

# Analysis of Coffee Shops in Medan

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**Keywords:** Coffee Shop, Lifestyle, Three Types of Coffee Shop Such; Idealist, Pragmatic and International.

**Abstract:** This study aims to analyze the characteristics of coffee shops in Medan and how the perception of coffee shop visitors to the presence of coffee shops in Medan. This research uses a descriptive qualitative approach. Data collection is conducted by interviews with a questionnaire guide to coffee shop owners, employees, and consumers in Medan. Besides, in-depth interviews were conducted with coffee shop entrepreneurs/owners, baristas and coffee consumers. The results showed that there were three types of coffee shops in Medan, namely *idealistic*, *pragmatic* and *international*. Coffee Shop has become a new lifestyle place for young people in Medan City of Medan. The purpose to visit the coffee shop is to have coffee, hang out with friends, add relationships, chat, play games and discuss with business friends and college friends. Coffee shops have also become a new public area to add business relationships, create new ideas, places of entertainment while enjoying coffee.

## 1 INTRODUCTION

One of the human needs is self-socialization, and restaurants and cafes become places where people can fulfill it. As the population grows, especially young people, their needs also increase. One of the businesses which appear and rapidly develops is coffee shops which are usually called cafes which shift in their meaning. The word, cafe (which means coffee shop) comes from French. It used to be simple and located on roadsides or pavements, but today it is inside a starred hotel or a mall with various names. One of them is a coffee shop which also serves not only big meals but also serves its customers with beverages and light meals (snacks). The more important thing about a coffee shop is that it also sells a good atmosphere.

Coffee is the main Indonesian commodity of export. Indonesia ranks the third of coffee producer in the world after Brazil and Vietnam. It contributes to the neighborhood of 6% of the world's total coffee production. It also ranks the fourth of the biggest coffee exporters throughout the world with its market segment of about 11% in the world. (Raharjo, 2013; Nalurita et al., 2014; Suprayogi et al., 2017; Wulandari, 2010; Drajat, 2007; Sari and Tety, 2017).

Today's rapid growth of coffee shops cannot be separated from the influence of urban lifestyle which serves enjoyable life for amusement seekers and becomes the favorite place of *nongkrong* (chatting) not only for young executives in office areas but also for for any young people. The phenomenon of going to a cafe is called the lifestyle in big cities. Students in Yogyakarta have made coffee shops as the *nongkrong* places for doing their assignments, reading books, having a chat with friends, having a meeting, playing cards, and playing music (Pranita and Pinasti, 2016).

A lifestyle is a consuming pattern which reflects one's choices about how he spends his money and time. Chaney (2011) said that lifestyle depends on cultural forms, each of which is a style of manners, how to use certain goods, places and times that are characteristic of a group. But not the whole of their social experience.

Nowadays, the number of coffee shops in Medan is increasing. Therefore, it is necessary to analyze the characteristics of coffee shops in Medan which include the types of coffee, the types of food and beverages served, *barista* (a person who is skillful in making and serving coffee) and the turnover obtained by the owners of coffee shops.

The history of coffee in Indonesia begins with the Dutch who were colonizing Indonesia. By the

mid – 1850s coffee productions in the Netherland East Indies had overtaken that of India and Ceyla, making Java the largest supplier of beans to the European market (Teggia & Hanusz, 2003).

Since the Dutch Colonialism era, business in coffee has not ended. After Indonesia got its independence, it has produced good quality coffee. Indonesia ranked the third of the world's biggest coffee producer after Brazil and Vietnam with a total production of 748 tons or 6.6% of the world's production in 2012 (Hartono, 2015). However, the amount of coffee consumption in Indonesia is about 300,000 tons which are far below the consumption of the other countries (AEKI), but the habit of drinking coffee has become the habit of the Indonesian people since a long time ago. Coffee was used to be drunk by elderly people in their leisure time, and they usually did it while they were chatting with friends in coffee shops.

Today, the habit of drinking coffee is done by almost all urban community. They enjoy coffee while having a chat with friends and doing other activities in coffee shops. These activities are usually called *nongkrong* (chatting). The habit of having a cup of coffee has become the culture of several regions such as Aceh, Makassar, Bangka, and some towns in Java (Ulung and Gamal, 2011). *Nongkrong* or *kongkow* lifestyle has spread to various towns in Indonesia, including Medan.

### 1.1 Problem Formulation

1. How about the characteristics of coffee shops in Medan;
2. How about the perception of coffee shop customers on the existence of coffee shops in Medan.

### 1.2 Research Objective

1. To analyze the characteristics of coffee shops in Medan,
2. To analyze the perception of coffee shop customers on the existence of coffee shops in Medan.

## 2 METHOD

### 2.1 Research Objects

This research used a qualitative method that emphasized in-depth interviews and observation on coffee shops in Medan. The research objects were

coffee shops in Medan. The samples were a part of the population that was selected to represent groups. There were 4 (four) groups of coffee shops: popular coffee shops that come from foreign countries such as Starbuck and Maxx which were located in or outside malls and local or national coffee shops which sold coffee in or outside malls. There were five coffee shops in the first group and 20 coffee shops in the second group as the objects of interview. Some concepts used in the research were as follows:

1. Coffee shop  
A coffee shop is a (small) restaurant that serves a place for drinking coffee fast with a light meal or a big meal.
2. Consumer
  - a. Coffee lover (aficionado): One who enjoys drinking coffee well and who understands it well, but it does not matter if he does not drink it in one day.
  - b. Coffee lover (aficionado): One who loves drinking coffee very much so that he cannot stand not drinking it in one day. He even knows everything about coffee.
  - c. Barista: a person who is skillful in making coffee and serving it to his customers.

### 2.2 Technique of Collecting Data

The data were gathered by conducting in-depth interviews with the owners, the employees, and the consumers of coffee shops in Medan, guided by questionnaires. Besides doing in-depth interviews, the writer also did guided interviews so that the questions could be focused and not deviating from the research problem. The key informants were as follows: business people/the owners of coffee shops, barista, and coffee consumers. Besides that, direct observation was also done in the field, the selected coffee shops.

### 2.3 Analyzing Data

The data were analyzed descriptively and qualitatively based on the understanding of the research problems or on categories that were by the objectives of the research and the library study.

## 3 RESULT AND DISCUSSION

The type of coffee which is made in Medan is generally Arabica, and the rest is Robusta. The Arabica coffee made in the coffee shops in Medan

comes from Gayo, Linge (Central Aceh), Simalungun (Seribu Dolok), Karo (Cimbang, Ajjulu, Namanterang, and Ajjijae), Mandailing, Sidikalang, Samosir, Flores (Bajawa), Toraja, West Java (Mallabar, Bandung), West Sumatera (Pasaman, Situjuh Gadang, Singgalang, and Solok Surian), Kerinci (Kayu Aru), Lintong, and Arabica from Brazil, Ethiopia, Guatemala, Kenya, and Colombia). Meanwhile, Robusta coffee usually comes from Sidikalang and Gayo. The variety of coffee sold in the coffee shops is Ateng Super, Sigarar Utang, Limes, Katmor, Kartika, Komasti, P 88, Gayo 1, Multi-variety, Lasunah, S795, Borbon, Abbysina, Timtim, and Long Berry.

The quality of coffee used for the preparation of a beverage is related to the chemical composition of the roasted beans, which, in turn, is affected by the chemical composition of green beans and by post-harvest processing conditions; drying, storage, roasting and grinding (Ayelign and Sabally, 2013).

The next question was about how the coffee was processed before it was brewed. Most coffee shops made coffee that came from semi-washed, full washed, natural, honey, and wine processes. Semi washed process is a process to accelerate the processing. Coffee growers use this technique to expedite the selling and to get cash. This technique is commonly used by Arabica coffee growers in Sumatera. A coffee grower who waits too long for harvest will use semi-washed so that he will get the result of the harvest soon.

The semi-washed method is not far different from the full-washed technique, but after the coffee is hulled, it does not need to be soaked in water. It can directly be dried up so that the process can be shortened. Some coffee growers even hull the pods or parchment when they are still wet with the water content of 60% which is called wet hulling. Its purpose is to accelerate the process of drying up because the coffee green beans are dried up. When the pods with their husk are dried up, the dried beans can be stored along with their parchment and the coffee is hulled while it is dry. The semi-washed technique is believed to be able to give the characteristics of the coffee body (bitter and strong astringent) which increase in prepared coffee. It might be that Sumatera coffee has a higher body character obtained from this process. Besides accelerating its process, the semi-washed technique is also used for the strategy to increase the coffee body since most coffee lovers prefer coffee with thicker taste texture. It was found that the semi-washed technique yielded the best and unique taste

of organic Arabica coffee beans (Wahyuni et al., 2013).

The full-washed technique is wet coffee processing. The process begins with peeling coffee pulp and husk by using a device which is called huller. Coffee pods are put into a container above the huller, and the grinding wheel is turned while the pods are poured by water. The coffee beans separated from their pulps and husks are put into a reservoir or any container which will be filled up with water. The process of full-washed technique is done by soaking the beans with water which will be changed after some time for dissolving mucus on parchment. The essence of this soaking process is to remove the mucus which is attached to the parchment. Some experts point out that a full-washed technique is used to avoid fermentation in coffee. It is expected that there will be a clean taste (it is only the taste of coffee). After the coffee beans are removed from the water, they are dried up under the sunlight to get 12% of water content in the beans. This process takes some days, depending on the weather.

The full-washed technique accelerates the process of drying up coffee beans since they can be avoided against excessive fermentation. This technique is usually done in coffee processing mills; it is aimed to keep the uniformity of taste in their production. It is specifically designed to avoid fermentation during processing. Fermentation is not a taboo, depending on which level the fermentation occurs. After the pods are dried up, the husk attached to them (parchment) can be removed by using a huller. When the coffee beans want to be stored, it is suggested that the husk attached not be removed. Processing with full-washed technique is done in both Arabica and Robusta coffee. The purpose of wet processing in Robusta coffee will decrease the original body of Robusta coffee which is known for its thickness. By processing with a full-washed technique, Robusta coffee will be lighter.

Natural or dry process is a process that does not use water; it even does not need a hulling machine since the husks and pulps do not need to be removed. After the coffee is sorted, the cherries are directly dried up under the sunlight or by using green-house plastic. This process of drying up the cherries needs high sunlight intensity to make them dried up quickly. The sooner they are dried up, the more they can be avoided from fungi and the sustainable fermentation process. The bean pulps which are rich in sugar during their drying up under the hot sunlight will provide good taste in coffee beans.

After the coffee beans are dried up with 12% of water content, the processing was done, and the coffee beans can be directly pulped to remove their husks which are dry and blackened along with the parchment. The coffee can also be stored for aging. When some coffee shops introduce wine coffee, its production must be from the dry process in which fermentation occurs so that soft sweetness and sharp acidity can be detected even though it will be the acidity of red wine. After they are dried up under the sunlight in two days, the husks will be withered and the mucus which contains a lot of sugar will be sticky and cover the coffee beans. This is why dry process coffee has a high level of sweetness. Big coffee industry hardly wants to do dry process because they are reluctant to process such a large number of pods and to take a long time. They are also reluctant to dry up such a large number of pods. The problem will arise when there is too much rainfall in the drying location, the pods will change to white due to the fungi. In consequence, bad taste coffee will be obtained instead of good taste.

Wine coffee is dry process coffee which originally came from Gayo. The coffee trees are grown on an altitude of 1,500 meters under the sea level. They have to be planted on a certain height because the higher they are planted, the more their latex is while they can be any type of coffee, even peaberry will be okay; the important thing is that they have good quality. The selected coffee cherries should be in full red and ready to be harvested. Coffee wine is not coffee mixed with wine, but the selected coffee pods picked without removing their husks and fermented in a long time. The coffee beans are oval with light brown color. Wine coffee has very good taste and is delicious so that it is unforgettable. The strength of this type of coffee lies in its dominant acid, sweet, and a little bit bitter.

### 3.1 The Process of Brewing and Roasting

There are two processes of brewing coffee done by coffee shops: by using machine and non-machine. Brewing coffee by using the machine is Espresso, Long black, Cappuccino, and Latte. The process of brewing coffee by using a machine that yields espresso usually by mixing Robusta and Arabica (blended). A research conducted by Tarigan, et. al., (2015) states that respondents prefer blended coffee (Robusta + Arabica with the composition of 3:1), especially in the change of color, aroma, taste, and overall. Viewed from gender, men consider that color, aroma, and blended coffee of 3:1 are better

than the other blends while female respondents prefer the color and aroma of the coffee.

The process of brewing coffee without machine (manual brew) such as *tubruk*, 2<sup>nd</sup> coffee, americano coffee, black coffee, doppio, v60, aero press, french press, vietnam drip, calita n60, rock presso, cold brew, chemex, syphon, mocha pot, calita, javanese (v60 cold), *sanger*, stirred coffee, kalita wave, coffee o, and *kopi tarik*.

There are also coffee shops that make roasted coffee although some others roast their coffee in other places. The roasting machine is used to help make coffee structurally and controllably. This coffee roasting machine is equipped with temperature and thermal measuring devices. Temperature and heat are adjusted to the needs. The advantages of a coffee roasting machine are to make coffee equally well-done and not scorched, to make it aromatic, and to get coffee beans equally well-done.

Knowing the various levels of roasting in coffee is similarly important to know what single-origin which will be bought to make it. The level of roasting, the way of making it, and the single-origin are 3 (three) important factors in determining what characteristics of coffee after it brewed. On the average, roasted coffee is in the medium (M) and dark level (M, D), or medium to dark level (MD) which is usually coffee brewed with machine, and light (L) level and light to medium level (LM) for coffee brewed with non-machine (manual). For those who prefer coffee with the texture of resembling tea and the characteristic of mild, light roast, the level of roasting is appropriate.

In general, the result of processing roasted coffee includes five types: light, light to medium, medium, medium to dark, and dark. The roasting process in relation to and the types of coffee can be seen in the Table 1.

The average temperature of prepared coffee for coffee making with a machine such as Espresso is 90°C, the temperature of coffee made manually (non-machine) such as Tubruk is 90°C, 2<sup>nd</sup> Coffee is 93°C, Americano is 90°C, Black Coffee is 90°C, and Doppio is 83°C. There is very little coffee which is made in the temperature of 100°C except for coffee which is made manually such as Mocha Pot at the Busnul Kopi in which it is brewed in the temperature of 110°C, but most of the coffee is brewed in the temperatures from 78°C to 93°C.

Table 1: Result of roasted coffee in relation to prepared coffee.

Making	Roasting				
	Light	Light-Medium	Medium	Medium-Dark	Dark
Espresso				√	√
V60, Chemex, Kalita	√	√			
Mocha pot			√	√	√
Shypon	√	√	√		
Tubruk			√		√
Aero Press	√	√	√		
French Press	√	√	√		
Vietnam Drip			√	√	
Rokpresso				√	√

Source: Data of Research Result, 2018

According to some informants, to get a fruity taste the temperature of prepared coffee is between 78°C and 82°C, to get caramel taste the temperature is between 82°C and 92°C, and to get a chocolate taste the temperature is between 82<sup>0</sup> C and 92<sup>0</sup>C. Some coffee shops even brewing coffee in the temperature of 50°C for chypon and cold brew, and the temperature of 77°C for Vietnam Drip. The Busnul Kopi brews coffee on the average temperature of 60°C to 90°C.

The importance of the process of brewing and roasting coffee in coffee content was proved by the research conducted by Sridevi, et al. (2011) which pointed out that there was a substantial difference in cafestol and kahweol profiles brewed with highest content of cafestol and kahweol in Turkish-style and French press coffee. Similarly higher roasting temperatures and prolonged roasting times had significant influence on determining the profiles in roasted beans.

### 3.2 Types of Food Sold

The food served by a special coffee shop which prioritizes in selling specific coffee. The types of food sold are french fries, fried banana, nut crispy chips, rissole, fried *tempe* and tofu, hotdog, toastedbread, hamburger, nugget, and omelet. There are some more specific: the Sada Coffee serves *roti cane* which cannot be found in other coffee shops. The type of this coffee shop can be called as an idealistic coffee shop; that is, a coffee shop which specializes in selling original coffee with specific food. There are other coffee shops that do not serve original coffee. They serve blended coffee, a type of Robusta coffee without processing, roasting, and specific making, mixed with sugar or cream or even coffee in sachets. The type of this coffee shopserves varied food such as fried rice, *ayam penyet*, fried noodles, *Indomie*, *mie banda (Aceh)*, Tom Yam rice,

*sapi lada hitam* (black pepper beef), *cumi asam manis*, *kakap asam manis*, fried kwetiau, *ayam sambal ijo*, *udang tumis*, tom yam, beef/chicken steak, capcay, nasi briyani, gost/chicken curry, meat/chicken soup, *kebab turki*, *ayam presto*, *ayam terriyaki*, *mie kuah*, fried vermicelli noodles, *martabak*, etc. This type of coffee shop is called a pragmatic coffee shop. It does not specifically serve original coffee; it adjusts to market demand which tends to buy Robusta coffee or coffee sachets and other kinds of food.

### 3.3 Types of Beverage Sold

Each coffee shop claims that it serves special coffee; for example, the Sada Coffee serves Sarabic Coffee as the abbreviation of Sanger Arabica. Sanger is the blend of coffee and condensed milk cream. Usually, the coffee is coffee Arabica. The difference from the usual cream is that it has the composition of 3:1 between coffee and cream. The coffee itself has to be filtered with the specific style of filtered barista by not using coffee machine, let alone Espresso. *Sarabica* in the Sada Coffee is Arabica coffee with cream. Therefore, its taste is different from Sanger coffee which usually uses Robusta coffee. The following are some beverages served at coffee shops in Medan; they are Specialty Coffee, Peaberry Coffee, and Honey Coffee.

HoneyCoffee is the honey process in which coffee beans are peeled and dried up with a mucilage layer which still covers the coffee beans. During the drying process, this layer still absorbs air humidity which makes it stickier and looks like honey texture. Honey Coffee is coffee from an extraordinary process where the wet coffee husk is directly dried up without being washed which makes it a specific taste character with a soft taste and lighter acidity.

Natural Coffee is coffee with horny husk process which is still covered with mucus (mucilage) and

directly dried up until the water content reaches 12% and yields fresh and good fruity taste. In the natural process, dried coffee beans are still in the form of cherries, complete with all their layers. This natural process will make the cherries fermented by themselves (naturally) because the outer husks of the cherries will be removed by themselves. This natural process is believed to be able to give notes as fruit in coffee with general hints such as blueberry, strawberry, or tropical fruit. The coffee tends to be low acidity, exotic taste, and more bodies.

Wine Coffee is coffee which is processed naturally without pulping; it is then dried up and has specific acidity like wine. The sensation of taste and aroma of “wine” is so strong that processing this coffee takes 45 days. During this period, all of the aroma yielded by the coffee husks will be fermented and absorbed by the beans.

Coffee shops in Medan also serve Cappuccino, Espresso, Ristretto, Doppio, Americano, Espresso Latte, Latte Macchiato, Flat White, Affogato, Black Queen, Avocado Coffee, and Avocado Coffee Float. There is also manual brew coffee such as V60, Aeropress, French Press, Vietnam Drip, Tubruk, Chocolate, Red Velvet Latte, Lemon Tea, Hot Chocolate, Kalita Wave, Sweet Tea, Rokpresso, Mocha Pot, Chemex, Cold Brew, and Syphon.

In general, based on the types of coffee and food, coffee shops in Medan can be classified into three types: Idealistic Coffee Shop, Pragmatic Coffee Shop, and International Coffee Shop. Idealistic coffee shop is a coffee shop that serves coffee by paying attention to the origin of the coffee; for example, Ajijae coffee comes from Ajijae village, Karo Regency. The coffee shop prioritizes Arabica coffee because it is preferred when it is made with manual brewing. In the brewing time, barista plays an important role, especially when he brewed it manually (manual brewing) and when he makes espresso coffee with machine. The type of this brewing highly prioritizes the originality of the taste such as calling V60 coffee brewing with Gayo Arabica coffee. The types of food served are not the main course but light meals such as fried potato/cassava, *timpan*, risolle, *roti srikaya*, *roti cane*, *tempe*, and waffle. Some coffee shops even do not serve food at all except coffee. Pragmatic coffee shop is a coffee shop that serves various types of coffee, from Arabica coffee, Robusta coffee, until coffee in sachets. It does not focus on the origin of the coffee or the role of barista in brewing coffee, either manually (tubruk) or Espresso. It also does not emphasize on the way of brewing the coffee,

even if the coffee has been blended with sugar, cream, chocolate, and other tastes such as jelly and edible seaweed. The types of food sold are light meals such as fried potato/cassava/banana, grilled banana, rissole, waffle, *timpan*, and other traditional pies, toasted bread, *tempe*, and tofu. It also sells main dishes such as rice mixed in with the accompanying dishes, fried rice, meatballs, *mie ayam*, *ayam penyet*, pan-fried noodles, pan-boiled egg noodles, *Mie Aceh*, *Indo Mie*, *Ifu Mie*, *Sate*, *lontong*, *pecal*, and *gado-gado*. International Coffee Shop is a coffee shop that serves many types of coffee, especially Arabica coffee and Robusta coffee, liberika, or the mixture of these three types. It does not specifically mention the origin of the coffee since the coffee is usually mixed. For example, coffee which comes from Gayo, Aceh, North Sumatera (Lintong, Mandailing, Sipirok, Karo, Samosir, Simalungun), West Sumatera (Situjuh Gadang), Jambi, Kerinci (Kayu Aru), Bengkulu, and Lampung which is called *Kopi Sumatera* (Sumatera Coffee). It does not much emphasis the role of a barista in brewing coffee although there is always a barista in this coffee shop his skill is not much used. Its brewing process uses machine (espresso) even though some of them use manual brewing. It does not prioritize the originality of the coffee in the brewing. Besides coffee, it also serves the cake, pie, croissant, cupcake, and muffin. To make it clear, see Table 2.

### 3.4 Customers' Perception on the Existence of Coffee Shops in Medan

Some reasons of customers for visiting coffee shops are being invited by friends, looking for friends, chatting with friends, relaxing, trying to taste coffee, trying to taste food in a comfortable atmosphere, the coffee has good taste, trying to feel new place and atmosphere, the coffee shop is comfortable, the place is close to their home, finding better taste of coffee, and the coffee and the food are cheap. Customers usually know a coffee shop from friends, from social media, they used to visit that place, the coffee shop is close to campus, being invited by the coffee shop owner, and it is the first time they visit it. The conclusion is that friends become the main source in recommending a coffeeshop. Besides that, social media are the most important means for customers in finding places a coffee shop.

Table 2: Classification of coffee shops in medan based on the types of coffee and food

TYPES OF COFFEE/ FOOD	IDEALISTIC	PRAGMATIC	INTERNATIONAL
Types of coffee	➤ Tends to use original/local arabica	➤ Tends to use robusta sachet coffee	➤ Tends to use arabica
Origin of coffee	➤ Originality (names of the origin of coffee)	➤ Not clear and important	➤ No detailed origin ➤ Blended coffee
Brewing process	➤ The importance of barista ➤ Using machine (espresso) ➤ Manual brewing	➤ Barista is not important ➤ Brewing machine and Skill are not Important	➤ Existence of barista ➤ Machine and manual brewing
Types of brewing	➤ Prioritizing Originality of Taste such as Espresso, V60, Drip, Americano, etc.	➤ Coffee with Cream and Chocolate ➤ Coffee mixed with other tastes	➤ Not emphasizing on originality ➤ Coffee mixed with other tastes
Types of food/ Light meals	➤ Not emphasizing on main dishes. Sometimes without Light Meals. Types of Light Meals: Fried Potato/Cassava, Bread with Jam, <i>Tempe</i> , Rissolle, Waffle, <i>Roti Cane</i> , <i>Timpan</i>	➤ Main Dish: rice with other food, Fried Rice, Fried Noodles, <i>Ayam Penyet</i> , <i>Mie Aceh</i> , <i>Indo Mie</i> , <i>Ifumie</i> , <i>Sate</i> , <i>Lontong</i> , etc.	➤ Cake ➤ Pie ➤ Cup Cake ➤ Muffin ➤ Croissant

Source: Research Result Data, 2018.

Some other reasons for customers to visit a coffee shop are as follows: they want to enjoy the coffee since it has good taste, the coffee makes them relaxed, they need caffeine, they drink coffee while they are smoking, drinking coffee is healthy, drinking coffee will arouse enthusiasm, following trend which makes them like it, enjoying sipping hot coffee, and coffee will have good taste when it is blended with cream. However, there are some people who do not drink coffee because it is bitter, brings about gastric acid, and having a slight cold. In the interviews, the respondents were also asked when they visit coffee shops. Most of them said that they had visited coffee shops since the previous year, in 2017. Some of them said that they had visited coffee shops since 2016, some said since 2017, and some said they visited coffee shops this year (in 2018), and some of them even said that they had visited coffee shops since 2012. These data indicated that there was the correlation between the existence of coffee shops in Medan and the time when the respondents began to visit coffee shops.

The purpose of customers to visit coffee shops is to drink coffee and to maintain ties of friendship with friends, to chat, to get together with friends, to add relation, to chatter away/to gossip, and to play games. A coffee shop has become a lifestyle for young urban people. According to the customers, the taste of coffee highly influences them to visit coffee shops. The taste of coffee is different from one to another and influenced by the types of coffee,

the way of processing it, the roasting level of coffee, and the way to brew it by barista. The customers visit coffee shops to enjoy the coffee taste, and they admit that each coffee shop has a different taste to each other since it is influenced by the factors which have been explained above even though a few customers taste is not important for them since they do not know about it. The customers generally state that the taste of coffee they like most is that it is a little bit acid and slightly bitter in taste (body), some customers do not like bitter taste, combination of bitter (body) and acid (fruity), too strong acid, its chocolate taste, its aroma is not too strong, a little bit sweet, and the combination of sweet and acid. In line with the research conducted by Faisyal dan Murwani (2008) on the factors which influence consumers in selecting coffee powder brands in Jakarta, the result of this research shows that some attributes which influence consumers in selecting coffee powder which will be consumed, based on its level of interest, are good/stable/enjoyable taste, reachable, affordable, made of selected beans, aromatic, available in sachets, refined coffee powder, ward off sleep, popular brand, and attractive advertisement.

According to the respondents, light meals (snacks) which are suitable to eat while drinking hot coffee are toast, potato, white bread, fried banana, sweet cake, peanuts, fried cassava, mole cricket, chips, *bakwan*, and custard apple bread. Since taste is very important for customers, they identify coffee shops which they think appropriate for their taste.

They say that the existence of coffee shops in Medan has allowed them to find new friends, to find a network for getting employment, the places where they can discuss new ideas, the places where they can take a break from work so that they will be fresh. and the positive public space for young people.

A research conducted by Hewlett and Wadsworth (2012) which points out that caffeinated tea/coffee consumption was associated with both alcohol and smoking behaviors and tea and coffee drinking patterns are related to demographics, health and lifestyle factors. Future caffeine research may need to consider whether a broad distinction based on caffeine consumption or non-consumption alone is always appropriate.

#### 4 CONCLUSION

1. There are three types of coffee shop in Medan: Idealistic coffee shop, pragmatic coffee shop, and international coffee shop.
2. A coffee shop has become a lifestyle for young people in Medan.
3. The reasons for them to visit coffee shops are being invited by friends, finding new friends and wanting to chat with friends, removing bad feeling, wanting to taste good coffee, the price of coffee and light meals is affordable, and wanting to be more enthusiastic.
4. The purpose of going to coffee shops is not only to drink coffee but also to maintain ties of friendship with friends, to chat with friends, to get together with friends, to add a relationship with other people, to play games, and to discuss business with friends and campus life with friends.
5. A coffee shop has also been a new public area for adding business relation with friends, creating new ideas, and becoming an amusement place while drinking coffee.

#### RECOMMENDATION

It is recommended that the Medan Municipality provide aid and policy for coffee shops as follows:

1. Providing promotion so that coffee shops in Medan will be known by the people in and outside Medan
2. Performing education on coffee
3. Establishing a free of charge school for barista graduates

4. Campaigning coffee shops and local coffee of North Sumatera

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