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## “The Media's Role in Globalizing Gayo Coffee: An Economic Communication Perspective Based on Islamic Values”

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### Keywords

*Gayo Coffee, Media, Economic Communication, Islam, Globalization*

### ABSTRACT

Using an economic communication approach based on Islamic values, this research investigates the role of the media in promoting Gayo coffee to the global market. Gayo coffee, originating from the highlands of Aceh, has long been considered one of the best coffees in the world. Despite this, local farmers face difficulties in gaining more global markets. The media plays a significant role in increasing awareness and demand at the global level through informative and positive reporting. Qualitative methods were used in this study, involving media content analysis and in-depth interviews with consumers, journalists and coffee entrepreneurs. Research shows that media coverage increases sales and prosperity of coffee farmers. Gayo coffee farming and marketing practices adopt Islamic values such as justice and sustainability, which increases the product's appeal in the global market. This study recommends synergy between farmers, government and media to maximize local economic potential through a more ethical and sustainable approach.

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### Introduction

Gayo coffee is one of Indonesia's superior products originating from the Gayo highlands, Aceh. (Jaya et al., 2024) This coffee has unique characteristics that differentiate it from other types of coffee, including a distinctive aroma, strong taste, and environmentally friendly cultivation methods. Over the past few decades, Gayo coffee has gained international recognition and become an important export commodity for the

Acehnese economy. (Jaya et al., 2024) However, even though the quality of Gayo coffee has been recognized globally, wider market access and economic sustainability for local farmers are still big challenges that need to be overcome. (Servaes, 2008) The role of the media in introducing Gayo coffee to the global market is very significant. (Heryanto, 2017) Through extensive reporting and effective promotional campaigns, the media has succeeded in increasing international public awareness of Gayo coffee. (Handajani et al., 2019) Media coverage that focuses on the quality and uniqueness of this coffee, including its organic cultivation process, has created a special attraction for global consumers. (Fadli et al., 2022) This coverage not only helps in introducing Gayo coffee as a superior product, but also strengthens Indonesia's positive image as a producer of high quality coffee. (Muliawanti, 2018)

From an economic perspective, the successful promotion of Gayo coffee through the media contributes to increasing the income of farmers and related industries. (Bakti & Meidasari, n.d.) Increasing global demand, especially from European countries and the United States, has pushed up the price of Gayo coffee on the international market. (ICIS/ Maastricht University et al., 2015) This not only provides benefits for farmers, but also creates opportunities for economic growth in coffee producing areas. (Handajani et al., 2019) However, although the economic impact of media promotion is very positive, there are still many challenges that must be faced, especially in terms of sustainable production and improving infrastructure. (Lubis & Darsono, 2017) From an Islamic perspective, promotion of Gayo coffee through the media can also be linked to the concepts of justice and sustainability. (Bakti & Lecomte, n.d.) Islamic teachings emphasize the importance of justice in trade, including justice for local farmers and producers. (Abbas, 2012) In this context, the media plays a role in promoting fair trade practices, where Gayo coffee farmers get a fair price for their products. (Robbani, 2023) The Qur'an emphasizes the importance of justice in trading, which reminds people not to take other people's property in an inappropriate way. (Ali Mahadi Ritonga, 2023)

In the context of Islamic economics, values such as justice, transparency and shared prosperity are very important in promoting local products such as Gayo coffee on the global stage. (Nurul Khansa Fauziyah & Aini Mahara, 2022) Islam encourages fair

trade, where every economic actor, including coffee farmers, gets a fair share of the proceeds from the sale of their products, as confirmed in the Qur'an, "And Allah has permitted buying and selling and has prohibited usury QS. Al-Baqarah verse 275 :

الَّذِينَ يَأْكُلُونَ الرِّبَا لَا يَقُومُونَ إِلَّا كَمَا يَقُومُ الَّذِي يَتَخَبَّطُهُ الشَّيْطَانُ مِنَ الْمَسِّ ذَلِكَ بِأَنَّهُمْ قَالُوا إِنَّمَا الْبَيْعُ مِثْلُ الرِّبَا  
وَاحَلَ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا فَمَنْ جَاءَهُ مَوْعِظَةٌ مِنْ رَبِّهِ فَانْتَهَى فَلَهُ مَا سَلَفَ وَأَمْرُهُ إِلَى اللَّهِ وَمَنْ عَادَ فَأُولَئِكَ  
أَصْحَابُ النَّارِ هُمْ فِيهَا خَالِدُونَ

“People who consume usury cannot stand, except like people who stand staggering because they are possessed by Satan. This happened because they said that buying and selling was the same as usury. In fact, Allah has permitted buying and selling and prohibited usury. Whoever has received a warning from his Lord, then he stops so that what he has obtained first becomes his and his business is up to Allah. Whoever repeats, those are the inhabitants of hell. They remain in it”s. (Qur'an Kemenag, n.d.) These principles emphasize the importance of avoiding exploitative practices that harm local producers. (Robbani, 2023) Media, from an Islamic economic perspective, plays a role as a means of conveying honest and accurate information about the uniqueness and quality of products such as Gayo coffee, so that global consumers can understand the intrinsic value of these products. (Diah Ayu Rosanti & Amin Wahyudi, 2023) Apart from that, by prioritizing aspects of sustainability and environmental sustainability in its cultivation practices. (Hartini et al., 2022)

## Research Method

This research uses a qualitative approach with a case study on the promotion of Gayo coffee through the media. (Putri & Heikal, 2023) The qualitative method was chosen because it allows researchers to gain a deeper understanding of how the media plays a role in introducing Gayo coffee on the international stage and its impact on the local economy. The subjects of this research are Gayo coffee business owners, journalists involved in reporting on Gayo coffee, as well as international consumers who have tried this coffee. The selection of subjects was carried out purposively to gain insight from parties who have direct experience related to the promotion and trade of Gayo coffee. Data was collected through in-depth interviews and content analysis from mass media covering Gayo coffee.

Interviews were conducted with one Gayo coffee business owner, one journalist, two consumers, and one economic expert to gain a comprehensive view of the role of the media in promoting Gayo coffee. Apart from that, this research also involves document analysis in the form of journalistic articles, marketing reports, and documentation of promotional events related to Gayo coffee. Thematic analysis techniques were used to identify the main themes emerging from the data, while triangulation was carried out to ensure the validity and reliability of the findings.

## Results And Discussion

### 3. Results

This research found that the role of the media in promoting Gayo coffee on the international stage is very significant. Extensive and positive media coverage has increased global awareness about Gayo coffee, especially regarding the quality and uniqueness of this coffee. Media reports that emphasize the distinctive taste of Gayo coffee and environmentally friendly cultivation methods have attracted the attention of consumers in international markets, especially in Europe and the United States. Media coverage not only has an impact on increasing awareness, but also increasing sales of Gayo coffee. (Jaya et al., 2024) Based on interviews with several Gayo coffee business owners, they admitted that after Gayo coffee was covered by international media, demand from abroad increased significantly. This contributes to increasing the income of local farmers, which in turn has a positive impact on the economy of coffee producing regions.

The media also plays a role in educating international consumers about the Gayo coffee production process. (Solekan & Faisal, n.d.) Many articles and reports highlight the organic and ethical processes implemented by Gayo farmers, so that consumers are not only interested in the taste of the coffee, but also in the sustainable values promoted by the product. This is in line with the global trend where consumers are increasingly concerned about the origins and production processes of the products they consume. From an Islamic perspective, the promotion of Gayo coffee which prioritizes the values of justice and sustainability

is very relevant. Islam emphasizes the importance of fairness in trade, including ensuring that farmers get a fair profit from the products they produce. In the case of Gayo coffee, the media has helped fight for fair trade by raising consumer awareness about the importance of supporting local, ethically produced products.

Apart from that, promotion of Gayo coffee through the media is also in line with Islamic teachings about protecting the environment.(Maisaroh et al., 2024) The organic cultivation process implemented by Gayo farmers reflects concern for nature and the environment, in accordance with the Al-Qur'an's command not to damage the earth. The media plays a role in disseminating these messages, so that global consumers can understand the positive values contained in Gayo coffee production. However, this research also found that promotion through the media alone is not enough to ensure economic sustainability for Gayo coffee farmers. Stronger support is needed from the government and other stakeholders, especially in terms of improving infrastructure and market access. Media can be an effective tool for expanding markets, but synergy with government policies is essential to ensure that this positive impact is sustainable.

Main Theme	Data Source	Example Quote
Sales Improvement	Interview, Data	Demand from abroad is increasing sharply- Mr.Abdullah
Consumer Education	Intervview, Observation	This coverage serves to aducate international consumers- Mr. Reza
Positive Image of Gayo Coffe	Interview, Dokument	The article increases global awarness of the superior quality of Gayo coffe- Mr. Abdullah

Economic Impact on Local Community	Interview, Dokument	Increasing regional income and creating new job opportunities- Mrs. Dewi
Promotion Sustainability	Interview, Observation	The importance of ongoing promortal strategies- Dr. Budi

#### 4. Discussion

- a. Interview 1: Gayo Coffee Business Owner: Mr. Abdullah, a Gayo coffee business owner, revealed that journalism media coverage has had a significant positive impact on his coffee sales. "Since Gayo coffee was covered by several international media, demand from abroad has increased sharply," said Mr Abdullah. He added that many new consumers were interested after reading articles or watching coverage about Gayo coffee. Mr. Abdullah also mentioned that the presence of journalism media helps build a positive image and increase global awareness about the superior quality of Gayo coffee. This increase in demand, he continued, has encouraged an increase in the income of local coffee farmers and economic growth in the region.
- b. Interview 2 : Journalist: Mr. Reza, a journalist who often covers Gayo coffee, stated that the aim of the coverage was to introduce local wealth to the international world. "We want the world to know that Indonesia has high quality coffee that can compete in the global market," said Mr. Reza. According to him, this coverage also serves to educate international consumers about the production process and unique taste of Gayo coffee. He emphasized the importance of authentic and informative narratives in increasing appreciation of Gayo coffee. Mr. Reza also revealed that journalism coverage provides positive pressure on the government and other stakeholders to better support the local coffee industry.
- c. Interview 3: International Consumer : Mr. John, a coffee consumer from the United States, admitted that he first learned about Gayo coffee through an article in an international magazine. "I am interested in the story behind Gayo coffee, from the

planting process to its natural processing," said Mr. John. After trying Gayo coffee, he was amazed by the quality and unique taste. This experience made him a regular customer and he often recommends Gayo coffee to his friends. Mr John also revealed that the article gave him insight into the positive impact that Gayo coffee has on local communities in Indonesia.

- d. Interview 4: Local Government Official: Ibu Dewi, a local government official in Aceh, stated that the promotion of Gayo Coffee through journalism media had had a broad impact on the regional economy. "Journalism media helps introduce Gayo Coffee to the international market, which directly increases regional income and creates new jobs," said Mrs. Dewi. According to him, the local government has also seeks to improve infrastructure and support coffee farmers so they can meet increasing market demand.
- e. Interview 5: Economic Researcher: Dr. Budi, an economic researcher, explained that the promotion of Gayo Coffee through journalism media had a double effect. "Apart from increasing sales and income for coffee farmers, this promotion also helps improve Indonesia's image as a quality coffee producer in the eyes of the world," said Dr. Budi. He added that this positive effect can be felt in the long term if it is supported by the right policies and sustainable promotions.

## Conclusions

This research shows that the media plays an important role in introducing Gayo coffee on the international stage. Through positive and informative coverage, the media has succeeded in increasing global awareness about Gayo coffee, which has a direct impact on increasing sales and income of local farmers. Promotion of Gayo coffee which emphasizes the values of sustainability and justice is also in line with Islamic teachings, which emphasize the importance of maintaining natural balance and fair trade. However, to ensure the sustainability of this success, closer collaboration between the media, government and local communities is needed. Improving infrastructure, continuous training and wider market access must be priorities, so that Gayo coffee not only becomes a global commodity, but also an important pillar in a sustainable local economy.

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