

This manuscript has been submitted to Journal of Creative Communications

Journal Name: Journal of Creative Communications	Manuscript ID: CRC-2019-0129
Manuscript Type: Original article	Manuscript Title: THE MEANING OF COFFEE FOR BARISTA IN SPECIALTY COFFEE SHOP IN INDONESIA
Keywords: interaction symbolic, meaning, Barista, Specialty Coffee Shop, Coffee,	
Abstract: The purpose of this study is to determine the meaning of coffee for Barista in Specialty Coffee Shop. The concept used in this study is the concept of self-image or an individual image. The concept of self-image also explains the feelings and thoughts of individuals. The research method used is qualitative method with a phenomenological approach. Whereas data collection is done by conducting observations, interviews, and literature studies. The results of this study show that the meaning of coffee for barista in specialty coffee shop is the deeper their understanding of knowledge about coffee, the stronger the meaning conveyed to their customers and also to increase the sense of self respect as barista. Besides that, the interaction built between the barista and the customers can also strengthen the characteristic of the coffee shops, which is to be the specialty coffee shop in the third wave era.	

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6 **THE MEANING OF COFFEE FOR BARISTA IN SPECIALTY COFFEE SHOP IN INDONESIA**
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10 **ABSTRACT**

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12 used in this study is the concept of self-image or an individual image. The concept of self-image also explains the
13 feelings and thoughts of individuals. The research method used is qualitative method with a phenomenological
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16 understanding of knowledge about coffee, the stronger the meaning conveyed to their customers and also to
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19 era.
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21 **Keywords:** Barista, Symbolic Interaction, Coffee, Meaning, Specialty Coffee Shop
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INTRODUCTION

The well-known types of Indonesian coffee are Arabica and Robusta coffee. Arabica coffee is a type of coffee with the characteristics of longer bean size and lighter colors. This type of coffee can grow in areas that have elevations above 1,000 to 2,100 meters above sea level. Thus, Indonesia has regions that can produce the highest quality Arabica Coffee from the regions of North Sumatera, Lampung, Aceh, Sulawesi, Java, and Bali. In addition, Indonesia also has Robusta coffee spread across Sumatera and Java. This type of coffee can grow in areas that have a lower height than the Arabica Coffee planting area, which is 400 to 800 meters above sea level. According to Anette Moldvaer in her book, Sumatera is one of the largest islands in Indonesia. Sumatera has a presentation of 75% Robusta coffee and 25% Arabica coffee with Catura, Bourbon, S-line hybrids, Catimor and Tim-tim coffee varieties. The characteristics offered by Sumatera Coffee include: low acidity, “woody”, “earthy”, and “spicy” aromas. Sulawesi Islands has a presentation of 5% Robusta coffee and 95% Arabica coffee with Typica, S 795, and Jember coffee varieties. The characteristics offered by Sulawesi coffee are low acidity and flavor of nuts, spices, and berries. While Java Islands has 90% Robusta coffee and 10% Arabica coffee with Andung Sari, S-lines, Kartika, Ateng, Sigaruntang, Jember, and Typica coffee varieties. The characteristics offered by Java coffee are low acidity, flavor of beans and spices. This drink has always been favored by the community of Indonesia. Moreover, Indonesia is one of the agricultural export commodities. (Moldavaer, 2014)

Historically, *barista* was taken from Italian which can be interpreted as “bar waitress”. The word *barista* has been known since the 1600s. The name *barista* was originally derived from the word “*bartender*”. However, the word “*bartender*” is more identical to a profession that serves alcoholic drinks. Then, many Italian turn into coffee drinkers and call someone who makes and serves coffee as “*barista*”. (Goodwin, 2019) One of the trends that is developing right now is the trend of visiting specialty coffee shops. Specialty coffee shop is an independent coffee shop that has its own characteristics because it serves coffee with coffee beans that have been assessed by experts in the assessment of coffee, including Q or R Grader. This coffee shop is often used as a gathering place today and can be said to have linked to today’s lifestyle. These artisan coffee shops have started to emerge in big cities, such as Jakarta and its surroundings. Each coffee shop competes with each other offering authentic flavors from various coffees in Indonesia. In addition, they also compete in terms of interior and unique signature dish, which is a coffee drink with a special blend that is becomes the characteristic of each coffee shop. Along with this development, coffee shops must have competent worker in their fields. The worker must have the ability to mix a cup of coffee that can be known as a barista. The current barista profession is very much needed in strategic areas where there are many available coffee shops. The current average income of baristas is also very promising. (Prodjo, 2016)

The profession as a barista has currently been in great demand, especially since the popularity of many contests or competitions at a regional, national, and international level. The prestigious competition is able to produce high-quality baristas. The competition is held every year to give appreciation to the baristas who have worked hard on their profession. The reputable competition includes: WBC (World Barista Championship), WBrC (World Brewers Championship), WLAC (World Latte Art Championship), and WCTC (World Cup Tasters Championship). It requires dedication and hard work to become a barista, not just being a coffee brewer, but a barista who is actually a coffee artist. (Sidewalk, 2019) Coffee is one of the commodities in plantation exports

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that is important for Indonesia. Based on a survey conducted in 2016, Indonesia was on the fourth position in the world for the number of barista participant. Indonesia has the largest number of coffee exports after Brazil, Vietnam, and Columbia. Indonesia also has good quality coffee, such as: Sumatera Coffee, Java Coffee, Flores Coffee, Bali Coffee, Sulawesi Coffee, and many others. (Statista, 2019)

Table 1 Table of Increase in Barista Competition Participants

Year	Number of Barista Participants
2004	15 Participants
2006	20 Participants
2009	36 Participants
2011	120 Participants
2013	150 Participants
2014	150 Participants
2015	150 Participants
2016	186 Participants
2017	186 Participants
2018	243 Participants
2019	264 Participants

Source: Barista #NoCingCong By Willy S.

The growth and development of specialty coffee shops in Indonesia that has been so advanced makes various types of quality coffee to appear and easily obtained. Likewise, with the presence of specialty coffee shops that began to emerge, especially in the capital and big cities in Indonesia. The rapid growth of specialty coffee shops has made fierce competition in each region in Indonesia. Therefore, the growth of the third wave era barista also increased dramatically compared to the previous era of coffee development. (Sidewalk, 2019) The barista profession is not as easy as it looks in general, that only pours water from a teapot to a cup of coffee. Baristas who work in the era of specialty coffee shops must have more ability to mix coffee, get to know the character of the coffee they choose, the planting process, even the origin of the coffee. Baristas must also have more detailed abilities, such as determining the temperature to be used, the ratio between water and coffee used, the ideal temperature for heating milk, also additional skills in making good latte art. Baristas must also have extensive knowledge about coffee to be able to share their knowledge of coffee in establishing communication with their customers. The purpose of this study is to dig deeper into how a barista interprets coffee that has been made and served to customers.

This study begins with a discussion about the development of the barista and coffee industry in Indonesia. The focus of this study is to see how baristas have a perspective in assessing themselves with the work they undertake, on the basis of three research questions. The first question focuses on the self-concept of the barista, that aims to see how the barista considers the profession they are living. The second question focuses on how the

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baristas interpret the coffee that has been made and then the coffee will be served to their customers. The third question is more focused on how the interaction between the baristas and their customers. Based on the research questions, it will provide information on how baristas interpret coffee made for their customers in the era of specialty coffee shops.

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LITERATURE REVIEW

a. Symbolic Interaction Theory

The symbolic interactionism theory is a theory popularized by Herbert Blumer. He discovered the term symbolic interactionism in 1937 and wrote important essays in its development. Blumer's symbolic interactionism refers to a specific character of interaction between humans that has been bridged by the use of interpretive symbols or by finding meaning in the actions of others. Blumer incorporates theories that focus on socio-structural and socio-cultural factors. Blumer expressed about the three main principles of symbolic interactionism, consisting of meaning, language, and thought. This premise will later lead to the concept of "self" and one's socialization to a larger "community", which is the society. Blumer proposed the first premise, that *human acts toward people or things on the basis of the meanings they assign to those people or things*. It means that human acts or behaves towards other humans basically based on the meaning they put on the other party. Blumer's second premise is *meaning arises out of the social interaction that people have with each other*. Meaning arises from the social interaction that is exchanged between them. Meaning is not appearing or attached to something or an object naturally. Meaning cannot appear "from there". Meaning comes from the results of the negotiation process through the use of language—in the perspective of symbolic interactionism. Blumer's third premise is *an individual's interpretation of symbols is modified by his or her own thought process*. Symbolic interactionism describes the process of thinking as a conversation with oneself. This thinking process itself is reflexive. The way how humans think is much determined by the practice of language. Language is not merely seen as a means of exchanging messages, but symbolic interactionism sees the position of language more as a set of ideas that are exchanged with other parties symbolically. The difference in the use of language ultimately determines the different ways of thinking of humans. (Milliken & Schreiber, 2012)

b. Self-Concept Theory

Every human being must have a picture of themselves; this is what is called self-concept. This includes feelings and thoughts about strengths and weaknesses, abilities and limits, and about aspirations for worldviews. A person's self-concept includes 4 sources, consisting of:

1. A description of oneself that is owned by someone else and is revealed by someone else.
2. Comparison of self formed between oneself and others.
3. Learning from the culture that is owned.
4. How to interpret oneself and evaluate about one's own thoughts and behavior.

According to Chales Horton, the concept of looking glass self is when someone wants to show themselves as someone who is easy to get along with, in which it can be shown by how they treat and react to what has been done. Someone will look similar to someone around them. For example, when children are still young, someone will look similar to a parent or teacher at school. When they grow up, someone will look like a friend, lover, or friend at work. There are other ways to show self-concept to social communities, which is by comparing oneself with others. When someone wants to get a view of themselves in a group, they must see how effective or competent they are by seeing their friends in the same group. (Devito, 2014)

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7 **c. Concept of Coffee**

8 Coffee is a beverage made from basic ingredients of coffee grounds. This beverage is one of the beverages
9 that are favored by the people of Indonesia. However, before the beverage reaches coffee lovers, the process is
10 very long. It starts from planting, roasting process, until it is processed by baristas to be brewed and given to
11 coffee lovers. (Ardekani & Rath, 2017) Early history of coffee records that coffee began to be known in 1000 BC
12 in Ethiopia, Africa. The Ethiopians initially thought that coffee was something that could add to their energy in
13 carrying out hunting or long-distance travel. In one famous legend, it says that coffee was originally discovered
14 when there was a young boy from Ethiopia who saw the peculiarities of his goat after consuming wild plants,
15 which is coffee. Side effects caused after the goats consume coffee plants is that the goat is always awake and
16 doing things that are too excited. (Kingston, 2015) The coffee plant is a member of the Rubiaceae family. Coffee
17 has a lot of complicated classifications, such as the varieties and also species. There are two well-known species
18 of coffee, which are: Arabica and Robusta. Arabica is the oldest species among all coffee species. The spread of
19 Arabica Coffee worldwide reaches 70%, but this species is a species that has a high difficulty, starting from
20 planting to becoming a coffee that is served in a cup of coffee. (Mcfadden & Banks, 2011)

21 **d. Barista**

22 Barista is the person who prepares and also serves espresso-based coffee beverages in a coffee shop. The
23 term *barista* is also often applied to coffee shop employees who prepare espresso and other coffee beverages.
24 Although the term *barista* technically refers to someone who is professionally trained to prepare espresso, it can
25 also be used to describe anyone who has a higher class or level of expertise in making espresso-shots and other
26 espresso beverages such as cappuccino and latte. The word *barista* comes from Italian which means *bartender*,
27 that is someone who serves alcoholic beverages and non-alcoholic beverages, including coffee and espresso-based
28 beverages. Different with coffee shop employees, barista is espresso makers or someone who has expertise in
29 making espresso-based beverages. (Goodwin, 2019) In addition, a barista should have the ability in the sensory
30 and technical fields. Sensory is a flavor found in coffee. There are several factors that affect the contribution of
31 flavor that will be present in the coffee. Someone who is categorized as a barista should have the knowledge and
32 ability to analyze the flavors contained in the coffee that they brewed, so that the baristas can share the information
33 with their customers. In addition, a barista must also have technical abilities. These capabilities include brewing
34 capabilities (brewing coffee manually using hand movements and equipment such as: V60, Kalita, Chemex, and
35 others), pulling shots/espresso, tamping, steaming milk, to pouring. (Bookman, 2013)

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37 **e. Specialty Coffee Shops**

38 The shift from commodities to specialty is one of the signs of evolution in the coffee industry. Coffee shops
39 that exist in this era are more concerned with the quality of coffee made by themselves. For example, pour over
40 brewing (methods or techniques for brewing black coffee using a brewing tool) and espresso. The owner of the
41 coffee shop as well as the barista understands in detailed identity of the coffee to be brewed, starting from the
42 process of seeds to become a cup of beverage, community, education, relationships to the continuation into a cup
43 of coffee. They love coffee as many people enjoy a glass of wine. They care about the origin of the coffee beans
44 and what content is in it (aroma and taste). Specialty coffee shops can have better serving results because of the
45 synergy and transparency from upstream (gardens) to downstream (coffee shops). The roasters work by dealing
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6 directly with coffee farmers to produce high quality coffee beans. This can affect the results of a higher quality
7 coffee roast so as to produce a more delicious aroma and taste. (Morland, 2018)
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10 **METHODOLOGY**

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12 This study uses a qualitative approach. This approach is used to understand various things done by research
13 subjects and obtain in-depth information from the subjects. This qualitative approach is considered as flexible and
14 able to adjust the state of the subject during the research process. The research approach used is phenomenology.
15 Phenomenology is a method that holds that what is on the surface will be seen or viewed. This research is
16 interpretive and subjective regarding the actual reality in explaining phenomena. (Yunus, 2019) Therefore, the
17 phenomenon that occurs is a form or reflection of the existence of an experience and understanding of a meaning.
18 In addition, qualitative research using phenomenological methods is used to improve the adequacy of sociological
19 research methods. The issue discussed in this approach is an interesting issue. A study that uses phenomenological
20 methods is usually used to examine things that can be connected between scientific knowledge, daily experience,
21 and an activity in which experience and knowledge are interrelated. (Creswell, 2014)

22 To obtain relevant data, this study uses data collection techniques to analyze the problems that have been
23 raised previously using participatory observation and interviews. The researchers conducted observations by
24 observing the environment around the barista in the barista's workplace. Observations made are observations of
25 objects made to observe a person's behavior and surroundings. Observation is a method of collecting data by
26 researchers using observations and sensing. Interview is a data collection technique that is done by conducting
27 dialogue or question and answer conducted by two or more people by way of facing each other directly. The
28 researchers will ask a number of questions to the informant. When the researchers are conducting an interview,
29 the interviewer must be able to create a relaxed but serious atmosphere. This means that the interview is being
30 done in earnest but not rigidly. Then, the researchers will also use interview guidelines in the form of questions
31 addressed to the research subjects or the informant, that are the barista. The informant in this research is someone
32 who has a profession as a barista. (Bungin, 2015) The informant is a barista who works at a coffee shop that has
33 used the concept of specialty coffee shop:

34 **Table 2** Informant Profile

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No.	INITIAL	SEX	COFFEE SHOP	EXPERIENCE IN COFFEE
1	MA	Male	Shoot Me in The Head Coffee	7 Years
2	SF	Female	Sositi Coffee Bar	6 Years
3	JK	Male	Coarse & Fine Coffee	2 Years
4	CH	Male	Nordic Coffee	3 Years

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RESULTS AND DISCUSSION

Today, the profession as a barista is in high demand by the social community. This phenomenon has occurred in the community since the inclusion of the specialty coffee shop concept in Indonesia. Barista is currently an important commodity owned by the coffee industry. The emergence of specialty coffee shops has led to a very high demand for baristas. However, it cannot be denied that baristas who have just entered the industry do not all have the ability to become baristas. Based on indicators that have been determined by the researchers, there are several criteria to categorized a person as a barista, including: male or female, working in a specialty coffee shop, having experience in the coffee industry, consuming coffee, making espresso/coffee-based beverages, having basic knowledge of coffee. Based on these indicators, there are four people who will be interviewed to support the data from this study. The researchers also used informant selection techniques with purposive sampling. Purposive sampling is a sampling or data technique with certain considerations such as the individual is considered very knowledgeable about what is expected, or the individual is an influential person, so that it is easier for the researchers to find the data regarding the objects and social situations being studied. Thus, the researchers choose the informants based on the predetermined research indicators.

a. Barista's knowledge

Knowledge is the main asset for someone to live their life, that is to get along and socialize. Knowledge of something is also needed by each individual to carry out their daily activities. Likewise, baristas also need knowledge about coffee to help themselves to carry out their work in a coffee shop. With the development of the concept of specialty coffee shops in this era, it makes barista's knowledge increasingly important. The amount of knowledge possessed by these baristas is influenced by the length of work experience of each barista who has been in the coffee industry. Thus, it can be said that the longer these informants do their profession in the coffee industry, the more knowledge the baristas will have. The appropriateness of terms or the actual meaning of the terms used in each category certainly must still be considered in each of the existing classifications. The appropriateness of the meanings of the terms contained in the quotations stated by each informant show that the informants did indeed know and understand these terms. This can be based on the experience that has been experienced by the informants which has been longer. This makes the informants who has a longer experience period will understand more the terms or knowledge about coffee, starting from the terms in the basic knowledge category, sensory category, technical category, profession category, to the process category.

Based on the observations done by the researchers, a barista must have basic knowledge and skills about coffee. Every barista must know their profession well, such as understanding the definition of the profession as a barista and also knowing the type of work undertaken (activities carried out while working). As a result, they will get to know and appreciate their profession better. In addition, they must have basic skills when becoming a barista. These basic capabilities include sensory, technical and processing. Sensory knowledge will help the baristas when they are tasting their coffee before it is given to customers. Technical knowledge will help the barista when they are examining how to make coffee maximally. This can be seen from the roasting profile of each coffee bean. It also can be tricked by trying to use different brewing techniques. Knowledge of processing will help the barista when they are learning how to make coffee maximally. This can provide additional

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6 information about the identity of the coffee. Thus, when the coffee is brewed, the barista can find out the flavor
7 in the coffee.
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10 **b. Barista's Self-Concept**

11 The self-concept is a person's views and judgments about himself. This self-concept includes how each
12 individual assesses and sees his self-concept as a person. In addition, self-concept can be a perception of the
13 individual about himself. The self-concept is an important component in individuals because it determines the
14 identity of each individual. After the researchers conducted the research by interviewing 4 informants, there were
15 several things that were mutually connected. These things are between the length of work experience of each
16 informant with the many attributes or accessories of coffee that are owned and the self-concept of each informant.

17 After the researchers conducted the research by interviewing 4 informants, there were several things that
18 were mutually connected. These things show that the length of work experience of each informant will have an
19 impact on the number of obstacles experienced and also the feelings of each individual in carrying out their role
20 as baristas. The results of the data in the field indicate that the feelings of each individual while undergoing his
21 role of being a barista is positive. This is done by the informant to show that he is someone who does his work in
22 the coffee sector so that each informant has and uses coffee equipment, attributes or accessories to inform the
23 surrounding environment that the informant works as a barista.

24 Obstacles that were passed also in accordance with the working experience of each informant. The longer
25 the informant has been in the profession, the more obstacles will come. Vice versa, if the informant is still new to
26 explore the profession, then they will only find a few obstacles. All informants have very positive feelings. Each
27 informant has his own pleasure or satisfaction while undergoing his profession as a barista. They enjoy their work
28 so that they do not seem to work only to find material, but there is a satisfaction that is felt by each of the informant.
29 Moreover, each speaker who likes his profession as a barista is also shown in a positive self-concept, which is by
30 wanting to continue working in the coffee industry. Accordingly, it can be concluded that the informants liked the
31 work they are currently undertaking.

32 **c. The meaning of coffee**

33 The meaning is an understanding of something that will later be conveyed to the recipient of the message.
34 By understanding and comprehending the basic knowledge of something, it will be able to help someone to
35 understand the meaning of something. The deeper understanding of knowledge, the stronger the meaning
36 conveyed. So, the understanding of something will have an impact on meaning. Then, it is also found positive
37 emotional results. All informants have very positive feelings. Each informant has his own pleasure or satisfaction
38 while undergoing his profession as a barista. They enjoy their work so that they do not seem to work only to find
39 material, but there is a satisfaction that is felt by each of the informants. The calibration baristas will pay more
40 attention to the coffee they make because calibration is an activity where the baristas will make recipes with coffee
41 beans that will be consumed by customers on that day. They will look for the right coffee recipes to find delicious
42 flavors to be served to customers.

43 The discussion that has been linked to using coffee is found that each informant has a fairly good
44 understanding of the quality of good coffee. This has an impact on his accuracy in preparing things before each
45 informant does his coffee-making activities. In addition, his accuracy in examining all aspects before the coffee
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serve to the customers make a better barista and detail in these matters, in which the barista provides more value in every coffee that will be served to the customers. From the results that have been stated, the informants consider coffee not just ordinary coffee, but coffee is interpreted more by each informant. Some consider that the coffee made is a masterpiece that is made sincerely and with all humility. There are also those who consider that coffee is a medium that can be used to communicate with the outside world. Thus, they will be more careful in treating coffee because they give more value to the coffee they serve.

d. Customer and Barista Relations

There are various ways to relate or build an interaction with someone. One way is to provide material that is preferred or interesting by both parties. Closeness between one person and another party can be known from the material that occurs between the two parties. The more personal or in-depth a conversation, it can be categorized that the two people have emotional closeness. Based on the results in the field, it shows that there is a symbolic interaction between the barista and the customers. Interactions that occur involve baristas and their customers who use coffee as a medium or symbol in the interactions. By relying on coffee, the barista can change the meaning or symbol between the barista and the customer. This makes the barista to use the coffee symbol to establish an interaction with the customers. The change in status from a customer to a friend is even more to be found in this study.

CONCLUSION

After observing and interviewing four informants, the researchers draw three conclusions. The self-concept found in each barista is very positive. Each informant highly valued himself as a barista. Although their backgrounds are varied, for example in the beginning it is only a trial and error, they make this profession a side job or because they only like drinking coffee, but now they are actually interested and want to explore their profession. The longer stay in the coffee industry has made all the informants have many obstacles. However, this did not stop the informants from undergoing their profession as a barista. It is their hope that in the future they still want to be in this industry and advance the coffee industry in Indonesia even better. All informants want to continue in the coffee industry in the world of roastery. There are also those who want to continue to be judges of the coffee competition or take certification as a Q grader. All informants still want to be seen as individuals who are in the coffee industry even though they have different occupations.

Each informant has a different interpretation about coffee he has made positively. Some of them think that the coffee they make is a work of art, a media to get to know people or parts of their lives. All informants also highly appreciate the coffee they made by paying attention to the quality of the coffee and also understand knowledge about coffee. They are also careful in using coffee by paying attention to details when making and serving coffee to customers. When a barista wants to serve his coffee, cleanliness is important to check before the coffee is served to the customers. Thus, they make the coffee to be not ordinary coffee, but there is a special added value in it. Each informant has experience with a variety of unique customers. The longer they work as baristas, the more unique customers they have encountered. When they often meet with unique customers, then they can learn how to deal with customer who make troubles and expect to get good feedback. All informants have a good relationship with customers and it can be shown with a deep discussion topic. Topics that were discussed ranging

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6 from general ones such as about coffee, even more personal such as about hobbies and activities, to privacy such
7 as family and work.

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