

The Trend of Drinking Coffee Culture as Indonesian Culture

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Abstract: *The coffee shop business has recently grown rapidly. So, it is not surprising that coffee drinking has become part of the trends and culture of Indonesian society. The purpose of this study is to study several websites that provide fast-food coffee delivery services in Indonesia. The research methodology that will be used in this research is literature review and participatory observation. The results of the study found that the coffee subscription website besides selling also created educational content about the benefits of drinking coffee and other content that could unite the homophiles of Nusantara coffee lovers. The unification in homophily of the experience of enjoying the taste of Nusantara coffee makes coffee drinking a trend that continues to survive and can increase to become a distinctive Indonesian culture.*

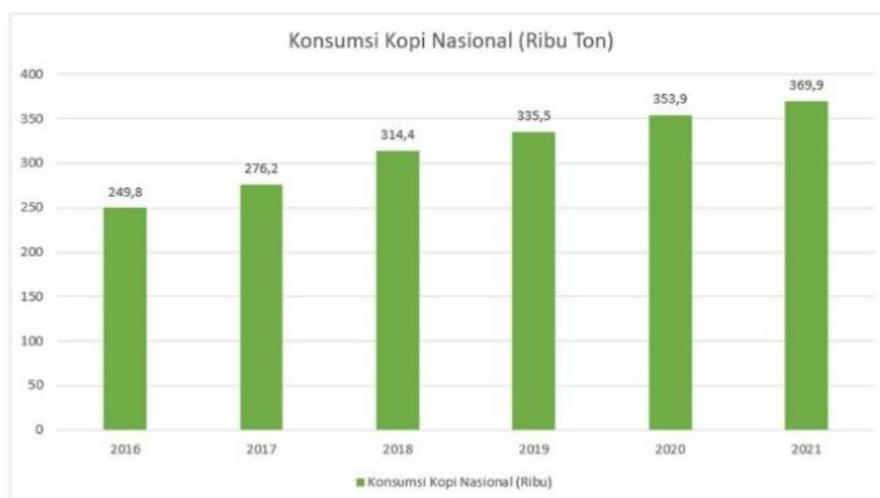
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Introduction

The coffee shop business has recently grown rapidly. So, it is not surprising that coffee drinking has become part of the trends and culture of Indonesian society. Reporting from the economics (29/12/2021), the growth of coffee shops is directly proportional to the growth of national coffee with domestic coffee consumption growing by around 13.9 per year. This amount exceeds the world's coffee consumption which is only 8%.

Figure 1

National Coffee Consumption (Thousand Tons)



Source: [Tren Konsumsi Kopi Nasional - Iconomics \(theiconomics.com\)](https://theiconomics.com)

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Coffee is also not only a commodity, but also a part of a lifestyle. Moreover, there is a trend of third wave coffee, starting from the first wave (instant coffee era), second wave (modern coffee era) and third wave (specialty coffee era). This data was then strengthened by data released by the Indonesian Export Financing Agency which announced the value of Indonesian coffee exports in 2022 of Rp. 14 trillion. However, the export value can continue to increase because the existing market is still very wide, and Indonesia's geographically diverse area makes coffee plants that grow still can continue to grow at the best points in Indonesia. Another advantage that Indonesian coffee has is that coffee commodities are able to produce different coffee flavors (Intan, 2022).

The increase in coffee consumption in Indonesia is also accelerated by globalization, so that many coffee shops grow throughout the country in Indonesia. The uniqueness of the growth of this coffee shop is that competition between coffee shops results in innovation in the coffee business (Putri and Mukti, 2020). However, it is still necessary to understand the business model environment that can affect the business models that are designed and run to produce strong and competitive results by coffee shop entrepreneurs (Osterwalder and Pigneur, 2012). From this understanding, a competitive advantage will be obtained in the competition between sellers related to human resources, namely on creative thinking and creativity (Petersen, 2013).

From creative thinking new innovative ideas will emerge so that they can develop a coffee drinking business. Drinking coffee itself is a habit of Indonesian people. From this habit then developed into a business that can bring income. However, for this income to continue to grow, the business must be maintained both in quality and quantity. To increase the quantity of coffee drinking business, marketing skills are needed and can develop potential production partners and know trade regulations (Suradisastira, 2014). These things need to be considered by business actors to attract the attention of customers with innovations that are implemented in the coffee drinking business that they are doing so that consumers become customers (Hartini, 2012).

The business of drinking coffee is also mushrooming due to the high production of coffee farmers in Indonesia. Coffee production is an opportunity to make coffee a drink that also sells a lifestyle. This makes the coffee drinking business a promising business because of the high consumption of coffee in Indonesia (Nurikhshan; Indriane, and Safitri, 2019). The consumption of coffee is because the culture of drinking coffee in Indonesia has existed since the time the VOC came to Indonesia. This culture continues to survive and even thrives with the entry of the third wave, known as the third wave coffee. In this third wave, there is a change in perspective regarding the culture of drinking coffee. The culture of drinking coffee is not only limited to consumption but also an art of drinking coffee. To be able to enjoy the art of drinking coffee, coffee connoisseurs must also know from upstream to downstream knowledge about coffee beans until it becomes a drink served in a cup of coffee (Foedinatha and Hartanto, 2021).

From the habit of drinking coffee which has become the lifestyle of the Indonesian people, various communities and even coffee associations have been formed in Indonesia. The community then created an application as a place for them to interact online among coffee fans. Even the coffee sellers have also created their own communities. With this community, coffee-

drinking businessmen can turn the community into profit as a business and hobby area (Nurhanisah, 2019).

With the presence of the community and the third wave, the coffee business will inevitably have to be supported by technology. The third wave makes coffee connoisseurs appreciate the effort in drinking a cup of coffee, namely from a process that is not easy and deserves to be appreciated and studied. Then coffee drinks have categories and classes based on the quality of coffee beans or specialty coffee. In the community, they also share knowledge about how to brew coffee, roast coffee, and the origin of the coffee beans (Treisna, 2015).

During the COVID-19 pandemic, community activities can still be carried out even though they are virtual. If there are offline meetings conducted in limited numbers and maintaining social distance. Meetings or interactions of coffee enthusiasts online make it easier for users to find information and education about coffee in this third wave. For this reason, this research was conducted with the aim of looking at marketing techniques carried out by several coffee websites during the covid-19 pandemic. One of the marketing techniques that is done is to smartly see the trend of drinking coffee as a culture of Indonesian society. The purpose of this study is to study several websites that provide fast-food coffee delivery services in Indonesia.

Literature Review

The coffee plant comes from Ethiopia, East Africa. Initially coffee was not used for drinking but as animal feed. Then coffee spread to the Arabian Peninsula and then made into a drink. There the coffee is dried and roasted and served as a drink. In addition, coffee is also known as a drug that was popularized by Al Razy and Ibn Sina in the ninth and tenth centuries. Sufis in the Arabian Peninsula also like to consume coffee because it helps them stay awake during night prayers. From the Arabian Peninsula, coffee was then brought to Turkey in the fifteenth century. From Turkey, then coffee entered Asia and Europe. This is where coffee became a trading commodity. The Dutch who brought coffee seeds to Indonesia as part of forced cultivation activities that exploited colonial lands in the form of large-scale plantations (Taqwadin et al, 2019).

Initially, the VOC's intention to grow coffee in Indonesia was to overturn the Arab monopoly on the world coffee trade. For this reason, the VOC then created the infrastructure and ecosystem for coffee plantations in Indonesia. On the one hand, the VOC's efforts also contributed to developing Indonesia's infrastructure and economy (Gumulya & Helmi, 2017). Over time, Indonesians recognize coffee as a delicious drink and can be enjoyed every day.

Then the habit of drinking coffee became a culture and even mixed with the occult which became the belief of the Indonesian people. Coffee is used as food and drink in offerings. However, by the spread of Islam in Indonesia, drinking coffee is used as a substitute for tuak which is an intoxicating drink. Therefore, it is not surprising that coffee has become very familiar in the daily life of the Indonesian people until now (Aprillia, 2017).

In the era of the third wave, coffee has become a culture and part of the lifestyle of the Indonesian people. Drinking coffee is closely related to gathering, either with family or colleagues. Drinking coffee is also considered part of the way to love local products because of the abundance of coffee beans grown in Indonesia (Dewi, 2017).

As a culture, drinking coffee is also a habit of all circles. In the past, drinking coffee was synonymous with parents, now young people also drink coffee. In the past, coffee was served hot, now drinking coffee can be served with ice. Therefore, the coffee drinking business has become the most developed business. Many coffee shops were established, and a lot of competitive competition took place. To be able to continue to maintain their coffee business, business actors must pay attention to the needs of customers. The type of product or service being sold must be in accordance with customer needs. The attributes of the products sold are also adjusted to the customer segmentation. The brand that is marketed must be in accordance with the brand image in the eyes of the customer. Ease of getting the product is also a consideration of the customer. Likewise, product availability also affects customers. Currently, the method of payment also affects customers (Silvi and Ningrum, 2020).

It's no wonder that coffee shops are currently competing to display the traditional cultural characteristics of the coffee they sell. The culture of drinking coffee in Indonesia is also diverse and has its own characteristics. The image of coffee as a culture and lifestyle today is also built by the mass media, ranging from newspapers, magazines, television to online media. The image of coffee is narrated and represented through advertisements that invade the domestic space and successfully construct the awareness space of today's society. Drinking coffee has become a culture built with lifestyle news so that it becomes a new trend in Indonesian society. On the one hand, this raises awareness of local coffee that has advantages. This is where local brands with traditional names emerge. Currently, international and local coffee brands compete competitively. There are even films that represent the trend of drinking coffee as a culture of Indonesian society (Adji and Meilinawati, 2019).

Coffee has become one of the cultural markers of Indonesian society. One of the markers of a coffee drinking tradition that has deep roots is represented in brewed coffee. The way of brewing kopi tubruk is the simplest and most traditional Indonesian-style brewing method (Wiraseto, 2016). The culture of drinking coffee in Indonesia is not just the behavior of drinking coffee, but it is the raw material of reality that can be used as documents and realistic data that can be researched and observed its relationship and meaning.

Methodology

The research methodology that will be used in this research is literature review and participatory observation. Qualitative methods are used to understand the phenomenon of coffee drinking culture as a culture of Indonesian society by looking at the text and context of the three coffee websites that are on the first page of the search engine. The website will examine the representation of Indonesian coffee in social construction in the meanings that appear on the websites kopikenangan.com, kopiroma.id, and gordi.id.

Findings & Discussion

kopikenangan.com

The appearance of the kopikenangan.com website as a website that is in the top mind of a search engine is indeed the most attractive from other websites. The first page contains a video ad of a copy of memories. The advertisements displayed are also quite unique because there are videos that are equipped with animated characters from animations that become icons of the

memorable coffee brand. Below the video there is a tagline of kopi kenangan Stands for Coffee Memories. Then underneath there is a photo of the CEO and Founder of the memory coffee with a pose holding one of the cups of memory coffee. Beside the photo, there is a short article about memory coffee.

Below the photo is a news page. In the news section, when clicked on learn more, several news releases from kopi kenangan will appear. Uniquely, between news and the click learn more button, there are three logos placed. The first is halal certification, world best brand winner 2020 and coffee journey. These three logos are important for Memories Coffee customers. The halal logo is important because most memorable coffee customers in Indonesia are Muslims, so they will only consume halal food. The other two logos are to tell customers the advantages of the memorable coffee brand.

Under the news page, there is a copy of the App memories which previously contained information about information to get free vouchers, then the logo of the available app which can be downloaded on google play, app store and appgallery. Under the App page there is a monthly promo followed by the click browse all promotions button. At the end there are some pictures from Kopi Kenangan's IG and an invitation to follow.

The kopi kenangan website page also contains a masthead at the bottom that informs the location of the Copy Memories, their social media, namely IG, You tube, LinkedIn, and WA. If a customer has a complaint, there is a WA link from the Directorate General of PKTN which is under the Ministry of Trade of the Republic of Indonesia.

The kopi kenangan website page also has other menus besides the main page, namely big orders, promos, outlets, news, about, career, App downloads and the kopi kenangan logo. When we click each menu, it will be connected to each active link and have its own information according to the name of the menu. The outlets menu contains pictures and information about new outlets, maps, and lists of 672 memorable coffee outlets in 45 cities in Indonesia.

The about menu and the kopi kenangan logo have different information. About the mission of kopi kenangan, explanation of kopi kenangan as the first Southeast ASEAN F&B New Retail Unicorn, explanation of the history of its establishment and achievements, names of leaders, and office addresses in Jakarta, Singapore, and Malaysia. On the menu of the memorable coffee logo there is a brief explanation of the memory coffee, pictures of superior products with stories, halal certificates and BPOM RI, logos of minimarkets that sell memorable coffees and social media links that are more complete than those available on the main page. News from Memories Coffee contains religious activities from kopi kenangan, both promotional and social activities from kopi kenangan.

The representation that we want to show on the kopi kenangan website is a representation of the urban community in Indonesia, where young people can enjoy drinking coffee in their own way and struggle, regardless of their profession, they can enjoy drinking coffee memories in their own way.

kopiaroma.id

When the user enters the kopiaroma website page, they will find an announcement containing a fraud alert on behalf of Aroma Coffee, followed by information on how to buy

Aroma Coffee. According to this information, Aroma Coffee only serves purchases made directly or through an online motorcycle taxi application.

Different from memory coffee, which calls itself a unicorn in food and beverage, aroma coffee does not sell online in online stores, social media, or websites. The kopiroma.id website is only for information to customers that there is only one aroma coffee in Bandung, namely on Jl. Banceuy No. 51. Aroma coffee has no cafe, agency, or branch.

The menu on the kopiroma.id website includes the homepage, about us, products, tips, contacts, reviews, FAQs, and clickable flag logos, namely the Indonesian and British flags. The flag logo informs readers that the content of the kopi aroma website uses two languages, Indonesian and English. On the homepage menu, contains a welcome word for online visitors. And the repetition of information regarding fraud alerts in the name of aroma coffee.

Our about page contains the history of aroma coffee which is 90 years old. Aroma coffee is a household business that sells coffee beans and powder in limited quantities. In addition, aroma coffee is also processed by traditional processes without chemicals and additives so that the aroma is fragrant and delicious.

There is also an explanation of family values that are run in the aroma coffee business. As a family company, the aroma coffee business has been continued by the second generation while maintaining traditional values in the process and quality of aroma coffee. For this reason, in product information, it is recommended for customers to buy enough coffee so they can enjoy the taste and smell of aroma coffee. Aroma coffee also limits the purchase of only 3 kg, due to the limitations of the shop owner who is unable to meet all consumer demands.

The information on the product page presents two images of aroma coffee, namely mokka arabica and robusta. Informed also available in the form of ripe seeds, finely ground, medium milled and coarsely ground with a package size of 250 and 500 grams. Pricing information is also available.

On the tips page written suggestions for storing coffee at home and brewing coffee in a cup of coffee. On the contact page there is a map of the location and photos of the Aroma Coffee shop. In addition, there is information on how to get to the aroma coffee shop. Aroma coffee also has social media, namely Instagram.

Aroma coffee has also been widely reviewed by the media. Some of the media reviews can be seen on the review page. Media that reviews start from TV stations such as TransTV, Bandung TV, Net, iNews, TV Shows, to reviews from YouTubers and community media, such as Erlangga Inspiration Channel, Student Voices, and others.

Aroma coffee also provides FAQs that customers need to know to questions from farmers as distributors and suppliers. Aroma coffee also informs only having a regular phone that is not connected to the smartphone and its application. In the old FAQ there are reviews from tripadvisor about aroma coffee.

The representation of the Kopi Aroma website is that this brand of coffee is a very exclusive coffee and in limited quantities because it wants to maintain the quality of taste and aroma that has existed for 90 years ago. Affirmation that there is only one aroma coffee shop located at Jalan Banceuy 51, Bandung. Aroma coffee only operates Monday to Saturday 08.30-14.30. Aroma coffee does not keep up with the times as a unicorn but still does not go out of style by creating websites and Instagram.

Gordi.id

When entering the website from Gordi, you will be greeted with the words "Find selected coffee from the best local roaster". Underneath there is a button click find coffee. If we scroll down, website visitors will be directed to find partners from gordi.id who sell freshly roasted coffee beans from the best roasters in Indonesia. On the page there are logos of roaster partners from gordi.id. When we click on the logo, we will go to a brief explanation page about partners. Below the logos there is a button to see all roasters.

Below the roaster page, there is a poster that if we click on it will take us to a brief info containing information about the title on the poster. Then below it there is information about an invitation to a monthly subscription and there is also a special promo for workshops and coffee classes. To get more information about subscribing, there is a button click select package. After clicking, there is information about the reason for subscribing and the choice of subscription package. There are two subscription packages offered, it's just that the shipping information has not been updated on the website. Below it is written information on frequently asked questions. When we click the question, the answer will come out.

Underneath, there is a review named after our friends. There are 67 reviews displayed along with an asterisk. When all filled, there will be five stars colored in orange. The information below is given the title of our article. In our written information there are three light articles about coffee which are equipped with pictures and leads, then if you want to read the whole thing, you can click read more. Gordi.id also provides a guide for brewing coffee in the form of a download guide. There are seven guides that can be downloaded for free on the guide page.

The content of the last page of home gordi.id is the master head website which contains website menu links ranging from about us, help and information. In addition, there is also an invitation to register so that you can get news about coffee and events from gordi.id. Underneath there are logos of gordi.id social media such as YouTube, Instagram, and Facebook. All these logos when clicked will be connected to the account from gordi.id on each social media. In addition to the main menu, gordi.id also has a blog page. The blog page contains a collection of light articles about coffee. Then there are three other menus in the header section, namely curtains for events, your contact, and our cafe. Under the menu there is a search and basket menu. On the lower right side there is a click contact us button, the contents of which are email descriptions and click the send message button.

The representation from gordi.id is a representation of the third wave which provides a lot of educational content, ranging from guides to brewing coffee and tasting coffee at home, to introducing the term coffee in the third wave. Gordi.id also promotes partners from coffee distributors in its blog posts.

Based on the explanation of the three websites above, each has significant differences, especially on the number two website. Although the shop owner seems very traditional, the choice of a business that activates the website to make announcements and promotions from customer reviews proves that the coffee business that is run also keeps up with the times. The number one website that is indeed top of mind, when viewed, is indeed more active in updating news carried out by the company. While website number three also has selling power to partners and monthly subscription services that can be stopped at any time.

The results of the study found that the coffee subscription website besides selling also created educational content about the benefits of drinking coffee and other content that could unite the homophiles of Nusantara coffee lovers. The unification in homophily of the experience of enjoying the taste of Nusantara coffee makes coffee drinking a trend that continues to survive and can increase to become a distinctive Indonesian culture.

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