, knowledge enhancement, experience advancement in accordance with participants' confidence in entering the F & B sector rather indirectly. Some has even started their own business from their newly acquired skill, or find an employment in the F&B sector. It also help enhance an entrepreneurship enlivenment by uplift human resources and local business ecosystem. The results show that academic CSR can generate social value with return to sustainability for the business (the company and community) by generating shared value.

A number of factors dictate the quality of Kopi Kabi's educational program as a CSR initiative; these include alignment and values reflection within community needs, community non-paternalistic/bottom-up communicative/easy-to-understand strategies that engage supported by local leaders (who usually work with marginalized populations), an ongoing evaluation, documentation over time through pre-/post-reporting at the outset, immediate qualitative social impact reported from participating as well as challenges faced in their community that compel the company to amend its program. This categories this together to be a major pillar that supports the sustainability of CSR program and Kopi Kabi social legitimacy in Society.

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