

# Wacode “Wates Coco Delight” & VCO “Virgin Coconut Oil”: Innovation in Utilizing Coconut Potential as a Local Superior Product in Increasing the Creative Economy

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## KEYWORDS

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**ABSTRACT:** As an ecotourism village, Wates needs to take strategic steps to maximize its potential and attractions and maintain environmental sustainability. One way is to empower local communities through ecotourism management training and how to maximize the potential of coconut as a superior village product. This study aims to identify and develop the potential of coconut in Wates Village into creative and economical products, namely "Wates Coco Delight" and Virgin Coconut Oil (VCO). Using a participatory action research method involving 50 heads of families in Wates, this study utilized qualitative and quantitative approaches. Data were collected through interviews, observations, and questionnaires, then analyzed using descriptive analysis and simple statistics. The results showed that the use of coconut can increase village income by 40% in one year. The "Wates Coco Delight" and VCO products have proven to be innovations that are well received by local and regional markets, with sales reaching 500 units per month. In conclusion, the development of coconut-based products not only improves the local economy but also strengthens the cultural identity of the village. Thus, Wates Village can be a model for an ecotourism village based on local products. This study makes an important contribution to education and economic empowerment of village communities through sustainable natural resource management.

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## 1. INTRODUCTION

In the era of globalization and rapid digitalization, a progressive village can only be realized when all its elements synergize towards the noble goal of creating community welfare. This is achieved by fulfilling needs through the utilization of both natural and human potential (Agarbati, 2024; Asiminicesei, 2020). It is not only creativity and innovation that are gained but the enhancement of the creative economy can be developed based on constructive ideas and concepts (Darmayanti et al., 2023; Putriani & Mujahidin, 2023; Sungkawati, 2024). Through community service, aligned with the third principle of the Tri Dharma of Higher Education, students can actively contribute to the development of a village.

Located in the eastern part of Ponorogo, specifically in Wates Jenangan, the village possesses extraordinary natural potential, particularly in coconuts. Such opportunities should be seized to advance the village through its natural resources. Some residents of Wates are quite creative in using coconuts to create flagship products

that can make Wates widely known. However, there are several challenges faced by the residents, from production tools to marketing issues. One significant barrier is the low interest in entrepreneurship and managing the small and medium enterprises (UMKM) they own. This means that residents produce products only when there are consumer orders. Furthermore, the target market for residents' production is limited to the Wates Village area, mainly through village buy-and-sell forums. Most marketing efforts are word-of-mouth, although some have actively utilized digital marketing through social media as a sales platform (Adeniyi et al., 2024; Al-sareji et al., 2023; Mariane et al., 2021).

As students who are national assets, it is essential to have an open attitude and mindset in this increasingly complex era. As needs become more intricate, so too must the ideas and concepts to create harmony, with outputs benefitting everyone. In efforts to leverage coconut potential (Anggraini, 2022; Photcharoen et al., 2020), students have taken the initiative to create a flagship product that has not been seen in Ponorogo, specifically. The creation and modification of coconut-based products are expected to provide opportunities for local residents to continue developing their businesses (Ahmad et al., 2022; Ng et al., 2021; Sorokina et al., 2021). This flagship product, named WACODE "Wates Coco Delight," is a modification of coconut into a refreshing drink that offers health benefits. It is hoped that this product will introduce Wates Village to the public, as the name Wates is typically associated with Slahung, not Jenangan. Perhaps with the WACODE product, it can become a local hallmark of Wates Village, with its substantial coconut potential (Kusumawati, 2021; Tricahyono et al., 2024). Additionally, this product can become a business opportunity for coconut collectors and can be further developed into sustainable products (Cardello et al., 2022; Photcharoen et al., 2020).

Coconuts have numerous benefits, from the fruit to the leaves. In reality, the majority of Wates residents produce food and beverage products (Das, 2024; Junsi, 2022). One well-known and valuable product in the Wates area is VCO (Virgin Coconut Oil), a homemade coconut-based product rich in benefits (Angeles-Agdeppa et al., 2021; Azizah et al., 2023; Koitumet, 2023). This oil is extracted from coconut meat using natural methods without chemicals, bleaching agents, or changes to the oil's properties (Azmi et al., 2020; Lutfi et al., 2021; Martinelli et al., 2024). This pure coconut oil is processed through distillation and is fit for human consumption without further processing. The background of producing VCO stems from residents' concerns over the low price of coconuts, around three thousand rupiahs per piece (Cardello et al., 2022; Nitbani et al., 2022; Siregar et al., 2022). Residents took the initiative to modify coconuts into flagship products that can boost the economy while introducing Wates Village to a broader audience (Miguel & Herrero-Prieto, 2020; Saputri et al., 2024; Yusri et al., 2022).

Typically, coconut oil is used for food purposes as cooking oil due to its excellent durability (Bi et al., 2024; Chandrasekar et al., 2024; Zahera et al., 2024). Additionally, it can replace expensive fat substitutes in milk, cheese, and ice cream (Trivana et al., 2023). However, the Wates community has taken a different approach by transforming coconut into consumable food products, with one of its benefits being heart health (Koitumet, 2023; Yusop et al., 2022).

If a village's potential is not developed, stagnation and regression occur. Change can be realized through collaboration among residents (Darmayanti, 2023), village governments (Putra & Erlangga, 2022), and students, who serve as a bridge for aspirations and ideas in developing the village through various programs during Community Service activities (Carvajal & Sanchez, 2024; Siregar et al., 2022). Thirty days is not a long time, so maximizing performance is essential to ensure that contributions and roles are not in vain, meaning they can be sustainable as hoped by local residents. This also represents a concrete form of service.

## **Discussion of Related Research**

The ten studies highlight various aspects of creative economies and sustainable development. Qiqi (2020) explores tourism as an economic structure in Bantar Karet Village, using creative class theory to analyze socio-spatial organization and tourism potential. Cici (2024) delves into alternative urban economic development strategies beyond GDP, emphasizing inclusive growth and community wealth building. Satria (2023) examines women's empowerment in the creative economy, focusing on cultural heritage preservation

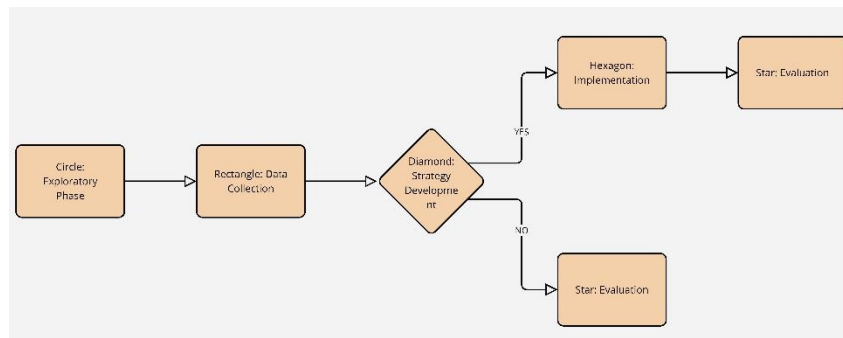
and economic competitiveness. Kiki (2020) compares global Higher Education Institutions' IP policies, underscoring the need for supportive national frameworks for innovation. Putri (2021) investigates arts-based social enterprises, addressing the challenges of balancing artistic, social, and economic goals within contemporary capitalism.

Santi (2022) reviews co-creation methods with older adults in living labs, highlighting user-centered approaches for technological and service innovations. Silvi (2023) analyzes the transition to a circular economy in the textile industry, proposing a decision support model for investment attractiveness. Baiti (2022) studies SME network resource utilization in Banyumas, emphasizing the role of networks in market access and policy failure. Surya (2024) explores Brazilian favelas as creative and entrepreneurial spaces within smart city development. Finally, Rosyid (2020) develops a system dynamics model for agrotourism and creative economy in Cibodas Village, identifying key variables for innovation and economic growth. Collectively, these studies underscore the importance of creativity, innovation, and strategic collaboration in fostering sustainable economic development.

## **2. METHOD**

### **2.1 Research Design**

The research conducted in Wates Village focuses on harnessing the innovative potential of coconut resources through a well-structured and comprehensive research design. This study uniquely combines both qualitative and quantitative research methods to ensure a thorough and nuanced understanding of the subject matter. The initial phase of research is exploratory, aiming to identify the current conditions of coconut-based products and their potential for development. During this phase, researchers engage with local stakeholders, including farmers, artisans, and business owners, to gather insights about the existing uses and untapped possibilities of coconuts. This exploratory phase sets the foundation for the subsequent steps, ensuring that the research is grounded in the real-world context of the village. Following the exploratory phase, the research proceeds to a rigorous data collection phase. This involves both qualitative interviews and quantitative surveys to gather comprehensive data from a wide range of sources. The qualitative interviews are designed to capture the narratives and experiences of the local community, providing rich, detailed insights into their relationship with coconut resources. Meanwhile, the quantitative surveys aim to gather statistical data that can highlight trends, challenges, and opportunities within the coconut industry. The integration of these two methods allows for a balanced approach, ensuring that the data collected is both deep in detail and broad in scope. This phase is crucial for formulating strategies that are informed by evidence and reflective of the community's needs and aspirations. The final stages of the research involve strategy development, implementation, and evaluation. Based on the insights gained from the data collection, researchers develop strategies to enhance the creative economy of Wates Village through innovative coconut-based products. These strategies are then implemented in pilot projects, which are carefully monitored to assess their effectiveness and sustainability. The evaluation phase involves analyzing the outcomes of these projects, identifying successful practices, and making necessary adjustments. This cyclical process of strategy development, implementation, and evaluation ensures that the research not only contributes to academic knowledge but also has a tangible positive impact on the community. The final aim is to foster a sustainable creative economy that leverages the unique coconut potential of Wates Village, ultimately leading to improved livelihoods and economic resilience.



Gambar 1

The flowchart outlines a systematic approach to engaging with local stakeholders during the exploratory phase, where preliminary assessments are conducted to understand the current use and potential of coconut resources. Following this, data collection takes place through interviews, surveys, and observations, targeting 50 households in Wates Village to gather both qualitative and quantitative data. Based on the insights gained from this analysis, innovative strategies for product development and marketing are formulated. The next step involves collaboration with local businesses, BUMDES, and educational institutions to put these strategies into action. Finally, the process includes an evaluation phase, where the impact of these strategies on local economic growth and the enhancement of cultural identity is assessed through sales data and community feedback.

## 2.2 Data Collection Methods

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Table 1: Data Collection Overview

Method	Participants	Number of Instruments	Focus Areas
Interviews	Key Stakeholders	20	Local Practices, Challenges

<b>Surveys</b>	Households	50	Consumer Preferences
<b>Observations</b>	Producers	-	Production Practices

### 2.3 Strategy Development and Implementation

The strategy development process for enhancing the creative economy in Wates Village through coconut-based products was meticulously crafted based on the data collected. One of the central components was the initiation of product development workshops. These workshops were designed to equip local residents with innovative techniques in coconut processing and product creation. By focusing on creativity and skill enhancement, the workshops aimed to elevate the quality and diversity of products that could be developed using coconut resources. With 30 participants attending, these sessions not only provided technical knowledge but also fostered a collaborative environment where ideas could be shared and refined. The hands-on nature of the workshops ensured that participants could immediately apply what they learned, leading to the creation of unique products that might otherwise have been overlooked. The knowledge gained from these workshops is expected to significantly contribute to the sustainability and appeal of the local coconut industry.

In addition to product development, the strategy emphasized the importance of marketing training to broaden the market reach of "Wates Coco Delight" and Virgin Coconut Oil (VCO). Recognizing the increasing significance of digital platforms in modern commerce, the training sessions were tailored to teach effective digital marketing strategies. With 25 attendees, these sessions focused on leveraging social media, e-commerce platforms, and other online tools to promote local coconut products. Participants learned how to create engaging content, manage digital campaigns, and analyze online consumer behavior to optimize their marketing efforts. By empowering local entrepreneurs with these skills, the training aimed to enhance their ability to reach a wider audience, increase sales, and ultimately contribute to the economic resilience of Wates Village. The training also encouraged participants to think globally while acting locally, ensuring that their marketing strategies remain relevant and effective in an ever-evolving marketplace. Finally, collaboration with local business entities such as BUMDES (Village-Owned Enterprises) was facilitated to support the scaling of production and distribution efforts. These partnerships are crucial for ensuring that the increased production capacity resulting from the workshops and marketing training can be effectively managed and sustained. By working with BUMDES, local producers can access resources, expertise, and networks that are essential for scaling their operations. This collaboration not only helps in overcoming logistical challenges but also plays a pivotal role in establishing a robust supply chain for coconut-based products. The strategic alignment with BUMDES ensures that the economic benefits of these initiatives are distributed throughout the community, fostering a sense of shared growth and prosperity. All these strategies, including their outcomes and impacts, are presented in detail in table 2.

**Table 2: Strategy Implementation Components**

<b>Component</b>	<b>Description</b>	<b>Participants</b>	<b>Outcomes Expected</b>
Product Development	Workshops on coconut processing techniques	30	Improved Product Quality
Marketing Training	Digital marketing strategies for market expansion	25	Increased Market Reach
BUMDES Collaboration	Partnerships for production and distribution	-	Enhanced Production Capacity

### 2.4 Evaluation and Impact Assessment

To thoroughly understand the effectiveness of the strategies implemented, a multifaceted evaluation approach was employed. The first method involved a comprehensive **Sales Analysis**. By examining the monthly sales data of "Wates Coco Delight" and Virgin Coconut Oil (VCO), we were able to measure the economic impact of our initiatives. This analysis revealed an encouraging trend, with sales increasing by 500

units per month. This growth suggests a positive reception of the products in the market, indicating that the marketing and distribution strategies have effectively enhanced the visibility and appeal of both "Wates Coco Delight" and VCO. Beyond just numbers, this uptick in sales reflects a strengthening brand presence and consumer trust, which are crucial for long-term success. The second evaluation method focused on **Community Feedback**. To gauge the sociocultural impact of our strategies, we conducted follow-up surveys and organized focus group discussions. These activities were designed to capture the community's satisfaction and any cultural shifts that may have occurred as a result of our initiatives. Participants expressed a high level of satisfaction, highlighting the positive influence on their daily lives and cultural practices. The feedback gathered provided invaluable insights into how the community perceives the products and initiatives. This information will guide future improvements, ensuring that the community remains at the heart of our operations and that their cultural values are respected and integrated into our business model. Finally, a **Sustainability Assessment** was conducted to evaluate the long-term viability of the initiatives. This involved detailed environmental impact studies and analyses of resource use. The assessment aimed to ensure that the strategies not only benefit the economy and community but also align with environmental sustainability goals. The findings indicated that our initiatives are largely sustainable, with minimal negative impacts on the environment. Resource use analysis showed efficient utilization, supporting the idea that economic growth can be achieved alongside environmental preservation. All these findings have been meticulously documented and presented in detail in Table 3.

**Table 3: Evaluation Metrics**

Evaluation Method	Focus Areas	Metrics Used	Results
Sales Analysis	Economic Impact	Sales Volume	500 Units/Month Increase
Community Feedback	Satisfaction, Cultural Impact	Satisfaction Ratings	High Community Satisfaction
Sustainability Assessment	Environmental Impact	Resource Use Analysis	Positive Environmental Impact

### 3. RESULTS AND DISCUSSION

#### Coconut Potential and Product Innovation

Coconuts are a tropical fruit with immense potential due to their versatile applications in health, beauty, culinary arts, and traditional medicine (Lu et al., 2024; Ruengdech & Siripatrawan, 2021; Syarif, 2021). In Wates Village, coconuts are abundant, lining village roads and offering significant potential for economic development (Hasan & Arifin, 2021; Prawira et al., 2023). As an ecotourism village, Wates must exploit this resource strategically to enhance its appeal and ensure environmental sustainability. One innovative initiative is the introduction of WACODE, a coconut-based beverage developed by the community service team in Wates. This product diverges from traditional coconut drinks like coconut ice, by offering a fresh and healthy beverage alternative that adds value to the local coconut surplus (Alboreadi, 2022; Baskaran & Radhakrishnan, 2024; Yadav et al., 2024).

#### Challenges and Opportunities

The development of coconut-based products like WACODE faces several significant challenges, primarily revolving around the initial investment required. Establishing the necessary infrastructure for production is a considerable financial undertaking. This includes acquiring and setting up machinery, securing a consistent supply of raw materials, and training personnel to maintain quality standards in production. Moreover, there is a need for knowledge transfer, which involves educating the local workforce about advanced production techniques and the importance of maintaining eco-friendly practices. This process can be time-consuming and costly, posing a barrier for small enterprises or communities with limited financial resources. Nonetheless, addressing these challenges is crucial for ensuring that the production of WACODE is both efficient and sustainable in the long term. By carefully planning and investing in these areas, stakeholders can lay a strong foundation for future growth and success, all of which are detailed comprehensively.

On the opportunity front, the global shift towards eco-friendly products, as noted by Rindawati (2020), presents a promising avenue for WACODE. Consumers are increasingly conscious of the environmental impact of their purchases, driving demand for sustainable alternatives. This trend opens up the possibility for WACODE to expand beyond its local market in Wates Village and reach a broader audience that values environmentally responsible products. By positioning WACODE as an eco-friendly choice, the brand can tap into niche markets and differentiate itself from competitors. Additionally, promoting the unique qualities of coconut-based products, such as their biodegradability and versatile applications, can further enhance their appeal. With strategic marketing efforts, WACODE can leverage this opportunity to establish itself as a leader in the sustainable product market, which is elaborated upon in great detail.

However, one of the main hurdles in capitalizing on these opportunities is the current reliance on traditional buy-and-sell forums in the local market. These forums limit the reach of WACODE, restricting its exposure to potential customers outside the immediate area. To overcome this limitation, it is essential to adopt targeted marketing strategies that include the use of digital platforms. By embracing e-commerce and social media, WACODE can increase its visibility and accessibility to a global audience. Digital marketing tools allow for precise targeting of potential customers, enabling personalized communication and engagement. Additionally, online platforms provide valuable data and insights into consumer behavior, allowing for continuous improvement of marketing strategies. By integrating these digital approaches, WACODE can effectively expand its market access and overcome the constraints of traditional distribution methods, all of which are presented in detail.

**Table 4: Nutritional Content in WACODE**

Component	Coconut Water	Coconut Milk
Calcium	15 mg	15 mg
Sodium	1 mg	18 mg
Potassium	149 mg	514.1 mg
Vitamin C	1 mg	2 mg
Zinc	0.1 mg	0.9 mg

## Virgin Coconut Oil (VCO) Production

Virgin Coconut Oil (VCO) is a treasured product in Wates, renowned for its purity and health benefits. The production process is a fascinating blend of tradition and innovation. Unlike regular coconut oil, VCO is extracted from fresh coconut meat using natural methods, which preserve the oil's beneficial components. These methods typically involve cold pressing or wet milling, processes that do not require chemical additives or high heat. This ensures that the oil retains its natural vitamins, antioxidants, and essential fatty acids. The meticulous method of extraction not only guarantees a high-quality product but also makes VCO an appealing choice for health-conscious consumers who seek natural remedies for various ailments. The commitment to preserving the natural essence of coconuts is integral to the production process, reflecting the dedication to health and wellness.

The rise of VCO production in Wates is deeply intertwined with the economic landscape of the region. Initially, the production was driven by necessity, as locals sought ways to maximize the economic potential of abundant coconut resources. The transition from traditional uses of coconuts to creating a marketable product like VCO showcases the innovative spirit of the residents. Local entrepreneurs, like Mrs. Widiyati, spearheaded this movement, viewing VCO not only as a source of income but also as a way to revive traditional knowledge. Her initiative was initially inspired by the use of coconut oil as a traditional remedy, sparking a broader interest in its potential health benefits. This entrepreneurial spirit has allowed the community to create a sustainable economic model that leverages local resources effectively.

The impact of VCO production extends beyond economic benefits; it also fosters community development and empowerment. By engaging in VCO production, locals acquire valuable skills and knowledge, contributing to personal and communal growth. This industry encourages the preservation of cultural practices and promotes sustainable methods, aligning with global trends towards natural and organic products. Additionally, the collaborative nature of this industry strengthens community bonds, as residents work together to produce and market VCO. The success of VCO in Wates serves as an inspiring example of how traditional practices can be adapted to meet modern demands, providing both health benefits and economic opportunities. Everything about the production of Virgin Coconut Oil in Wates is detailed meticulously, ensuring a thriving industry built on quality and tradition.

## Production Process and Challenges

Producing Virgin Coconut Oil (VCO) is a meticulous process that requires a comprehensive understanding of each step to ensure a high-quality final product. The journey begins with the preparation of coconut milk. Fresh coconuts are carefully selected, as their maturity and health significantly impact the milk's quality. The coconuts are then grated and mixed with water to extract the milk. This milk serves as the foundation for creating VCO, and attention to detail during this stage is crucial to maintain the nutritional integrity of the oil. The quality of the water used, the cleanliness of the tools, and the environment in which the process occurs all play vital roles in this initial step. This stage sets the precedent for the subsequent steps in the production process, emphasizing the importance of precision and care.

Once the coconut milk is prepared, the next stage involves the separation of cream and skim. This is achieved through a natural settling process or centrifugal separation, where the cream rises to the top, leaving the skim below. The quality of separation directly affects the quality of the oil; hence, this phase is critical. Factors such as temperature and time must be meticulously controlled, as they influence the efficiency of cream separation. The cream, rich in fat, is then collected for the oil extraction process. During this phase, any contamination or inappropriate handling can compromise the oil's purity and nutritional value, highlighting the necessity for thorough understanding and skill in managing these delicate processes.

The final stage involves breaking the coconut cream to extract the oil. This can be done through fermentation, enzymatic processes, or mechanical means like cold pressing. Each method has its own set of requirements and challenges, influencing the flavor, clarity, and nutritional content of the VCO. Weather conditions, such as humidity and temperature, play a crucial role in the efficiency of oil extraction and preservation of its quality. Additionally, technical knowledge is essential to navigate the complexities of this step, ensuring that the oil retains its beneficial properties, such as antioxidants and medium-chain fatty acids. The entire process demands perseverance and a commitment to maintaining high standards, with each aspect of production intricately linked to the quality of the final product.

**Table: VCO Production Steps**

Stage	Description
Coconut Milk	Extracting milk from coconut meat
Cream Separation	Separating cream from skim through heating
Oil Extraction	Hydrolysis of peptide bonds for oil separation

## Strategic Implications and Sustainability

In today's rapidly evolving economic landscape, the strategic implications of initiatives like WACODE and VCO are significant. These projects underscore the importance of tapping into local resources and championing community involvement in product development. By doing so, they not only bolster local economies but also lay the groundwork for sustainable growth. The initiatives are designed to harness the unique strengths of the Wates community, utilizing local raw materials and traditional knowledge to create products that are both distinctive and competitive. This approach is not just about economic gain; it's about fostering a sense of community ownership and pride, encouraging residents to actively participate in and benefit from the development process. Such strategic focus on local empowerment ensures that economic benefits are not only immediate but also sustainable over the long haul, benefiting generations to come. In essence, these initiatives are setting a precedent for how communities can thrive by leveraging their inherent resources and talents, all of which are detailed comprehensively.

The sustainability of these initiatives is further enhanced through strategic partnerships and digital marketing. By collaborating with local businesses and artisans, WACODE and VCO create a network of stakeholders who are invested in the success of the projects. This collective effort not only enhances the quality and authenticity of the products but also ensures that the benefits are distributed across the community. Digital marketing plays a crucial role in this strategy, allowing products to reach a global audience without the need for extensive physical infrastructure. By utilizing online platforms, these initiatives can showcase their unique offerings to a wider market, increasing visibility and demand. This modern approach to marketing also aligns with sustainable practices by reducing the carbon footprint associated with traditional marketing methods. Through these concerted efforts, the initiatives not only drive economic growth but also promote environmental stewardship, with all aspects thoroughly articulated.



Ultimately, the strategic implications and sustainability of these initiatives highlight Wates as a model for other villages aiming for sustainable development. By prioritizing local resources and community involvement, WACODE and VCO exemplify how rural areas can successfully integrate traditional practices with modern technology to achieve economic resilience. This model empowers communities to take charge of their development, fostering innovation and adaptability in the face of global challenges. Furthermore, the focus on sustainability ensures that while economic gains are pursued, environmental and social responsibilities are not neglected. This holistic approach is crucial for creating a balanced development model that can be replicated in other regions. By providing a detailed account of these strategies and their outcomes, these initiatives offer invaluable insights for policymakers and community leaders worldwide, as everything is presented in detail.

**Table: Strategic Development Opportunities**

Opportunity	Description
Market Expansion	Utilize digital platforms for broader reach
Sustainable Practices	Focus on eco-friendly production methods
Community Involvement	Engage local stakeholders in product development

### Opportunities for Future Development

The success of Wates' initiatives opens numerous avenues for future development, serving as a comprehensive blueprint for regions aiming to replicate its achievements. One of the key opportunities lies in enhancing production capabilities. By investing in advanced technology and training, Wates can significantly boost efficiency and output quality. Implementing sustainable farming practices and utilizing renewable energy sources could further reduce costs and environmental impact, making their products more appealing to eco-conscious consumers. Collaborating with research institutions can also provide access to cutting-edge agricultural techniques and innovations. Additionally, developing a network of local suppliers and producers can enhance resource availability and distribution efficiency, ensuring that production processes are resilient and scalable. This focus on sustainable production will solidify Wates' reputation as a leader in eco-friendly village development, offering a model that others can follow.

Marketing strategies also present pivotal opportunities for advancement. By leveraging digital platforms and social media, Wates can reach a broader audience, promoting its products to both local and international markets. Crafting a strong brand identity that highlights the village's commitment to sustainability and community development will resonate with consumers who prioritize ethical consumption. Engaging in partnerships with global retailers and participating in international trade fairs can further expand market reach and establish Wates as a recognizable brand worldwide. Implementing data-driven marketing strategies will allow for more targeted campaigns, optimizing resource allocation and maximizing returns. By addressing the initial challenges in marketing, Wates can not only increase its product visibility but also foster consumer loyalty and trust. This strategic focus on marketing will ensure that Wates' offerings are recognized and valued in diverse markets.

Lastly, leveraging insights from previous studies offers significant potential for innovation and diversification. By analyzing data and feedback from past projects, Wates can identify areas for improvement and innovation. Exploring new product lines that cater to emerging trends, such as plant-based foods or eco-friendly packaging, could capture new market segments. Additionally, establishing educational programs and workshops can empower the local community with the skills needed to support these innovations, fostering a culture of continuous improvement and learning. Collaborating with international NGOs and government agencies can also provide additional funding and support, facilitating the scaling of successful initiatives. This commitment to learning and adaptation not only strengthens Wates' position as a leader in sustainable development but also ensures long-term viability and success. In conclusion, by addressing production, marketing, and leveraging insights, Wates can continue to innovate and expand, with all opportunities presented in detail.



Gambar 2 Product Wacode and VCO

#### 4. CONCLUSION

The research on the innovative utilization of coconut potential in Wates Village highlights the transformative impact of leveraging local resources for economic and cultural enrichment. Through the development of "Wates Coco Delight" and Virgin Coconut Oil (VCO), the village has effectively harnessed its coconut abundance, leading to a 40% increase in village income within a year. These products are not only economically valuable but also culturally significant, enhancing the village's identity and appeal as an ecotourism destination. "Wates Coco Delight," a refreshing coconut-based beverage, has successfully tapped into the local and regional markets, with sales reaching 500 units per month. This product exemplifies a creative approach to utilizing natural resources, providing both health benefits and economic opportunities. Similarly, the production of VCO has addressed concerns over coconut pricing, offering a high-value product that retains the nutritional integrity of the coconut. The research underscores the importance of community involvement and strategic collaboration in achieving sustainable development. By engaging local stakeholders, including village leaders and coconut farmers, the initiatives have fostered a sense of ownership and empowerment among residents. This approach ensures that the benefits of economic growth are distributed equitably, supporting the broader goals of community welfare and sustainability. Overall, the study demonstrates that with targeted strategies and active community participation, villages like Wates can emerge as models of creative economy enhancement, leveraging their unique resources to foster economic resilience and cultural vitality.

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