

## Exploring Coffee Tourism: Its Impact on Coffee Bean Sales in West Java, Indonesia

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### Abstract

*This study explores the impact of coffee tourism on coffee bean sales in West Java, Indonesia, focusing on how tourism supports the marketing of local products. Data was collected through surveys involving coffee tourists, café owners, and farmers in the Bandung, Pangalengan, and Civedey regions. Results indicate that coffee tourism significantly increases coffee bean sales, with 68% of respondents purchasing coffee during tourism activities. Furthermore, 93% believe local coffee is of high quality, and 68% make repeat purchases. Coffee tourism also enhances public awareness of local brands, with 100% of respondents becoming more familiar with local products after visits. However, local coffee farmers face challenges such as limited production capacity to meet growing demand and market price fluctuations. The study suggests integrating tourism with marketing strategies to boost coffee farmers' economic prospects by improving market access and promoting products more effectively. Additionally, it emphasizes the need for government and private sector support to develop infrastructure and marketing efforts that align with growing coffee tourism trends. Local farmers and producers can tap into a broader consumer base by leveraging coffee tourism, promoting sustainable economic growth in the coffee sector.*

**Keywords:** *Coffee, Coffee Tourism, Coffee bean, eco-plantation, Local Communities, Indonesia.*

### Introduction

Coffee has long been one of the primary commodities in the global economy, with a long history spanning a wide range of cultures and traditions (Rahmah et al., 2023). At the international level, the coffee industry not only serves as a significant source of income for many countries but also as an essential element in the daily lives of millions of people. The phenomenon of coffee tourism, which involves visits to coffee plantations, cafes, and coffee-related events, is growing in popularity and has a far-reaching impact, both on the local economy and coffee consumption culture (Ahmad & Paserangi, 2018). This coffee tourism trend reflects the growing interest of tourists to experience first-hand the coffee production process and enjoy the uniqueness of local coffee. From trips to coffee plantations in coffee-producing countries to visits to specialty cafes that offer distinctive coffee experiences, this phenomenon shows how tourism can enrich our understanding of the products we consume. In West Java, Indonesia, the coffee tourism sector is experiencing rapid growth, inviting many tourists to explore and enjoy the wealth of unique local coffee (Manson et al., 2022).

Coffee tourism is increasing in the early 21st century, especially among millennials and has become a lifestyle in cities, trending the lifestyle of the younger generation holding meetings with their friends in cafes, coffee shops, coffee shops and even movies about coffee with the title Coffee philosophy has come out these two series indicate that the lifestyle of young people is now very familiar with drinking coffee (Windiana et al., 2021). Coffee-drinking tourism in urban areas positively impacts business people in the coffee sector from upstream to downstream, namely coffee farmers, warehouses and factories, distributors, shop sellers, cafes, restaurants, coffee shops, etc (Firdaus et al., 2019). However, the author is interested in analyzing West Java

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coffee, starting from coffee farmers who harvest coffee to coffee connoisseurs in the area around Greater Bandung and big cities in West Jawa (Umaran et al., 2022).

Meanwhile, coffee bean sales in West Java face various complex challenges as stated by (Wardhiani et al., 2023). Local coffee farmers often struggle with price fluctuations, changes in market demand, and limitations in marketing their products. With the development of coffee tourism, there is the potential to overcome some of these challenges and positively affect the sales of coffee beans (Muzaifa et al., 2019). However, a deep understanding of how coffee tourism affects this aspect of the economy is still limited. Coffee commodities in West Java have become one of the economic forces that increase income for farmers and other business people related to coffee according to the history of coffee in Indonesia, the island of Java, which is planted with coffee seeds that originated in the Middle East, coffee seeds first entered Indonesia by Netherlands traders in the VOC era and the island of Java was the first to plant coffee from Arabia and Africa, including in West Java (Sumantri et al., 2022).

This research aims to fill the existing literature gap by exploring the relationship between coffee tourism and coffee bean sales in West Java. Although many studies have examined the impact of tourism on the local economy in general, no studies have specifically highlighted the impact of coffee tourism on coffee bean sales at the regional level. By understanding these dynamics, this study hopes to provide clearer and more applicable insights for various related parties.

#### *Research Questions*

In the context of this study, several key research questions will be explored to understand the impact of coffee tourism on coffee bean sales in West Jawa as follow:

What is the culture of drinking coffee shops in big cities in West Java?

What factors affect the relationship between coffee tourism and coffee bean sales?

How can coffee tourism be integrated with marketing strategies to increase coffee bean sales in West Java?

#### *Significance of the Research*

Based on the problems and objectives raised in this study and the results obtained, this research focuses on its ability to provide practical guidance in integrating tourism with the coffee sector to increase economic benefits for local communities. The results of this study are expected to help in designing more effective coffee marketing strategies and better tourism planning, which will ultimately support sustainable local economic growth.

### **Literature Review**

Recent research on tourism and its impact on the local economy has been interesting. Several studies related to this show how tourism can affect various economic sectors, from the service industry to local products, including the coffee industry. Research on this often uses economic theoretical frameworks to evaluate the contribution of tourism to local income and job creation, as well as its impact on local product marketing and infrastructure development.

#### *History of West Java Coffee*

Taken from jabarnews.com page. Coffee in West Java began in 1677 during the VOC / Vereenigde Oostindische Compagnie (Netherlands Trade Association) era, at that time the VOC succeeded in seizing the territory of West Priangan and Central Priangan. Around 1689 the first Arabica coffee seeds succeeded in growing, this Arabica coffee seed was brought from India and planted in the suburbs of Batavia, Java Island. However, the coffee seeds failed due to floods and natural disasters such as earthquakes. It was only in 1699 that the second arabica coffee seed was planted around the Malay village, Palmerah, Sukabumi and

West Sudimara Priangan, successfully growing well. In 1707, the Priangan regents agreed to carry out coffee planting in their respective areas.

West Java's first coffee export, precisely coffee grown in Cianjur Regency to Europe, began in 1711. 15 years later, Priangan plantation coffee was planted in Cianjur Regency and dominated the world coffee market until it displaced Mocha Coffee from Yemen (Campera et al., 2021). Three-quarters of the coffee circulating in the world market comes from Priangan, which has the name "Java Coffee". In this regard, the Governor General of the VOC, Mattheus de Haan, set the price of 1 coffee pile at only 5 rijkdaaler (one Dutch ringgit equivalent to 2.5 guilders). Then in 1729, the Cirebon residency instructed each family to plant 10 additional coffee trees every year. And on January 18, 1807, Daendels was appointed Governor General of the Netherlands East Indies. Daendels finally divided Priangan into two regions, namely coffee-producing areas. Coffee producers also include Cianjur, Sumedang, Bandung, and Parakanmuncang Regencies (Mulyoutami et al., 2020).

In the context of coffee tourism, several studies have identified interesting trends. For example, a study by (Wolor et al., 2024) show that coffee tourism can increase brand awareness and demand for local coffee products. Another study by (Rowe et al., 2022) This article highlights how hands-on experience on coffee lovers and plantations can create significant added value for coffee products and how this contributes to increased sales of coffee beans in domestic and international markets.

### *Indonesia's Coffee-Drinking Culture*

Quoted from Riad Diharja in the research "Report on Planning and Design of the Center for Research and Development of Coffee Plants" (Firdaus et al., 2019). Indonesia is one of the world's largest coffee producers, with coffee production of more than 600,000 tons of coffee beans per year and a land area planted with coffee of about 1.2 million hectares; the amount of Indonesia's coffee bean exports in 2016 was around 1,197.35 US dollars. with coffee variants such as Gayo, Toraja, Fores, Java, and Bali.

Based on the research conducted by (Djufry et al., 2022). The uniqueness of the coffee-drinking culture in Indonesia lies in its brewing called "tubruk coffee" (coffee grounds that are directly brewed with hot water), but each region has its uniqueness such as:

### *Angkringan*

Angkringan in Javanese means to sit relaxed. Angkringan has existed since the 50s and can be found in central Java areas such as Yogyakarta, usually found in the afternoon towards night. Usually sit lesehan with the title of tiker on the edge of the road around Mailoboro Street.

### *Rumpi Culture in Coffee Shops*

Coffee shops are almost found in all regions of Indonesia, both in rural areas with booths and semi-permanent buildings and in urban areas that have been transformed into more permanent buildings such as cafes/coffee shops and restaurants.

### *Drinking Coffee on the Plantation*

This culture is usually in the coffee plantation itself, one of which is at Losari Coffe Plantation. Everyone introduces coffee cultivation and processing.






### *Drinking Coffee In Coconut Shells*

We can see this culture in almost all regions in Indonesia, because the ancestors of the Indonesia people used coconut shells as a drinking tool, as well as drinking coffee. The sensation of drinking coffee with a cup from coconut shells makes the aroma of coffee combined with the aroma of coconut shells bring coffee connoisseurs to feel in the classic countryside with a tropical feel of Indonesia.

All of the above coffee-drinking cultures prioritize togetherness and socialization in Indonesia society, drinking coffee accompanied by snacks and some of them are traditional rituals.

### *Characteristics of Indonesia Coffee*

The following characteristics of Arabica coffee in Indonesia according to Coffe's anomaly in "Study of Indonesia's Coffee Drinking Culture by (Umaran et al., 2022) The taste of coffee depends on the soil where the coffee plant is grown:

No	Name of Coffee		Characteristic
1.	Java Estate	 (Source:Kompas.com)	The taste of medium coffee is quite thick ( <i>medium body</i> ), fragrant like chocolate, nuts and herbs with a not-too-high acidity level
	Bali Kintamani		The taste of light coffee is not thick ( <i>Light body</i> ), tends to be diluted with aromas such as nuts and orange peel with a slight medium acidity (quite high)
3.	Toraja Kalosi	 (Source:Kompas.com)	It has a medium coffee taste (medium body) with a chocolate, sweet aroma like caramel and herbal herbs. The acidity level is medium (quite high).
4.	Aceh Gayo	 (Source:Kompas.com)	The taste of medium coffee is quite early and fragrant spices with a not-too-high acidity level
5.	Sumatra mandailing	 (Source:Kompas.com)	The coffee taste is strong, thick and intense ( <i>full body</i> ) with a classic, earthy and aromatic tobacco aroma with low acidity.

6.	Papua Wamena Coffee	 <p data-bbox="724 510 932 539">(Source:Kompas.com)</p>	Medium coffee taste ( <i>medium body</i> ) with fruity aromas and acidity level not too high
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**Table 1.** Describes The Coffee Of Indonesia And Its Characteristic

As the government and the coffee agencies are concerned about this local Indonesian coffee and its growth, the result for Indonesian coffee lovers and coffee plantations has significantly improved since 2016. The result showed as follows:

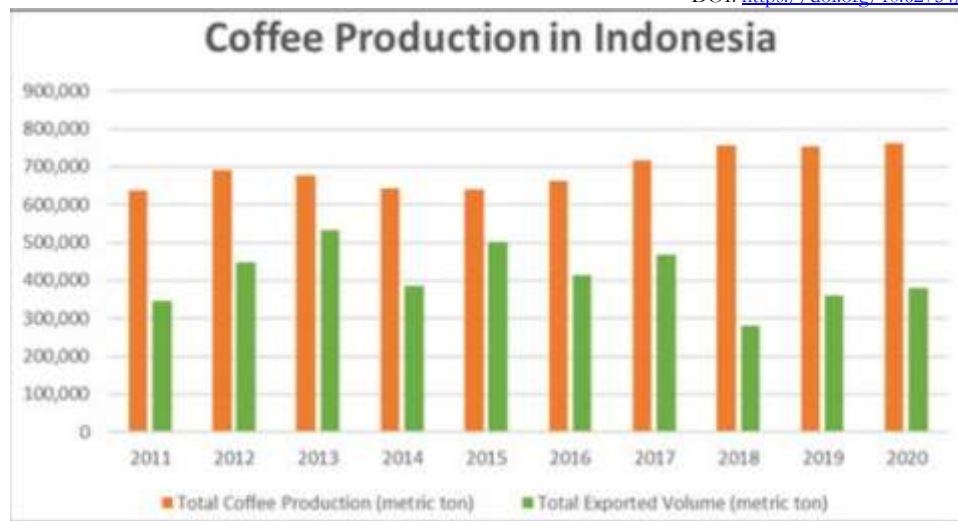
#### *Indonesia Coffee Plantation & Consumption Sensus*



**Graphic 1.** Indonesia National Coffee Consumption

(Source: swa.co.id)

The graphic above shows a chart of national coffee consumption in Indonesia from 2016 to 2021. The chart illustrates the total tonnage (in thousands of tons) on the left axis and the percentage growth on the right axis.



**Graphic 2.** Describes Coffee Plantation in Indonesia

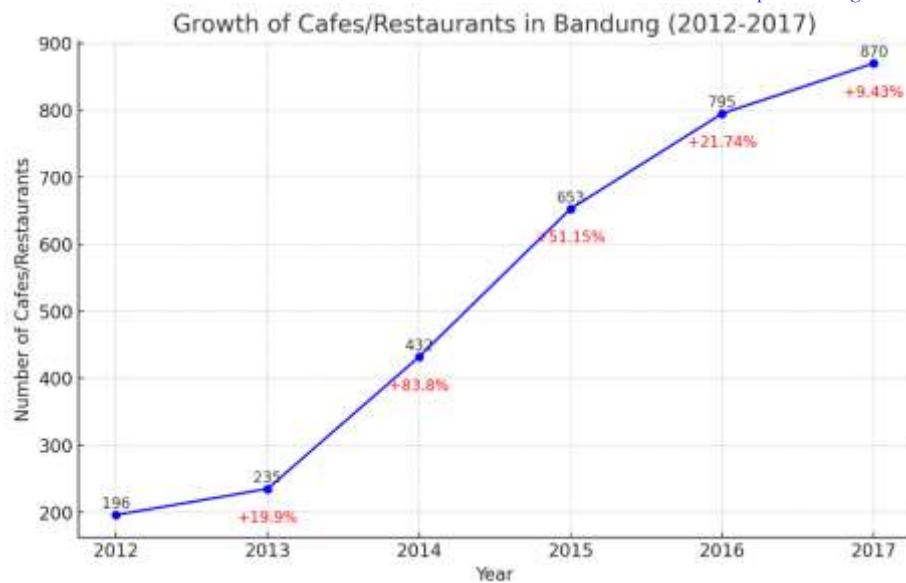
(Source, BPS-Statistic, Indonesia 2023)

The graph illustrates the trend of coffee plantations in Indonesia and coffee production from 2011 to 2020. The area of coffee plantations was generally stable during the period, while coffee production increased with some fluctuations. The blue bars on the graph show the area of coffee plantations in hectares, and the orange line shows coffee production in tons. Although the area of plantations has not changed significantly, coffee production shows an increasing trend, reflecting the improved efficiency and productivity of coffee plantations during this period.

Graphic 2 shows that since 2011, Indonesia has had more than 1.230.000 acres of land and produced 650.000 tons of Coffee. This has increased significantly to 1.250.000 acres of land and produced 750.000 tons of coffee in 2022. The development of land and coffee productivity will impact coffee tourism in developing countries, such as Indonesia, which has also attracted attention. Research by (Nurdin et al., 2022) Revealed that coffee tourism in Indonesia, especially in major coffee-producing areas, has great potential to increase coffee farmers' income and promote local products. However, they also noted challenges related to sustainable tourism management and the environmental impact of growing tourist visits (Ripper et al., 2022).

Based on the research by (Windiana et al., 2021), the amount of restaurant and café data in 2017, over 397 companies were registered. Starting from the city of Bandung, there are approximately 2000 cafes and coffee shops in Bandung regency (sorting, Banjaran, Bale Endah, and Ranca ekek), Garut Lake, Banjar, around Bekasi, Bogor, and Sukabumi.

Below is the number of cafes and restaurants in the city of Bandung in the last 6 years:



**Graphic 3.** Growth of Cafes and Restaurants in Bandung 2012-2017

(Source, BPS-Statistic, Indonesia 2023)

The growth of cafes and restaurants in Bandung from 2012 to 2017 reflects changing social trends, increased tourism, and evolving consumer preferences. This growth has brought economic benefits but also challenges that need to be addressed to ensure sustainability in the future.

Although many studies have addressed the impact of coffee tourism in other countries, such as Ethiopia and Colombia, there is a lack of studies that specifically examine the situation in West Java, Indonesia. Research by (Yusuf et al., 2022) provide an initial view of coffee tourism in West Java, but it is still limited in terms of depth of analysis and data coverage. This study shows that there is potential that has not been fully explored in understanding the relationship between coffee tourism and coffee bean sales at the local level.

Furthermore, the literature on tourism's influence on the agricultural sector generally shows that tourism can encourage innovation in products and services and improve the relationship between producers and consumers. As stated by (Br Sebayang et al., 2023) the developing tourism integrated with the agricultural sector can generate positive synergies that strengthen farmers' bargaining positions and increase the attractiveness of local products (Suhandy & Yulia, 2018)./

In the study of the specific impacts of coffee tourism, several studies have shown that the success of coffee tourism is highly dependent on effective marketing strategies and sustainable resource management. Research by (Ihsaniyati et al., 2024) emphasize the importance of marketing strategies based on local values and authenticity in maximizing the economic benefits of coffee tourism (Gunawan et al., 2023).

This research seeks to fill the gaps in the literature by focusing on the impact of coffee tourism in West Java. By delving deeper into how coffee tourism affects coffee bean sales in the region, this study aims to make a meaningful contribution to the understanding of the integration of tourism with the coffee sector and provide data that can be used for better strategic planning and policy.

## Methodology

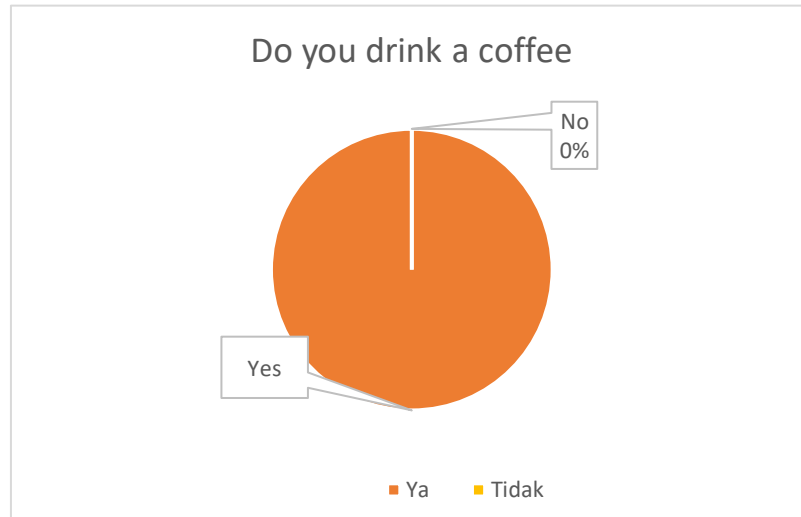
### *Research Design*

This research uses Quantitative approach and the descriptive analysis method to define research. The descriptive method can be interpreted as a problem-solving procedure as also conducted by (Winarno et al., 2022) Investigated by describing the state of the subject or object in the research, which can be people, institutions, society, and others, which at the present moment are based on the facts that appear and this research is a method of researching the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. This descriptive research aims to make a systematic, factual, and accurate description, description, regarding the facts, properties, and relationships between the phenomena being investigated

### *Population and Sample*

However, at the time this research was carried out, it was still during the COVID-19 pandemic; cafes and restaurants around the world were closed for almost 3 months, as well as in West Java and the city of Bandung, even in the second quarter, namely June 2020, cafes and restaurants began to open with a limited number of visitors. Other coffees can still be opened for large cafes and restaurants such as *UPNORMAL*, *J.CO*, *STARBUCK*, and Franchise, but some small cafes are permanently closed. There is a possibility that the number of cafes and coffee restaurants will decrease by about 50%. To find out the culture of drinking coffee in coffee shops in the Bandung city area, we distributed a questionnaire to a clustered random sampling of 50 respondents who live in Bandung area, and the results are as follows:

### *Coffee Enthusiast Respondent*

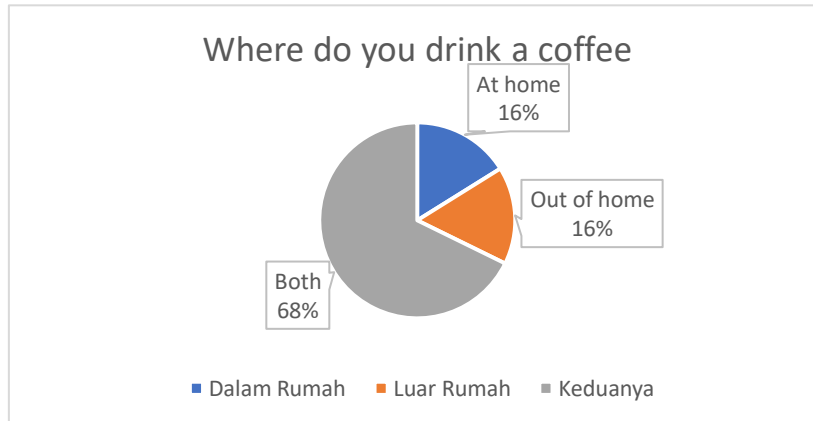


**Graphic 4.** Illustrates the Frequency of Coffee Enthusiasts

Graphic 4, the author has correctly chosen the respondents, namely 100% coffee drinkers who do not drink juice, milk, tea, or chocolate because in the café, there are many choices of drink menus.



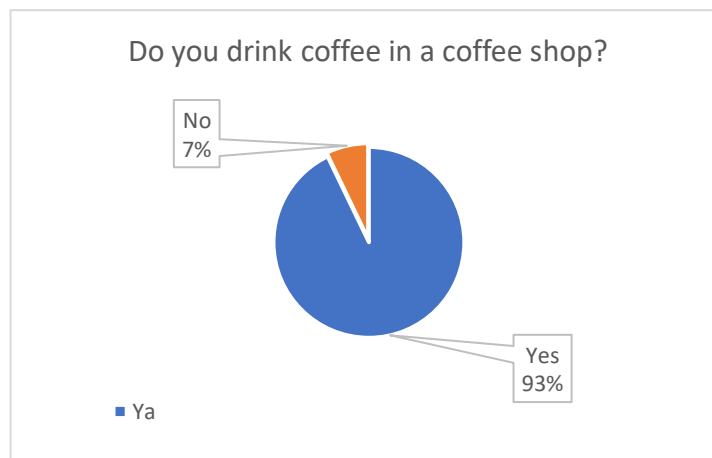
- *A Habit of Drinking Coffee*



**Graphic 5.** Illustrates the Habit of Drinking Coffee

Graphic 5 shows that 16% of respondents enjoy coffee at home and as many as 68% outside the house and inside the house, which means that this coffee drink has become popular in Indonesia, especially in big cities in West Java. This shows the change in the consumption of Indonesian drinks which used to be in the form of tea shifted to coffee, in other words, coffee drinks are more popular and more liked by the public.

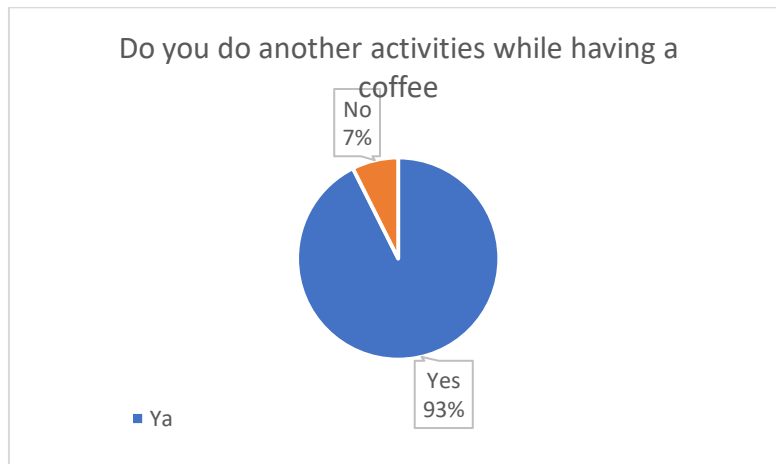
- *A Place To Drink A Coffee*



**Graphic 6.** Illustrates the Place to Drink Coffee

Graphic 6. Shows that coffee drinking activities are in coffee shops such as cafes and restaurants with a comfortable atmosphere to gather with friends and socialize, which is more than 90% of coffee drinks in coffee shops.

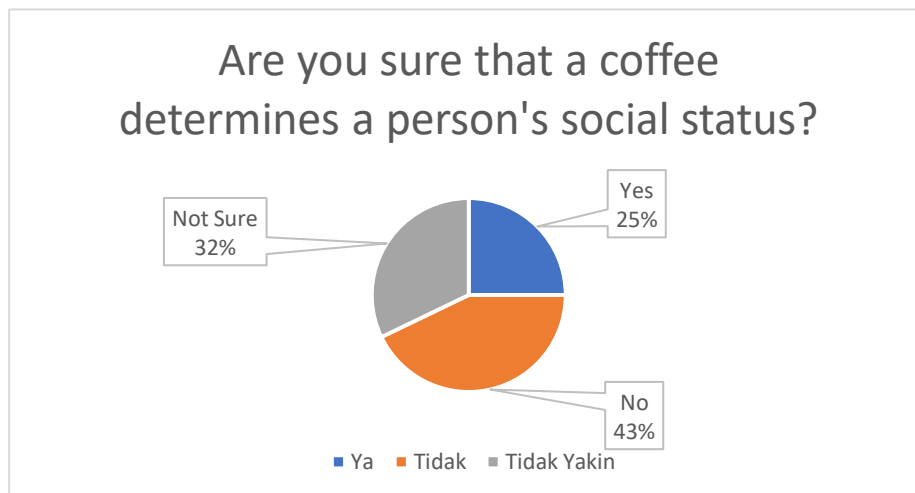
- *Multitask While Drinking a Coffee*



**Graphic7.** Illustrates the Multitasking Work of Coffee Lovers

Graphic 7 shows that 93% of respondents drink coffee outside the home not only drinking coffee but there are other activities that may be productive, such as completing school assignments for students and students, completing office assignments for employees, and even some are working as entrepreneurs using internet / online facilities. Making coffee shops into workspaces is known as working space and creates a new culture where working is no longer in the office and at home but in coffee shops, restaurants, or cafes. This is evidenced by as many as 7% of respondents who enjoy only drinking coffee.

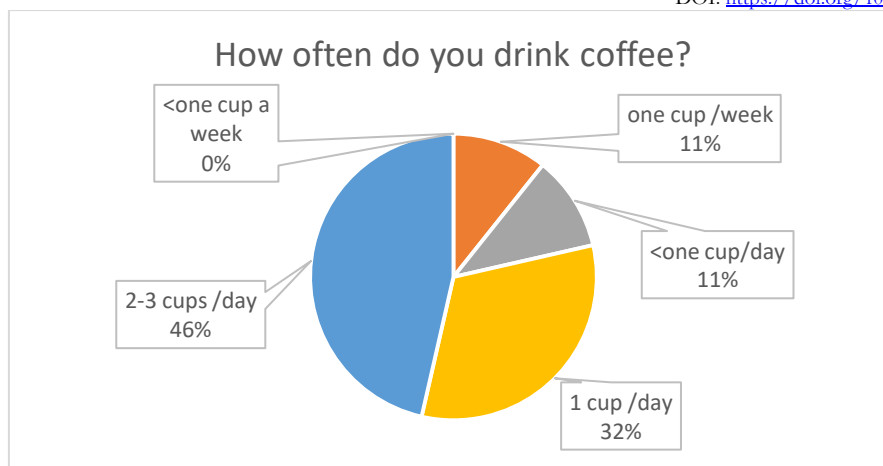
- *Coffee As a Social Status*



**Graphic 8.** Illustrates That a Coffee as A Social Status

Graphic 8 explores as many as 25% of coffee connoisseurs regardless of social status; this is very interesting and positive, meaning that our people, both from the lower, middle, and upper levels, are the same in liking coffee. In other words, the price of coffee is affordable for all people in the community. Although as many as 43% of respondents answered that they were not sure about this, nevertheless, from diagram 1 to diagram 5, it shows that the community has a very strong culture of drinking coffee.

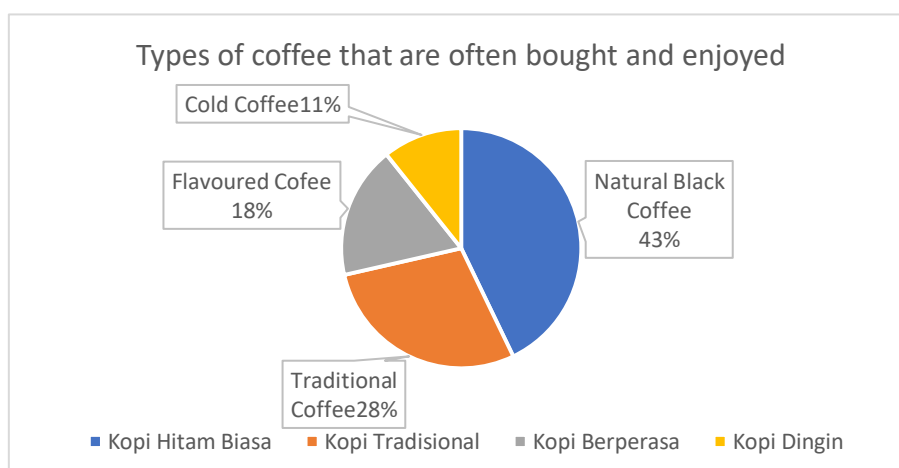
1. The frequency of drinking coffee



**Graphic 9.** Illustrates the Frequency of Coffee Lover

Graphic 9, we can see that as many as 32% of respondents or what we call people drink more than one cup of coffee a day, this shows that the habit of drinking coffee looks big, even almost half of the respondents drink 2-3 cups of coffee per day.

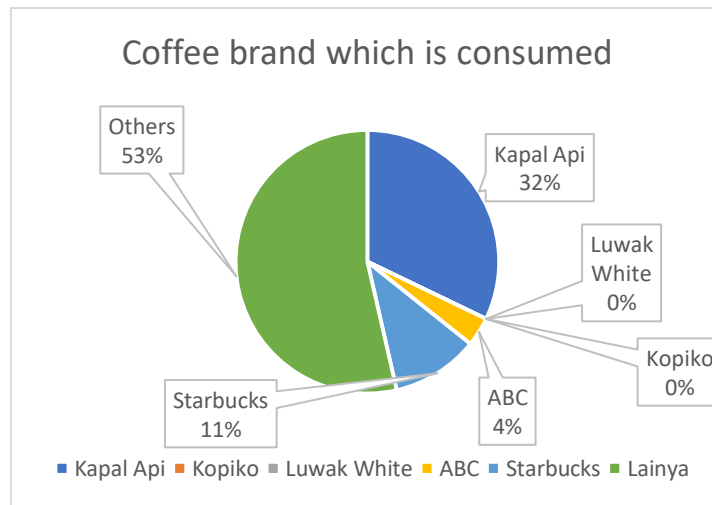
#### *Kind of Coffee Usually to Drink*



**Graphic 10.** Illustrates the Brand of Coffee Usually Drink

Graphic 10 shows that as many as 43% of people start drinking real coffee, namely black coffee, meaning coffee without sugar, and as many as 28% drink traditional coffee, not factory-packaged coffee with a certain brand, although there is still a market share of packaged coffee/instant coffee.

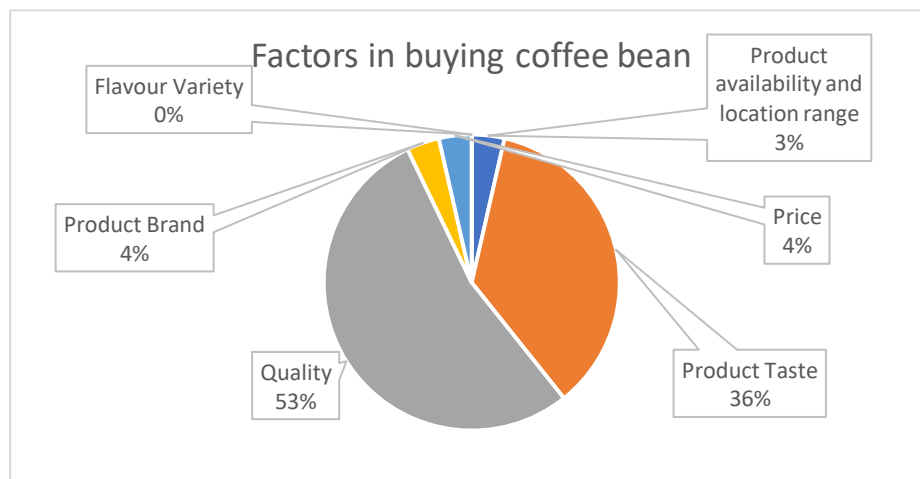
- *Brand of Coffee*



**Graphic 11.** Illustrates the Brand of Coffee

Graphic 11. It shows that as many as 53% of people still drink coffee from various brands on the market, and besides that drinking coffee from real coffee beans is not mixed even though sachet coffee connoisseurs still exist, especially with well-known brands.

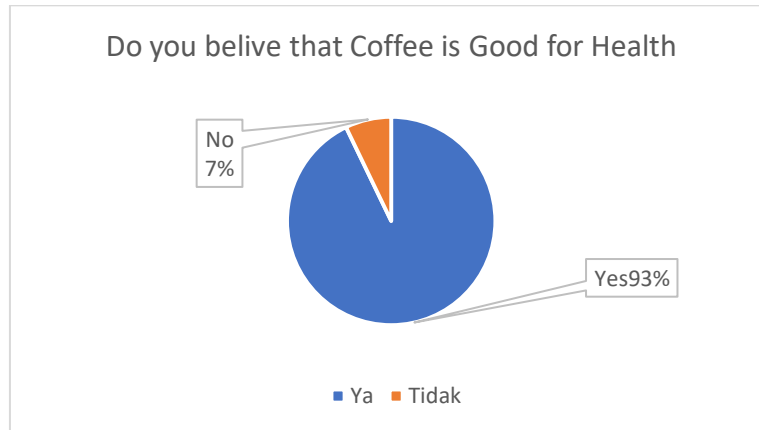
- *Factors In Buying Coffee Bean*



**Graphic 12.** Illustrates the Factors in Buying Coffee Bean

Based on Graphic 12, it shows that the public or consumers who enjoy coffee prioritize quality and taste when combined almost 89% of the respondents, which is very encouraging to the respondents who are not affected by the brand/brand and product price. This means that coffee connoisseurs still buy local coffee from farmers who are not branded and the price is quite high. In this study, the average price of West Java Arabica coffee beans ranged from Rp250,000 to Rp500,000/Kg. While the type of Robusta Coffee is cheaper, which is Rp. 100,000/Kg.

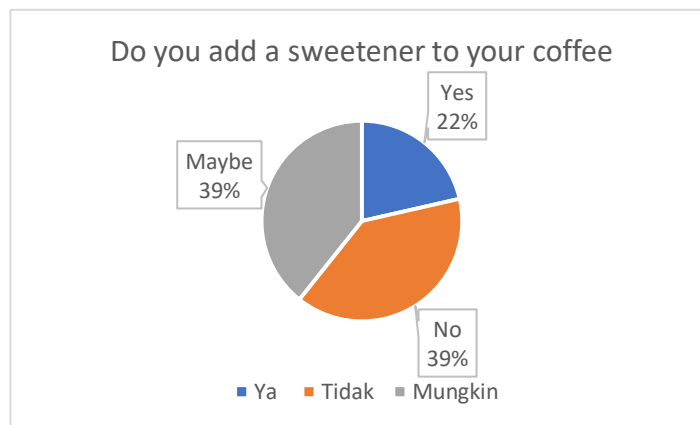
- *Health Effect In Drinking Coffee*



**Graphic 13.** Illustrates the Belief That Coffee Has Good Impact for Health

Graphic 13. It shows that as many as 93% believe that coffee is beneficial for health. Coffee drinkers are very strong which means that people already know that coffee is not only to be enjoyed as a hobby, or culture and opium because of caffeine but it is good for health, this is a very positive value.

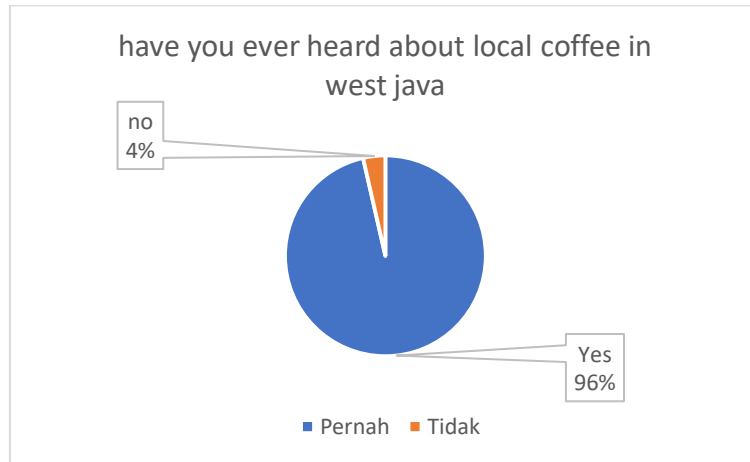
- *Coffee Sweetener*



**Graphic 14.** Illustrates Adding Sweetener into Coffee

Graphic 14 shows that coffee connoisseurs still add sweeteners to their coffee drinks, which is as much as 70% to 25% who are not, meaning that coffee drink products, especially ice coffee, use sweeteners and are favored by the public, especially among coffee connoisseurs who are teenagers and coffee connoisseurs from women. Likewise, there are still connoisseurs of hot coffee who provide additional sweeteners.

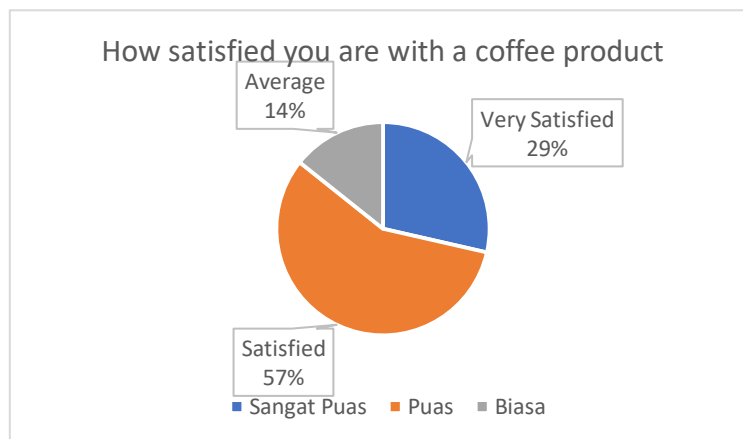
- *West Java Local Coffee*



**Graphic 15.** Illustrates the Name of Local Coffee in West Java

Graphic 15. It shows that coffee enthusiast are very familiar with local coffee. This means that almost 100% of coffee shops, restaurants and cafes that sell coffee are supplied by local coffee products, in this case coffee from local farmers in West Java.

- *Coffee Enthusiast Satisfaction*



**Graphic 16.** Illustrates the Satisfaction of The Coffee Product

Graphic 16 describes the satisfaction of coffee connoisseurs from local products, especially West Java coffee, is more than 50% satisfied.

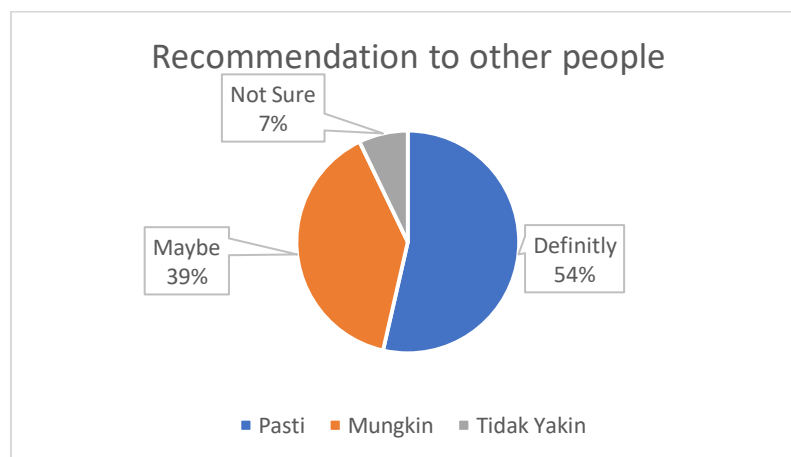
2. Feeling satisfied and do repeat order



**Graphic 17.** Illustrates the Repeat Order Action

Diagram 17 shows that 68% of coffee Enthusiast are interested in buying quality local coffee products from coffee farmers in West Java.

- *Recommendation To Other People*



**Graphic 18.** Illustrates the Recommendation to Other Coffee Lovers

Graphic 18. The results show that as many as 93% of coffee connoisseurs will recommend their products, where quality coffee products will certainly be recommended by customers.

Graphics 10 to 16 show the good quality of the coffee, namely coffee from local farmers, in this case, West Java. The product can be accepted by the coffee connoisseur. Meanwhile, the quantity of West Java coffee products is still lacking in meeting the local market. This means that the local market absorbs the harvest of West Java coffee farmers. This is a very good commodity business.

This research is also supported by the results of the researcher's discussion with coffee businessmen in the Pangalengan and Ciwidey areas. The product has been contracted per season by the world coffee company Starbucks with a contract of 300 tons in the form of green coffee beans (*green beans*). As for other coffee farmers, some are contracted 80 tons per harvest season. While coffee trees begin to bear fruit at the age of 3-15 years, they can only produce mature cheery coffee beans and harvest only 1 time a year, namely in the dry season. So about 3-6 months of harvest time. From 1 kilo of ripe coffee that is still cheery, seeded or dried naturally with sunlight in the greenhouse until it is slightly dry and then peeled for more details bias see in the attached Photo. The result of coffee beans that have been removed from the skin (cheery

shape). It becomes a green bean that is still wrapped in grain and is still wet, while the final result is a green bean that is dry and clean from the grain husk, shrinking by 84%, meaning that 1 Kg of coffee beans in the shape of Cheery becomes 160 Gr of Green Bean. This coffee commodity is extraordinarily unique.

## Conclusion

This study successfully shows that coffee tourism in West Java significantly impacts local coffee bean sales. The culture of drinking coffee in cafes and the increase in tourist visits to coffee plantations contribute to increasing public awareness of local coffee products. With 68% of respondents making a repeat purchase after engaging in coffee tourism activities, it is clear that authentic experiences during a tourist visit are an important factor in consumer purchasing decisions. In addition, coffee tourism not only increases on-site sales, but also strengthens the position of local coffee in the wider market.

As we know, structural challenges, such as limited production capacity and price fluctuations, are still major obstacles for local coffee farmers in harnessing the full potential of coffee tourism. This obstacle prevents the scale of production needed to meet the growing market demand due to the increased number of tourists. Therefore, integrating effective marketing strategies and improving agricultural infrastructure is crucial in optimizing the economic benefits of coffee tourism for local communities.

Finally, As a strategic recommendation, this study emphasizes the need for stronger support from the government and other stakeholders in developing a sustainable coffee tourism ecosystem. This includes increasing farmers' production capacity, improving market access, and strengthening collaboration between the tourism sector and the coffee industry. Thus, the development of coffee tourism can be an effective tool to improve the economic welfare of farmers and promote local coffee products at the national and international levels.

**Declaration of Conflict of Interest:** There is no conflict of interest in this work.

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