

ABSTRACT

Creative economy is a concept that places creativity and knowledge as the main assets in driving the economy. The creative economy sector which recorded the biggest contribution to the Indonesian economy is the culinary sector, one of the businesses that includes the creative economy in Indonesia is Small and Medium Enterprises (UKM), In Bandung itself there are a lot of SMEs, one of the SMEs engaged in the culinary sector, namely Maradeca Coffee Store, Maradeca which is chaired by Evrian Kharisma has been established since 2012. Maradeca is a supplier of coffee beans in the city of Bandung which has its own plantations. In developing its products, Maradeca has implemented value co-creation in the processing of green beans to satisfy the needs of its customers, but there are obstacles when this co-creation strategy is implemented.

Researchers will look at the product development process, especially in the processing of green beans that occur at Maradeca, this is done to identify the process of value co-creation. Researchers used the DART model, namely Dialogue, Access, risk assessment and transparency. Then the identification is carried out again using the dimensions of choice which the researcher later uses as a reference for drawing conclusions and giving suggestions.

The results showed that the value co-creation implemented by Maradeca was good enough, but could be further developed in terms of utilizing its information channel where the channel could be access to facilitate interaction and information retrieval for Maradeca's customers and customers. And they need customer database to simplify the transaction process. Therefore it is recommended the use of information technology via the internet (an interactive website) and smartphone applications.

Keywords: Value co-creation, The DART Model, Maradeca.