

# The Relevance of Online Application Trends in Creating Space Programming for Local Coffee Shop in Jakarta

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**Keywords:** Coffee shop, space programming, online application.

**Abstract:** The online application in Indonesia has become trend and applied in many aspects. The online application, such as Gojek, Grab and Uber, try to respond the needs of young adult population. The existence of coffee industry and coffee shop has boomed in recent years, especially for speciality coffee. There are many emerging franchise coffee shops as well as local coffee shop since Starbucks opened in Plaza Indonesia 2002. The relevance between online application and local coffee shop are interesting topic to discuss since many of those coffee shops become partner of online application to support their service system. The business partnership should have advantages for both party. In this research the study focused on what is the impact of online application to space programming in local coffee shops? This research used observation and literature study as method, supporting with site visit, field inspection, documentation and collected data. From this research it is founded that there are a few effects that happen on the interior plan of cafés that should be alter because of the use of online application. Hopefully the outcomes of this research can give contribution in interior design studies especially the knowledge about space programming in public space in responding the user need.

## 1 INTRODUCTION

This digitalized era has arrived and it is time for human as well as a user to make the best used of digital presence to have positive value for a better living. The vast development of online application in Indonesia has become trend and applied in many aspects. The online application such as gojek, grab and uber try to respond the needs of young adult population. Providing ease and speed in the service are the goal to be achieved in the implementation of online application. Both personally and in groups, the need of using online applications has become part of everyday life as long as they have smartphone that have features for the application.

The leading online application in Jakarta is Go-Jek. Go-Jek Indonesia under PT. Aplikasi Karya Anak Bangsa has become the pioneer of local online application company in Indonesia. Established in 2010 as motorcycle ride-hailing phone service, Go-jek has evolved into on demand mobile platform and a cutting edge application. The founder is Nadiem Makarim, young and talented businessman graduated from Harvard Business School, United States of

America. 'An ojek for every need' is their tag line in order to meet the customer needs (Go-Jek Indonesia, 2017). Start with online transport in using motorcycles and cars, these services provide many opportunities for both users and providers. It gives a new phenomenon in Indonesia, especially Jakarta and its surroundings, where distance is not a barrier and time becomes more efficient. This online service has became popular in 2014 when Go-jek has more options of services like go-food, go-massage, go-clean, go-shop et cetera. These services provide convenience in using certain services of using online application (Pratama, 2017).

"Coffee is the favorite drink of the civilized world", said Thomas Jefferson. Coffee is a brewed drink prepared from roasted coffee beans (National Coffee Association of USA, 2018). The coffee industry and coffee shop has boomed in recent years, especially for speciality coffee. Indonesia has produce coffee beans in some areas such as Sumatra, Java, Sulawesi, East Timor and Papua, it is the third-largest coffee producing in the world (Santos, 2009). This is one of the reason why coffee is also known as part of Indonesian culture. Drinking coffee has also

become daily activities of Indonesian people, especially adult males whose found in coffee shop as regular customer. They are drinking coffee, smoking, talking and discussing in the coffee shop, therefore coffee shop as a third place is the place of social interaction for Indonesian people.

Coffee shop is a space for selling coffee and light refreshment, it is commercial space that can be found in malls, office buildings, hospital or even on the side of the road. There are two types of coffee shop based on the ownership : (1) Local franchise and (2) International franchise. Starbucks has given big influence in the coffee industry in Indonesia since it first opening in 2002 at Plaza Indonesia (Starbucks Indonesia, 2018). An international franchise like Starbucks has their own standard in operational system, type of service and similar selection of coffee around the world. There are many emerging franchise coffee shops as well as local coffee coffee shop since then. Drinking coffee became lifestyle among the young people. Since the growth is mostly coming from young adult population, it means that new trend is happening, and this people are usually the best customer to have. While international franchise has their own identity in speciality coffee and its prestigious, local coffee shop has to create different concept to attract the customer to come and repeat their visit.

The success of the local coffee shop business is supported by the local coffee bean industry, where the growth of the coffee shop business also influences the sustainability of the welfare of the coffee farmers. This happens because local coffee beans used as basic ingredients for making coffee, also sold in packaging that can be purchased by customers. The relevance between online application and local coffee shop are interesting topic to discuss. In this research the study focused on what is the impact of online application to space programming in local coffee shops? Hopefully the outcomes of this research can give contribution in interior design studies especially the knowledge about space programming in public space in responding the user needs.

## 2 METHODS

This research used observation and field inspection as methods, supporting with site visit, field inspection, documentation and collected data. The objects observation are small coffee shop that registered as Go-partners in Jakarta, there are Kopi Tuku, Kopi Logika, and Kopi Kulo. These three coffee shops are established in the last three years when the online

application for go-food service has been found. Analysis is done by comparing these three coffee shop's space programming based on their flow activities responding the needs of online application service system.

## 3 RESULTS AND DISCUSSION

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Before small coffee shops emerged, the people of Jakarta and surrounding areas enjoyed coffee at local and international franchise outlets, such as Anomali Coffee and Starbucks. Anomali Coffee can be found easily in 8 locations spread across Jakarta. While Starbucks is found in almost every major shopping center in Jakarta. Both of these coffee retailers have a modern coffee shop service system. Activities that occur is that consumers order drinks at the cashier counter and wait for orders to arrive at the counter. After that the consumer can enjoy the order in the sitting area if you want to enjoy the order in place. Some Starbucks stores located in independent buildings have a drive thru service where consumers can order and take orders at special booths without the need to get off the vehicle. With the large number of outlets and the existence of the messaging service from the vehicle has made it easy for people who want to enjoy coffee outside his dwelling.



Figure 1. Flow circulation and space program in coffee shop with modern service system.

The observation is focused on three local coffee shop that has been registered as Go-partners, they are: Kedai Kopi Tuku, Logika Coffee and Kopi Kulo in Jakarta and South Tangerang. These coffee shop are chosen as sampling for this research because they have adjust their shop into specific space programming to respond take-away services that utilize online application. Go Food as the online application will provide information such as menus, price, address an operational hours of each shop even the promotion program for customer who using go-pay. Nowadays, using online application has become an interesting business to expand and develop the new ideas.

### 3.1 Kedai Kopi Tuku 2016

Tuku Coffee Shop was established in 2015. This shop is one of the pioneer of the growth of small and local coffee shops that sell 'homemade' coffee with modern packaging. The establishment of the Tuku Coffee Shop is the result of the owner's analysis that the interest of the people in Jakarta for local coffee is still minimal.

The most popular dish is Kopi Susu Tetangga, where visitors can queue up to 1 hour to get the menu. Other than range of coffee menus Tuku Coffee Shop also sell snacks, such as sponge cake and fritters (Aziza, 2017). Starting from a limited number of outlets in Cipete area where the booth is always crowded with visitors, Kopi Tuku adds special outlets to serve online order in Antasari area. The third storefront in Bintaro Jaya is open in 2017 to expand the reach of customers. The Tuku Coffee Shop has a take-away service system where customers put order at the cashier counter, wait for orders to be ready in the waiting area, then retrieve orders at the counter, and then leave the store. Tuku Coffee Shop does not provide a seating area for guests to enjoy their order. With the activity as above, Kopi Tuku has a limited interior zone includes order-cashier-pick up area, waiting area, service area, and display area.



Figure 2. Cashier Counter and Display area in Kopi Tuku, Bintaro-South Tangerang.

### 3.2 Logika Coffee

Logika coffee located in Jl. K.H Syahdan in across the main entrance of Syahdan Campus Bina Nusantara University. Opened since September 2017, the target market is Binusian students, and people in the neighborhood. The best seller is ice kopi krimer which blend of coffee and creamer. It has to-go concept which customer are able to sit outside the coffee shop while waiting to pick up the coffee when it is ready at the pick up counter. Based on the

interview with the owner, most of the customer are students from Binus University and people in the neighborhood and rarely use online application. This store employs 1-2 staff in the store.



Figure 3. The shopfront of Logika Coffee in Jl. KH. Syahdan, West Jakarta

### 3.3 Kopi Kulo

Kopi Kulo is a newcomer to the coffee business whose sales are widespread in Jakarta. Since its founding in December 2017, this coffee shop has a coffee to-go concept for Jakarta's coffee lovers looking for coffee on their way. Kulo coffee shop put forward other creative menus that make it different from other coffee shops. The best seller is Avocado which is a blend of espresso, avocado and chocolate ice cream, alongside with Iced Coffee-Cheese, and Cookies and Cream.

Due to the coffee to-go concept, Kulo Coffee became Go-Jek's partner, and was awarded the most-ordered newcomer through the online application in the fifth month of the opening of this coffee shop. Based on the concept as well, this coffee shop creates a very minimal store area. With an area of about 5.5 square meters, Kulo Coffee has an order/cashier counter, and a pick-up counter at the front of the shop. Customers order and pay at the order/cashier counter, and pick up orders at the pick-up counter. This store does not provide a special waiting area. Due to the location of the shop that is in the side area of a residence, the customer who waiting for the order can wait stand around the store. For the service area, this store maximizes the interior area with a linear work counter lay out on two sides of the store. This shop employs 3 to 4 staff in its store (Movanita, 2018).



Figure 4. Kopi Kulo in Cikajang, South Jakarta

The online application such as go-food has given new ideas of selling food and beverages. There are several advantages for seller as go-partner in selling their goods. This partnership is not limited in term of space requirement, since the customers do not need to drink in. Therefore, the business owner do not have to accommodate space for tables and chairs as main facilities to start up a coffee shop. It is more efficient, and also became a new concept in designing interior of coffee shop. Based on the survey and site visit to three local coffee shop there has been transformation in creating space programming for local coffee shop in responding online application users.



Figure 5. Flow circulation and space program in coffee shop with the new concept

The advantages of online applications are the convenience to order drinks according to the menus without having to go, efficient in time and activities, and last but not least do not have to queue, because the Go-jek person will substitute it for the customer.

The success of the local coffee shop business is supported by the local coffee bean industry, where the growth of the coffee shop business also influences the sustainability of the welfare of the coffee farmers. This happens because local coffee beans used as basic ingredients for making coffee, also sold in packaging that can be purchased by customers.

## 4 CONCLUSIONS

There are several impacts that occur on the design of coffee shops, especially on designing the space program in the shop, that need to be adjust due to the

needs of online application in ordering coffee. These are the impacts:

1. Coffee shops do not have seating area to drink in, but there is sitting facilities in waiting area. Thus, in designing coffee shop space programming who partnered with online application does not have to allocate big space.

2. The circulation flow for the customer are : order - pay - wait - pick up order, therefore it is sufficient to create coffee shop space programming with display counter, cashier, waiting area, and pick up counter.

Based on these impacts, online application can give opportunities for entrepreneur who wants to start business, in this context is coffee shop, as partner to support service system. This partnership gives advantages in terms of space needs and numbers of human resources need. Furthermore, it also helps the sustainability of local coffee farmers' well-being.

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