

POTENTIAL DEVELOPMENT OF SPECIALTY COFFEE AS GASTRONOMIC EXPERIENCE IN DECEMBER COFFEE, GADING SERPONG

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Abstract - The uprising of third-wave coffee trend increasing demands for specialty coffee at the market, especially among Gen Z and Gen Y. In Indonesia, the demand for specialty coffee is not as high as mass-produced coffee such as sachet coffee served in small local shops. Consequently, products derived from specialty coffee are not very popular in the general public, especially manual brew/pour over methods. This study aims to investigate the differences between specialty coffee from December Coffee and commercialized coffee, to understand the influence of specialty coffee on the gastronomic experience at December Coffee, and to look into the role of specialty coffee in the gastronomic experience at December Coffee. The research method employed is qualitative, involving interviews and observations conducted at the research site. Some considerations to be underlined for December Coffee include the variety of menu options using various syrup flavours, which may dilute the taste of specialty coffee. The findings indicate that the development of specialty coffee at December Coffee has the potential to enhance the gastronomic experience.

Keyword: Potential Development; Specialty Coffee; Gastronomic Experience.

INTRODUCTION

Indonesia is one of the country in the world that ranked fourth for producing coffee. With a percentage of 33% for domestic consumptions, and for the rest is exported internationally. Coffee is an agriculture commodity from Indonesia that placed in the 6th in production after palm oil, rubber, coconut, sugar cane, and cocoa. Huge scale of coffee production in Indonesia made this country as the 4th highest coffee producer in the world in 2022 (Fitri et al., 2022). Coffee industry in Indonesia grows to a certain extent in the past decades, it is proved by the growth of coffee production and product diversification from the coffee industry (Jefansa, 2022). Coffee become a tourism activity according to (Yulianto et al., 2023) is tourism with a purpose related to consume coffee, history, tradition, product, and culture of coffee. Because coffees affect the society's lives, tradition, and coffee quality. Until now the garden-variety of produced coffee and cultivated in Indonesia is robusta, followed by arabica and the lesser extent to be produced is liberica. Compared to arabica and liberica, robusta is easier to manage (Nurul Asiah et al., 2022). Coffee industry in Indonesia have a prominent opportunity, because Indonesian coffee is recognized in the European and American markets especially specialty coffee. International markets have known Indonesia as the producer of arabica coffee beans for specialty coffee with high reputation such as Gayo, Mandheling, Lintong, Java, Kalosi, and Bali-Kintamani (Wibowo et al., 2022).

According to Bartonoli, Letto, & Pascucci in (Prakosa et al., 2023) third wave coffee trend increasing demands for specialty coffee, notably among the Gen Y and Gen Z. Third wave coffee trend is a trend that arise for the past decade. In other words, people demand coffees with the best quality, i.e consumed and the derivation could be explored. This third wave coffee trend is a response to the first coffee trend which coffee is viewed just as a product, whilst the second wave coffee trend carried coffee as a product experience that support lifestyles. Specialty coffee is a niche market that could be headed by coffee producer in Indonesia. Based on taste test and the quality displayed by robusta and arabica coffee beans, that those beans are potential to develop and compete on the specialty coffee markets whether in Indonesia or the world.

According to a survey conducted by snapcart in 2023 60% of Gen Z, 54% of millennials, and 52% of Gen Y prefer buying instant coffee drinks from small shops, supermarkets, and mini markets. Whereas the least is from peddlers. The majority of respondent that's surveyed according to their socio-economic status, usually these people purchase coffee from the range of Rp. 6.000 – Rp. 30.000 and frequently bought simple coffee based drinks in a form of sachet or packaged instant coffee that has been sold by street vendors.

Gastronomy in general is a study about connection in-between the culture of savouring food and beverages. Scope of gastronomy isn't just explaining about food and beverages that simply fulfil necessity, but to study deeper about local culinary point of view as a cultural aspect as well as an asset for the region in the tourism industry development by the sake of increasing the economic standard for the local citizen (Sufa et al., 2020). The complication of the production process of products such as food and beverages, with coherence towards their deep-rooted local cultural values, should be summarized into a tourism product that provides an authentic experience for tourists (Hendrayana, 2022).

One of the objective for providers or enthusiasts is December Coffee, which is one of the coffee shops that provides single origin specialty coffee in Tangerang and excels in coffee beans because the goal of December Coffee is to serve quality coffee that brings joy in every sip of coffee. this coffee shop is partnering with a famous roastery located in Bali which sourced their coffee beans from the local farmers across Indonesia. This coffee shop presenting a few top line local and international single origin, and also have their own house blend that consist of two imported single origin and one local single origin specialty coffee. December Coffee uses 100% Arabica coffee, distinguished by its unique flavour profile compared to robusta and liberica beans. Arabica coffee is cultivated in cool climates to prevent pests and enhance the richness of coffee compounds. The professionalism of their baristas ensures that customers feel comfortable and getting a pleasant experience while tasting their coffee. However, due to the abundance of coffee shops around the Gading Serpong area offering more affordable options, this establishment receives less attention. Many coffee shops primarily focus on profit rather than educating customers about the production and flavour profiles of coffees brewed manually or using coffee machines.

The rapid increase of coffee shops offering more affordable and variety beverage menus led to less attention from customers and the local community towards December Coffee's manual brew/filter coffee menu. The beverages at this coffee shop, utilizing both imported and local coffee beans, are relatively priced higher per cup compared to commercial coffee shops selling drinks such as coffee with milk and palm sugar, thus increasing the popularity of the latter. Familiar taste of creamy, sweet, and bold with a hint of bitterness, which appeals to Indonesian consumers, has driven the demand for coffee with milk and palm sugar. Consequently, there is less interest in artisan coffee shops offering high-quality coffee beans and gastronomic experiences like December Coffee.

METHODS

Esterberg (2002) in (Sugiyono, 2019) In-depth interview is a meeting between two individuals exchanging information and ideas through questioning and answering, thereby constructing meaning within a specific topic. According to Esterberg (2002) there is a few kind of interview, structured interview, semi-structured interview, and unstructured interview. According to Bogdan in Sugiyono (2019), the data analysis process involves systematically collecting and organizing data from interviews, field notes, and other sources to make them more accessible for interpretation and dissemination. According to Spradley (1980), in qualitative research, data is categorized based on stages within qualitative research. The qualitative research process begins by identifying a "key informant," who is a trusted informant capable of "opening doors" for researchers to enter the research subject. The data collected pertains to the potential development of specialty coffee as a gastronomic experience at December Coffee.

As indicated above, a total of 3 respondents including men and women were selected and interviewed based on their knowledge of specialty coffee, and gastronomy or culinary practices in the selected topics. The interview cut across the quality of the specialty coffee, demand of specialty coffee, difference between specialty from this place to another, and price differences on the coffee. The respondents were asked questions about specific specialty coffee topics. The respondents were also questioned about the preparation of these coffee products and how are they sourced it. Every interview session lasted for about one to five minutes. Data collection procedure for this research is commenced by analyzing the data that collected from the interviews. The data had been transcribed by the researcher, and organized and then analyzed.

RESULT AND DISCUSSION



Researcher applies 3 components from the indicator that made gastronomy a unity and study about gastronomies. Which are Ingredients, Looking for a unique experience, and philosophy, tradition, history, and social.


1. Ingredients

The specialty coffee seeds used by December coffee for the last three years come from the renowned breeding sites that have been operating in Bali since 2013. For the milk there are two kind of milk used in December Coffee which Mr. Yusran informed are fresh milk cow milk and milk from oat called Outside. Ingredients like syrup, and so on are house-made by December Coffee. Each coffee has a different profile or taste depending on the roasting process and its preparation. Local coffee beans and imported coffee beans also have different body for each coffee. The process of brewing grounded coffee beans can determine the flavour profile of the coffee bean. while being prepared there are two coffee brewing method that are common in the world which are espresso based and manual brew. The results of the espresso based drink has bold and

concentrated flavour, it pairs if it were to be mixed with milk or syrup. Whereas the manual brew (V60, Shippon, Vietnam drip, French press) is a technique that outweighs the taste of the original coffee.

Table 1. Coffee beans for serving

No	Picture	Name
1	 <p style="text-align: center;">Source: Researcher Figure 1. Ethiopian</p>	<p>Ethiopia Sidamo Burtukanaa Bombe. Farmer: Faisel Abdosh Altitude: 1950-2100 MASL Varietal: 74160 Process: Natural Tasting notes: Coffee blossom, Apricot, Passion fruit, Honey, Toffee, Bergamot finish.</p>
2	 <p style="text-align: center;">Source: Researcher Figure 2. West Java</p>	<p>West Java Wanoja Avisani Farmer: Wanoja Altitude: 1450 MASL Varietal: Mixed Process: Natural Anaerobic Tasting notes: Blackcurrant, Muscat grape, Jasmine tea, Plum, Cranberry.</p>

<p>s3</p>	 <p style="text-align: center;">Source: Researcher</p> <p style="text-align: center;">Figure 3. Monochrome Blend</p>	<p>Monochrome Blend (Brazil Santa Maria, Aceh Gayo, Bali Munduk) Process: Natural, wet-hulled, natural. Tasting notes Black: Tangerine, Toasted Almond, Brown sugar, Herbaceous, Dark Chocolate. White: Nougat, Orange, Chocolate.</p>
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Source: researcher

1.1 Looking for an unique experience

Culinary tourism is defined as a scheduled travel aims at discovering food and beverages, as well as experiencing memorable gastronomic encounters. Gastronomy is the study of dietary habits that promote enjoyment of food and drinks. According to information provided by Mr. Yusran, a barista at December Coffee, they use specialty Arabica coffee due to market demand in the surrounding area, aligning with trends in other coffee shops. This choice aims to enhance the overall experience, leveraging December Coffee's ability to provide a unique experience. In addition to coffee, December Coffee offers a variety of foods from pastries to substantial meals, designed to complement their coffee offerings. The café's design aims to differentiate the customer experience from typical coffee shops. Barista recommendations and informing about coffee making enrich the enjoyment of coffee, offering consumers insights into flavour profiles and brewing techniques. December Coffee is recognized for providing a distinctive experience by not only serving products but also educating customers on coffee presentation and flavour profiles. The combination of food and beverages, such as coffee paired with pastries or cakes, enhances the overall experience. According to the interview I held with the barista, and customer, some of them still ordered espresso based drinks, and some prefer tea based drinks because of the price and familiarity in the taste.

1.2 Philosophy, History, Tradition, and Social.

Coffee has become a form of tourism that involves the consumption, history, traditions, products, and cultural aspects related to coffee. Coffee significantly influences societal life, traditions, and the quality of the coffee itself. The history of coffee, brought by traders from Yemen to Indonesia and subsequently developed by local populations, has elevated Indonesia to one of the world's largest coffee producers. Arabica coffee from Kintamani, Bali, is classified as specialty or origin coffee of Indonesia due to its processing using local traditions, thereby maintaining its quality and agricultural reputation (Nurul Asiah et al., 2022). The tradition of coffee drinking is deeply rooted in Indonesian culture, characterized by its unique brewing method known as "kopi tubruk". According to Wirasetyo (Adji & Rahayu, 2019) kopi tubruk describe how Indonesians have been consuming coffee for more than 300 years back. This brewing method has become a cultural legacy of coffee brewing in Indonesia, established as a common practice both at home and in public spaces such as coffee shops, reflecting local cultural traits. For Indonesians, coffee culture serves as a means to interact with family members and the community.

In the modern era, the technique of brewing "kopi tubruk" has developed with the advancement of technology that facilitate the extraction of ground coffee beans for brewing. At December Coffee, they use the

V60 brewing method, using a dripper apparatus with a paper filter to ensure that no coffee residue or grounds doesn't contaminate the brew. Additionally, they utilize espresso machines which extract finely ground coffee beans under high pressure with hot water. Espresso can not only enjoyed as is, advancements in technology opens the path for new techniques such as the steaming of milk, transforming its texture to smooth and imparting sweetness when combined with espresso, resulting in beverages such as latte, cappuccino, flat white, piccolo, cortado, among others. The philosophy, history, traditions, and social significance of coffee in Indonesia over the past 300 years correlate with its evolving brewing methods, culminating in a gastronomic experience.

CONCLUSION AND DISCUSSION

Indonesia plays a significant role as one of the largest producers of coffee in the world. Coffee has become a tourist attraction related to its consumption destinations, history, traditions, products, and cultural aspects, influencing the lives of society, traditions, and coffee quality processing. Until now, Indonesia dominantly produces and cultivates robusta coffee, followed by arabica and a small portion of liberica. Coffee holds deep cultural and historical significance within Indonesian society. Therefore, coffee meets the criteria to be considered a gastronomic tourism object. Coffee is a highly distinctive culinary product and holds potential for gastronomic tourism if effectively and creatively packaged. With Indonesia's longstanding history intertwined with coffee over 300 years, the development of specialty coffee has promising prospects. Indonesia's coffee industry has substantial potential, particularly in the specialty coffee sector. The international market has long recognized Indonesia as a producer of high-reputation arabica beans for specialty coffee. Specialty coffee is standardized by the coffee processing cycle, starting from the selection criteria of coffee farms to the coffee presentation to customers. It is also argued that coffee can be classified as specialty coffee if it scores 80 or higher during cupping tests.

Based on the data interpretation results obtained by researcher, December Coffee presents products using specialty coffee beans that differ from those used by competitor brands. Specialty coffee is standardized by the coffee processing cycle, starting from the selection criteria of coffee farms to the coffee presentation to customers. The coffee beans used by December Coffee are sourced from a renowned roaster collaborating with local coffee bean farmers. Years of development in brewing and roasting techniques have resulted in diverse flavour profiles when coffee beans are brewed using modern brewing equipment. This conclusion correlates with the research findings concerning ingredients, looking for unique experiences, and the philosophy, history, traditions, and societal aspects that are components indicating gastronomy.

Researcher realizes a few of limitation has occurred while making this research such as, limited access to gather data in the field research like taking pictures are prohibited in some areas for privacy reasons, then limited source of written data online so researcher opt to gather data from other sources, and had a limited time to finish this paper before the due date, lastly struggle occurs when researcher trying to set the meeting time and place for the source person because of their busy schedules.

For future researchers, this study can serve as comparative material and a reference, as well as a foundation for developing further research on similar topics. it is also hoped that future researchers will consider other variables for investigation that may be related to developing the gastronomic potential of a destination.

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