

Coffee Shop as a Workspace in Bandung

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Keyword: Coffee shop, productive, Bandung

Abstract: The function of coffee shop in Indonesia was originally a gathering place and casual conversation. Lately, coffee shops have another function, which is a place to work. People come to the coffee shop not only to enjoy free time, but to use it for productive activities. Activities such as meetings, working on projects, or doing assignments for students are common things that are easily found in coffee shops. This study aims to review the readiness of coffee shops in Bandung to face the culture of productive coffee drinking. The research method used is the mix method. Data collection is done by survey and observation techniques. There are 25 coffee shops surveyed to meet the needs of research data. The type of coffee shop that was sampled was a local brand coffee shop. This is based on another mission of this research, which is to build a local brand that has a competitive advantage. The results showed that basically the majority of coffee shops in Bandung were eligible for productive activities. However, there are still quite a lot of aspects that need to be improved to enhance its conduciveness. Layout of the shop, level of price, availability of parking area, level of privacy, and availability of prayer room are aspects that are less prepared. While the quality of internet network, quality of coffee, level of cleanliness, atmosphere of coffee shop, and barista hospitality are strong aspects.

1 INTRODUCTION

According to (Walton 2015), Indonesia is the fourth largest coffee producing country in the world. While Brazil, Vietnam and Colombia respectively became the three biggest coffee producing countries in the world. Indonesia is known as a country that produces various types of coffee of the highest quality.

As a country with abundant coffee yields, Indonesia has an interesting fact. In general, Indonesian people do not know coffee well. Likewise with the way they enjoy coffee. The majority consume coffee that is available at the grocery store which incidentally provides flavored ready-to-eat coffee. Some older people usually enjoy black coffee. There is one national coffee brand that is very well known as a producer of black coffee. However, the average consumer does not really care and know the type of coffee, as well as the quality. The common understanding is that black coffee must be brewed with educating water and added sugar as a sweetener. Furthermore, the types of coffee available in these stores are basically of doubtful quality. Moreover, there are many other additives

that make the content and quality of coffee even more questionable.

Referring to (Turner 2018), Starbucks experienced a failure when expanding in Australia. There are several reasons including the quality of Starbucks coffee considered to not meet the expectations of Australians. Besides that fanaticism in local brands has managed to repel from the country. Although Australia is not known as a coffee producing country, in reality Australians have a more developed coffee culture, where they are influenced by Italian and Greek immigrants who for centuries have transmitted their coffee culture which prefers espresso, mochiato, and long black. As in most other countries Starbucks does not offer such menus so Starbucks fails to conquer the Australian market. This condition is in contradiction with Indonesia. As a coffee producing country, Indonesians do not yet have an advanced coffee culture. Franchises like Starbucks and The Coffee which offer "light" coffee are highly developed in Indonesia.

In the last decade a new phenomenon emerged. The younger generation in Indonesia is getting to know coffee better. They are aware of the potential

of Indonesian coffee that should be utilized to gain new added value. The impact appears local coffee shops and roasteries in various regions, especially in big cities. Coffee shops are generally popular with young people to gather. However, recently coffee shops have another function, which is a place to work. In a small survey conducted, at least 30% of coffee shop visitors came for productive activities such as meetings, work on assignments, work on projects, or business discussions.

The shift in function of coffee shops is a social phenomenon that arises because of a process of synchronizing needs that also continues to change following other social phenomena (Verma 2013). Whereas (Bookman 2013) describes in Canada coffee brands and coffee consumption patterns indicate a certain social class. So the coffee brand has a clear segment. This is actually based on local culture that has continued to occur for generations.

Based on secondary data obtained through google.com search, this phenomenon is generally captured by coffee shop business people. They adapt to facilitate the needs of consumers who come for productive activities.

This study seeks to uncover what aspects are the critical points of the coffee shop that is used for work. Furthermore, the purpose of this study is to determine the extent of the coffee shop portrait in Bandung in terms of its readiness to become a place of work.

2 LITERATURE REVIEW

Café as a "third place" at the University of Indonesia has become an interesting phenomenon that shows a new culture (Lukito and Xenia 2018). The café which is basically a place to eat turned out to be socio-culturally able to double as a unique place used for interaction between the UI academic community. In the process the interactions that occur become very diverse, ranging from mild greetings while eating to inter-cultural discussions and more serious productive activities such as project work.

Meanwhile in Japan coffee has become a strong culture (Grinshpun 2014). However, this development has deconstructed the relationship between coffee, culture and consumption in Japan. In the past drinking coffee became a serious ritual as was the tea drinking ritual. Nowadays young Japanese generation are more relaxed in enjoying coffee. Various activities can be done at the coffee shop while enjoying coffee. This phenomenon shows that cultural shifts and needs continue to

occur. Japan with its character as a nation that holds fast the culture also experiences the same thing.

(Jeffrey et al. 2018) illustrate that enjoying coffee in a coffee shop is not limited to consumption activities. Practicing social skills is another thing that is interesting and is considered productive even though it does not need to be taken seriously. Likewise, the activity of compiling a project is considered very suitable to be carried out together with enjoying coffee. Coffee can act as a friend who is always suitable in any activity. In practice the place becomes an important factor. Enjoying coffee at home or in the office is considered quite mainstream and creates less exciting atmosphere. Some people feel that the coffee shop is the perfect place to bridge this new need.

(Pollock 2000) describes the activity of drinking coffee, especially in coffee shops in the past considered only suitable for middle to upper class in India. Coffee is also not a popular drink in India. But over time coffee has slowly become more popular, although still in limited circles. Various activities can be done while enjoying coffee.

The literature states that that coffee culture continues to develop in various countries. Local culture has a strong influence on the procedure, time and place to enjoy coffee. But there is a straight line that occurs in all cases. The coffee culture continues to grow and is increasingly accepted by the wider community. Many activities related to coffee that can be done are created. Productive activities that were initially considered very serious turned out to be done at the same time by enjoying coffee in an unusual place, namely the coffee shop.

3 RESEARCH METHOD

This research was carried out through a series of stages as follows:

- Identify the number and character of coffee shops in the city of Bandung
- Choose 25 local coffee shops to be used as research samples
- Develop research instruments whose contents are a series of supporting attributes for the coffee shop to become a workplace
- Observed 25 coffee shops in Bandung. Observation activities carried out directly and search through the internet.
- Tabulate data to see trends
- Make conclusions

The attributes compiled as an indicator of the coffee shop as a workplace refer to (Meerwarth, Trotter, and Briody 2008) and (Jeffrey et al. 2018). The following attributes are arranged: quality of internet access, availability of power outlets, suitability of layout, availability and comfort of chairs and tables, cleanliness, quality of coffee, quality and variety of menus, suitability of the atmosphere, noise level, availability of parking areas, prices, staff hospitality, availability places of worship, and availability of smoking areas.

4 RESULT AND DISCUSSION

The results of research conducted at 25 coffee shops in the city of Bandung showed some interesting findings. Basically, all coffee shops surveyed have understood that coffee shops must have flexibility. Starting from the activity of enjoying coffee as its main function, gathering and chatting, a place to wait, discuss business, do school work, to compile project proposals. The carrying capacity provided by the coffee shop can also be said to be good, meaning that productive activities are very likely to be carried out especially in some coffee shops. There is also a coffee shop that specifically named the shop with the name "working space". This is a very clear sign that the coffee shop manager understands that the needs of the workplace are not just in the office, school or at home. The target market for this segment is also quite large. In the pre-survey survey of 80 people, at least 30% of them went to the coffee shop for productive activities. This means that the market is quite attractive and is believed to continue to grow along with technological developments where work can be done anywhere, not necessarily at the office.

Based on the indicators that have been compiled, found several aspects of the coffee shop in Bandung that are considered to have a positive value, meaning that the value is good in supporting a decent coffee shop called the workplace. These factors include the quality of internet network, quality of coffee, level of cleanliness, atmosphere of coffee shop, and barista hospitality. The internet is considered the best factor that coffee shops in Bandung can provide in supporting productive activities. It is interesting to see the fact that the quality of coffee is even surpassed by the quality of the internet network. This shows that coffee shop visitors have good skills in knowing and assessing the quality of coffee.

While the factors considered weak include Layout of the Shop, level of price, availability of

parking areas, level of privacy, and availability of prayer rooms. Aspects that are a weakness of a coffee shop in Bandung is a picture of the needs of consumers who have not been able to properly meet the coffee shop. Of course there are always weaknesses in every business, and knowing weaknesses will be very helpful not only for the business, but also to increase customer satisfaction.

Research is still limited to 25 coffee shops in the city of Bandung. If you see a coffee shop population that exceeds 100 outlets, of course, research in greater scope is needed. Future studies are expected to be able to reach more adequate respondents also reveal other findings that have not been explored in this study

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