

THE EVOLUTION AND GROWTH OF THE COFFEE INDUSTRY IN INDONESIA: FROM COLONIAL HISTORY TO MODERN CAFES

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Abstract

Coffee has stories that are always interesting to hear from ancient times to the present. This drink has fans all over the world with a variety of interesting processing methods and interesting flavors too. Coffee plants are also spread in many countries around the world. In Indonesia, various types of coffee plants are widely planted in several highland areas. A simple processing process in order to maintain the original taste and aroma of coffee is always sought by many farmers and coffee entrepreneurs in many regions. Stories about coffee in the modern era will be presented in qualitative form in this article. Currently, coffee has become a product that is sought after by many fans in places that provide it in different settings. So, if you look closely at this drink, it can also sell the atmosphere of the place that sells it as a companion product. Many shops, cafes and restaurants and even food trucks "carry" coffee as the main product they offer apart from other complementary products, even the atmosphere around the shop, cafe or even restaurant.

Keywords: *Coffee, Traditional Coffee Corner, Modern Coffee Corner*

INTRODUCTION

Indonesia is an archipelagic country that has been famous for its marine, forest and agricultural wealth since ancient times. Indonesia's fertile land has made many countries eager to control Indonesia since ancient times (Wu & Chen, 2000). The richness of agricultural products with warm temperatures makes Indonesia a country that is rich in a variety of products and is much needed by many other countries in other parts of the world (Yılmaz et al., 2017). The fertile land throughout this nation is a natural wealth that is rarely owned by other nations anywhere in the world.

Because of the wealth of volcanoes in Indonesia, the land in Indonesia is very fertile and is able to provide a different taste to several coffee agricultural crops (Angeloni et al., 2019). Many agricultural plants are able to grow and develop well when planted in Indonesia (Wu & Chen, 2000). Soil content originating from volcanic ash from volcanoes in Indonesia is able to "contribute" different flavors to the harvest compared to other countries (Xu Qin,

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2018). This is what ultimately becomes the uniqueness or characteristic of Indonesian agricultural products which are marked by other countries as the best.

The coffee plant is not native to Indonesia, but is a plant brought by the Dutch colonialists from India (Malabar). The Dutch hoped to be able to plant and open plantations that would provide extraordinary income for them in the future (Valencia et al., 2015). In Indonesia, coffee plants were first planted in Batavia in the hope that the process of distributing the coffee harvest to the port could be made easier. However, coffee planting activities in the Batavia area at that time could not continue for long due to the flood disaster (Verburg et al., 2019).

The type of Arabica that was first brought by the Dutch colonialists to be planted in Indonesia was not a coffee plant that was strong against pests (Castillo et al., 2020). This type of Arabica coffee is a plant that is not too strong against rust pest attacks. This rust pest makes Arabica coffee plants unable to grow and develop well until harvest time (Fain et al., 2018). In the end, the Dutch colonialists at that time brought back another type of coffee plant to be planted in Indonesia, namely the Robusta coffee type.

In the end, Robusta coffee was indeed able to provide optimal results for the colonial peoples at that time. This type of Robusta coffee bean eventually became the mainstay coffee ore harvest for the colonizing nation (Fain et al., 2018). Because this type of coffee plant is able to survive or is stronger than Arabica coffee to face damaging pests (Castillo et al., 2020). Although Arabica coffee beans are still produced from Indonesian soil, even though they are not grown in Batavia.

And both types of coffee plants can be planted and produce excellent coffee beans. The harvest of these two types of coffee plants is currently the nation's mainstay crop (Chain-Guadarrama et al., 2019). Currently, in Indonesia many types of coffee plants have been produced from crossing these two types of coffee using supporting agricultural technology (Maeztu et al., 2001). In fact, various types of coffee are produced from many large islands in Indonesia with different aromas and flavors, depending on the type of soil where it is grown.

LITERATURE REVIEW

Coffee

Arabica and Robusta coffee plants have been coffee plants developed in Indonesia for hundreds of years by Dutch colonialists. The colonial nation, the Dutch, brought these two types of coffee from two different countries, namely Malabar (India) and Africa (Angeloni et al., 2019). These two types of coffee beans contain different levels of caffeine and quite different flavors (Chain-Guadarrama et al., 2019). Although initially, Arabica coffee plants were considered more valuable than Robusta coffee plants, the facts prove different (Barbosa et al., 2019).

In ancient times, quality processed coffee beans could only be purchased and enjoyed by colonialists (Beall & Kanji, 1999). Not all Indonesian citizens at that time had the opportunity to taste the harvest of coffee plants planted on their land. The Indonesian population only became spectators when the colonialists enjoyed the premium coffee harvest they produced. The lowest quality harvests are allowed to be enjoyed by farmers who are Indonesian residents (Beall & Kanji, 1999).

In the end, currently the Indonesian population is able to enjoy the best processed coffee crops grown in Indonesia with various names based on the names of the producing regions (Chaudhuri & Holbrook, 2001). In fact, the best coffee plants that the Indonesian people can produce can now be found spread across almost all of the islands in Indonesia, in areas surrounding the mountains and hills. And almost the majority of finished Indonesian coffee products are very special types of coffee and produce different flavors and aromas (Agnoletti et al., 2019). Coffee has finally become a people's drink that is able to unite many communities and levels of education in many gathering settings (Yılmaz et al., 2017).

Traditional Coffee Corner (Traditional coffee shop)

A coffee shop is the simplest place where residents of the surrounding community find what they need, while chatting with other people. While chatting, they can also enjoy a cup or more of hot coffee, traditionally prepared by the coffee shop owner (Mohamud et al., 2017). The attraction of a coffee shop is simple processed coffee products that buyers can enjoy wholeheartedly. By enjoying this simple coffee preparation, buyers are able to find things and topics of conversation with other visitors (Pralhad & Ramaswamy, 2004).

Another thing that is able to attract buyers from a coffee shop is processed coffee beans which are cooked simply but are able to produce an aroma that is highly sought after by coffee drinkers (Baron & Cara, 2003). Coffee drinks are drinks with a very attractive aroma

as their characteristic. The different aroma and taste of coffee from each region attracts consumers from everywhere to a coffee shop. A simple coffee shop has a strong appeal when coffee drinks are served to loyal consumers, as well as potential new consumers (Bijmolt et al., 2018).

All simple processes of storing and cooking (roasting) coffee beans, as well as a good water cooking process, are very necessary to prepare coffee drinks well (Barbosa et al., 2019). This processing process is not a process that can be enjoyed in a short time in order to obtain special results. The better the process of storing, processing and cooking coffee drinks for buyers, the more a coffee shop will be enjoyed and sought after by coffee drink lovers. The simplest place but much sought after by men, because of the coffee drinks offered, is a coffee shop that is able to process and serve coffee drinks well (Pralhad & Ramaswamy, 2004).

Modern Coffee Corner (Modern coffee shop)

Coffee shop as a place to socialize in the modern concept of a simple coffee shop, with a variety of products needed by consumers who come to visit. Coffee shops in a modern concept are an attraction for many coffee drink fans (Avelino et al., 2005). Their hope is to enjoy quality coffee drinks in a comfortable place. Apart from a comfortable place and popular coffee drinks, consumers can also socialize with their network of friends (Baron & Cara, 2003).

Coffee products are processed manually in a coffee shop to produce processed coffee drinks that are suitable for consumers to enjoy. Authentic Indonesian coffee drinks are currently the main choice of consumers in many coffee shops, and are even coffee drinks with prices that are not cheap (Xu Qin, 2018). Authentic Indonesian coffee with a strong taste and aroma is an expensive drink in many famous coffee shops, one of which is Luwak coffee. The processing process that has been studied well so that it can produce coffee drinks that have competitive taste and quality has become the processing standard in many schools or Barista training (Argan et al., 2015)

Baristas and coffee shops have been an inseparable pair since several years ago, when coffee drinks became the choice of many people who chose coffee shops as their place to socialize (Avelino et al., 2005). A coffee shop without a barista will certainly not be able to serve the processed coffee drink products that consumers expect. Meanwhile, a barista without a coffee shop might be able to produce a well-known coffee shop, so that consumers will make the coffee shop they own have their own market share (Purnomo et al., 2020). A person who is familiar with simple coffee drinks will be able to have increasingly valuable

abilities economically if they are willing to learn to improve their ability to process coffee so that it becomes a coffee drink of higher quality and is desired by many consumers.

RESEARCH METHOD

This research will discuss qualitatively descriptively about coffee and coffee shops which currently have the phenomenon of working closely together to produce quality processed coffee drinks that are able to fulfill the desires of coffee-loving consumers everywhere, especially in Indonesia, which has long been spoiled by coffee drinks. In many coffee shops it is simple, with a simple process but does not eliminate the real taste of coffee.

RESULT AND DISCUSSION

Research Result

A. Coffee

Coffee is a plant that is hundreds of years old apart from tea which was brought by colonialists and grown in Indonesia at that time until now (Cerdán et al., 2012). The coffee plant that was originally brought by the Dutch colonialists to Indonesia was Arabica coffee which came from Malabar (India). However, because when this type was planted in Indonesia it was unable to survive plant pests, at that time it was unable to fulfill the hopes and desires of the colonial government to generate additional income (Agnoletti et al., 2019). Even at that time, many coffee plantations in Batavia were damaged, because Batavia was hit by a major flood, so many of the coffee plants planted were damaged.

In order to accommodate the needs of the world market which required coffee harvests, the Dutch colonial government at that time attempted to develop coffee farming land in Indonesia (Kartikasari & Albari, 2019). At that time the colonial government tried to clear land in Batavia as the first land to be prepared for this. Batavia was the choice because it was close to the center of the colonial government at that time, so it was hoped that the process of monitoring and managing coffee plants in Indonesia would be easier. However, it turns out that the expected coffee plants are not able to provide maximum crop yields, even the strength of the coffee plants themselves against plant pests is not as expected (Cerdán et al., 2012).

In a short time, it was proven that the expected Arabica coffee plant was not able to provide maximum income for the Dutch colonial government at that time. Before bringing in the Robusta coffee plant, the Dutch colonial government even brought in another new type of coffee plant, namely Liberica, which has a derivative variant called Excelsa (Alonso-Salces et al., 2009). However, this type of Liberica coffee plant has the same resistance as

Arabica to leaf rust plant pests (Kartikasari & Albari, 2019). In the end, the Dutch colonial government brought back a different type of coffee plant from Africa, namely the Robusta type coffee plant.

From this type of Robusta coffee plant, the Dutch colonial government at that time really hoped to obtain a much better income than the Arabica coffee plant. In order to fulfill this desire, the Dutch government at that time finally tried to plant this type of coffee plant in the East Java region (Akumbomi, 2011). At that time, it was proven that Robusta coffee plants were able to survive leaf rust pests which were able to damage the leaves and stems of coffee plants, thereby disrupting the coffee bean harvest process (Andueza, S., M. P. De Pena, and C. Cid. 2003). And finally, the Dutch colonialists' desires and efforts to have maximum agricultural products from Robusta coffee plants were fulfilled.

After it was proven that Robusta coffee plants were able to withstand leaf rust pests better than Arabica coffee plants, a new policy was created (Berrang-Ford et al., 2019). The Dutch colonial government began to spread the activity of planting Robusta coffee plants in many regions of Indonesia. Every island in Indonesia is certain to have several areas as coffee plantation areas (Akpan & Zikos, 2023). Unlike Arabica coffee plants, Robusta coffee plants are also able to grow well and fertile in lowland plantation areas (Alonso-Salces et al., 2009).

Robusta coffee plants are ultimately able to provide optimal results when planted in several regions of Indonesia, including Papua and even Aceh (Bianco, 2020). Currently, the types of coffee plants in Indonesia have undergone a development process in line with the development of technological innovation. Research institutions related to coffee plants in Indonesia are currently able to carry out the process of developing cross-breeds of coffee plant types. The research and development process for coffee plants in Indonesia has developed rapidly so that it is able to produce products in the form of very high quality coffee plants (Maeztu et al., 2001).

The research and development center for coffee plants in Indonesia not only develops the best quality types of coffee plants (Berrang-Ford et al., 2019). The institution also develops the production of organic fertilizer for coffee plants which are planted and developed on land around the location of the research and development center (Ademe et al., 2020). The organic fertilizer produced comes from goat and cow dung which is processed together with dry branches and leaves found around the area where the livestock are kept. So, the organic recycling process is the method chosen and used for research and development of quality types of coffee plants along with the best fertilizer that is most

suitable to support the process of plants producing quality coffee beans (Andueza, De Peña, et al., 2003).

Currently coffee farmers throughout Indonesia have received excellent and continuous education regarding the process of growing coffee through to the harvest process (Gonzales Alegria et al., 2023). The educational process was initially started by people who were very concerned about the economic conditions of coffee farmers and the price of coffee on the world market. The harvest of coffee beans that are very well processed is guaranteed to provide excellent results for the income of farmers and the nation (Akpan & Zikos, 2023). A good harvesting and storage process for coffee beans will be able to store and maintain the aroma and quality of the coffee very well (Gokavi et al., 2021)

Carrying out education activities for coffee farmers is not an easy process (Gokavi et al., 2021). Coffee farmers in Indonesia are simple individuals who accept any price from buyers of their harvest. This condition has been experienced by coffee farmers in the area for years without much significant change for them. For this reason, the current government and people who care as well as non-governmental organizations are obliged to help coffee farmers become better (Bianco, 2020). Better conditions for farmers to obtain what they should have obtained so far from the harvest of their coffee plants, namely improved income from quality coffee farming.

B. Traditional coffee corner (traditional coffee shop)

A simple coffee shop is the place of choice for many people to meet and chat with friends and colleagues to discuss many things. Meeting and chatting with friends and colleagues for the sake of continuing one or several things in a coffee shop is an important thing for some people in many regions in Indonesia (Brodie et al., 2011). This place is an important location and the most popular choice because it accommodates the needs for atmosphere and coffee drinks which are the desires of many consumers. A simple coffee drink but containing a special aroma and taste, is able to provide support for some people there to find new ideas or thoughts about many things (Bijmolt et al., 2018).

A simple coffee place but able to provide what many people are looking for and want, namely tranquility in order to enjoy the aroma and effects of caffeine contained in a simple coffee drink (Prahalad & Ramaswamy, 2000). The caffeine contained in coffee drinks is actually capable of producing multiple levels of energy, but in a simple coffee shop, fresh and new ideas and thoughts can finally be produced (Brodie et al., 2011). The process of making coffee drinks, which tends to be very simple without the touch of modern equipment,

is able to provide the best taste of processed coffee beans available. The processing process using a stove and wood fuel means that the aroma and taste contained after going through the coffee bean storage process properly, do not disappear.

So far, coffee shops have been considered as a place to gather and chat for people who are less fortunate and without better jobs. For years, this simple place was considered a gathering place for "second class" citizens, aka economically disadvantaged citizens, but this has now changed (Dhisasmito & Kumar, 2020). A simple coffee shop is no longer a gathering place for second-class citizens or people who don't have better jobs, but has become a place of choice for gathering and exchanging ideas for many levels of society. In fact, some community members deliberately choose to meet and gather with business colleagues in a coffee shop just because the coffee shop has very delicious coffee drinks (Prahalad & Ramaswamy, 2000).

The original coffee beans currently enjoyed by coffee lovers in simple coffee shops throughout Indonesia are mostly Robusta coffee (Chaudhuri & Holbrook, 2001). A type of coffee bean produced in almost all regions of Indonesia, this type has a characteristic aroma and taste that tends to be different (Andueza, Maeztu, et al., 2003). The coffee harvested by farmers in Sumatra and Java can be guaranteed to have a different taste and aroma, because the soil where the coffee plants are grown has different ingredients (Gonzales Alegría et al., 2023).

A coffee shop is now a place to enjoy coffee in a more modern and open atmosphere. A more modern concept of a place to enjoy simple and modern types of coffee, namely instant coffee. Of the many coffee shops that are more open, they tend to prioritize the concept of processing real coffee beans even though it is in the form of real coffee powder (Dhisasmito & Kumar, 2020). In fact, some others do not want to provide processed coffee bean products in the form of instant brewed coffee, because they think instant coffee is not actually real coffee (de Paula Lima & Farah, 2019).

Today's coffee shops have combined several modern things in their operational activities. Some of these coffee shop business owners have also accommodated the desires and needs of consumers other than fans of genuine coffee drinks (Grinshpun, 2017). Some of them have also provided WiFi in order to meet consumer needs, even processed drinks, both instant and non-instant besides coffee (Argan et al., 2015). However, coffee shop owners also continue to provide pure processed coffee drinks as their mainstay beverage product (de Paula Lima & Farah, 2019).

The main attraction of a traditional coffee shop apart from the real coffee drinks served is the process of cooking water which still uses wood or charcoal (Grinshpun, 2017). The aroma that can be enjoyed is not only the aroma of original coffee beans. Consumers can also enjoy the aroma of wood charcoal which is used to cook the water and coffee that will be served. These two aromas are distinctive aromas that are difficult to find nowadays, only a few traditional coffee shops still use wood charcoal or coconut shells to cook water and prepare traditional processed coffee powder (Fachry et al., 2007).

C. Modern Coffee corner (modern coffee shop)

The more advanced technology becomes, the more advanced the equipment that can be used to process coffee beans (Andueza et al., 2007) produces from farmers in Indonesia. The process of processing and making genuine coffee bean powder harvested by coffee farmers in Indonesia into a special drink is actually not an easy process (Kim et al., 2016). There are several knowledge related to coffee that can be studied by many people who have special attention to authentic Indonesian coffee. Starting from the process of planting and caring for coffee plants properly and correctly which will produce more quality coffee beans using natural fertilizer (Nadaleti et al., 2018).

Starting from the harvest process, it is mandatory to ensure that the coffee beans are ready and suitable for harvest until they are processed into quality coffee drinks for consumers (Kim et al., 2016). Followed by the process of storing it in jute fiber sacks which are guaranteed to maintain the taste and aroma quality of the coffee beans. It is believed to have been proven by farmers and several modern coffee café owners that sacks made from jute fiber have extraordinary functions. Jute material is considered capable of maintaining and storing for years the quality and aroma of coffee beans that are stored before processing (Frost et al., 2019).

Sacks made from jute fiber are able to store and maintain the quality and aroma of the original coffee beans harvested by farmers until the time comes to process them into coffee bean powder that is ready to be brewed (Frost et al., 2019). This process has been widely proven since the Dutch colonial era in Indonesia, which always chose sacks made from jute fiber to store coffee harvests. It turned out that all of this was done by the Dutch colonialists in order to maintain the quality of the coffee bean harvest from Indonesia, in order to compete with Malaysia and Brazil as the largest coffee producing countries. And it has been proven that what was done by the Dutch colonialists at that time was one of the correct processes in maintaining the quality of coffee beans (Fachry et al., 2007).

Currently, many modern coffee café owners are trying to find out about the science of processing coffee beans harvested by Indonesian coffee farmers (Thompson & Arsel, 2004). Those who try to learn find out everything about coffee so as to produce quality authentic Indonesian coffee drinks. Because coffee beans harvested throughout Indonesia have a special and different aroma and taste, and this has been proven (Argan et al., 2015). It has been proven that simple and traditional processes can produce extraordinary products with the support of several modern equipment that have been created to support the process (Hafasnuddin et al., 2019).

Although many modern coffee café owners choose to use modern equipment to process coffee beans into quality coffee drinks, in order to fulfill consumer desires (Andueza et al., 2007). However, some coffee owners prefer to invest in purchasing equipment that supports the process of producing luxurious and high-quality coffee drinks to serve to customers (Lee et al., 2018). In fact, some of the equipment that must be purchased is not cheap equipment because it is not domestically produced, including sending human resources in charge of processing coffee to attend training (Andueza, Macztu, et al., 2003). This is an extraordinary investment activity to support the marketing process of authentic Indonesian coffee which has been given a name according to the area where the coffee beans are harvested (Liping Wang, 2018).

Currently, the process of introducing quality coffee drinks from Indonesia is getting better. All of this is because the education process for coffee farmers in many regions in Indonesia is getting better and more evenly distributed. For modern coffee café owners, the higher the quality of coffee beans produced by coffee farmers, the income earned by modern coffee café owners will also increase (Purnomo et al., 2020). All educational processes for coffee farmers are ultimately not only able to increase the income of coffee farmers, but also modern coffee café employees (Tan et al., 2011).

Even today, the number of modern coffee cafes is increasing from year to year. Several coffee cafés are currently owned by public figures, not just ordinary citizens (Thompson & Arsel, 2004). In general, these public figures are aware that the quality of coffee harvested by Indonesian farmers is truly extraordinary. So they run a modern coffee café business while maintaining the original quality of coffee harvested by Indonesian coffee farmers which is not available in coffee harvested from other countries in the world (Tan et al., 2011).

CONCLUSSION

Coffee, especially a drink full of aroma that can increase the spirits of anyone who likes it and even loves it, has occupied a different class today (Lee et al., 2018). At the beginning of introducing coffee beans from the original harvest of Indonesian coffee farmers to the public were very difficult times. For Indonesian coffee farmers, earning more income from the harvest of coffee beans was not very easy at that time (Liping Wang, 2018). Capital for growing coffee can be recouped from selling the harvest of coffee beans, which is already a source of happiness for farmers.

Coffee has occupied a different class compared to previous decades in Indonesia. Coffee drinks can only be enjoyed in simple coffee shops in villages or villages with a very simple cooking process (Hafasnuddin et al., 2019). The coffee that was enjoyed was also not the harvest of the best coffee beans, because the best was only for sale by the Dutch colonial government at that time (Mohamud et al., 2017). In fact, the government's purchase price for coffee was no better until recently, farmers only received a percentage of the price of coffee drinks sold in many modern coffee cafes.

This is quite a concern for some people who care about the harvest of coffee beans originating from Indonesia and also care about coffee farmers. Until finally an educational process was attempted by the government and people who care about sustainable coffee and its farmers (Nadaleti et al., 2018). This process is ultimately able to make farmers' income better at this time because the price of coffee beans is getting better. In fact, the growth and development of the number of modern coffee cafes is increasingly evident with the number of outlets selling coffee drinks with very interesting names (Valencia et al., 2015).

The government and coffee farmers as well as people and institutions who really pay attention to coffee and the marketing flow of authentic Indonesian coffee products, must always work together in the process. This collaborative process also includes developing the quality of coffee plants (Yu, 2019). Coffee plants that will be planted by farmers in Indonesia must be "supervised" by the coffee plant research and development agency in Indonesia. Because the knowledge developed by this research and development agency will really help coffee farmers and the country in the future (Verburg et al., 2019).

For this reason, the education process for farmers and institutions or individuals who support the development of quality coffee bean processing must not be interrupted (Ademe et al., 2020). Indonesian farmers' coffee bean harvests will produce better results if the central and regional governments always pay better attention (Wenzhen Wu, and Qijie Chen, 2000). Local and central governments should not miss out on activities that support the process of

developing processed Indonesian coffee bean harvests. Indonesian coffee must be introduced to the international world through many agricultural exhibition activities, especially the characteristics that coffee crops from other nations in the world do not have (Yu, 2019).

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