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# Social Opportunity on Coffee Shop

**Ni Kadek Ayu Ratih Surya**

*Science Scholar Institution, Bali, Indonesia*  
[ayuratihsurya@gmail.com](mailto:ayuratihsurya@gmail.com)

## **Abstract**

*Opportunities open a coffee shop in the mall and office buildings are still very open because for the city, drink coffee together has become a necessity. Everyone loved the coffee and coffee atmosphere relaxed, loose and information enjoyed while chatting, chat/browsing internet, small meeting or discussion. More than that the coffee shop has become a strategic place to make a deal and business negotiation or a place to spend time waiting for hours jammed in the capital. Café Republic (KKR) is the concept of specialty coffee bar espresso coffee made from ingredients of real coffee from various parts of Indonesia elected and diverse. KKR offer experience (experience) coffee with coffee bar atmosphere to enjoy a coffee ritual into something fun. This concept is made different from the coffee shop that currently exists in Indonesia.*

**Keywords:** *atmosphere, building, coffee, experience, ritual.*

## **Introduction**

The coffee shop is no longer merely offering concoctions and specialty coffees. The unique concept store also becomes its own allure. Like when entering the Mazea Coffee shop, visitors will be greeted by graffiti in the form of Islamic advice. Kedai Mazea Coffee is inside the Hood area with other brands, such as Muslim clothing products. Kenly, the drafter and graffiti designer Mazea Coffee said, the Mazea label was only made earlier this year. "We are more on the concept of Muslims that are young people, Abo clothes. The coffee here can be for work, community (Beneš *et al.*, 2009; Chandra *et al.*, 2012).

Although carrying out the Islamic concept, Kenly admitted, there were enough non-Muslims and expatriates to visit Mazea Coffee. According to him, there are many who seek tranquility rather than hanging out in fancy coffee shops. He is also optimistic about the existence of small coffee shops. According to him, many small shops are considered to threaten big brands, including those from abroad. One of the reasons is because the archipelago's coffee dish does indeed have the best taste (Li *et al.*, 2015; Mueanmas *et al.*, 2017).

The signature taste of the small shops is what often wins in race events. Kenly also explained, actually being healthy with coffee also means consuming quality coffee while enjoying it in a healthy environment. If coffee is synonymous with smoking activity, it is different from the case with Mazea which does not provide a smoking area at all. We have a concept that is more about gathering, but it's not in vain because for what if it's only a gathering talking about people has no benefit, we want the community to be the life of the coffee shop," he added.

The unique concept is also presented by Koptul Tavern - short for Tuli Coffee - which is in the area of Duren Tiga, South Jakarta. Unlike coffee shops in general, Koptul installs menus in alphabetical order, complemented by pictures of hand signals at the cashier, where a veiled woman greets with a warm smile and is ready to take notes. Hot or cold? asked the woman named Aldilla with limited verbal language while using sign language. Not only Koptul, Sunyi House of Coffee and Hope also uses coffee as part of a strategy to fight for equal rights for persons with disabilities. In contrast to Koptul, which does not present music, Sunyi House of Coffee actually plays music like most cafes. Nama Sunyi was chosen as a symbol that people with disabilities want to be quiet from differences and discrimination (Nuriyasa *et al.*, 2018; Rattanapan *et al.*, 2017; Sartori *et al.*, 2006).

The cafe then became a place of collaboration for various communities, ranging from the community of persons with disabilities to pedestrian groups. It's normal to be a place for community events on weekends.

## **Discussion**

### *Benefits of Coffee for Health*

The mandatory drink of the Indonesian people, especially in this morning, turned out to have various benefits. The following are the benefits of coffee for body health that you rarely know:

### *Reducing the risk of developing type 2 diabetes*

Some researchers have shown that the more often you drink coffee without sugar, the less likely it is to be exposed to the risk of type 2 diabetes. This is confirmed by a survey conducted by the UCLA School of Public Health and Medicine involving more than 700 women in 2011. The survey said if menopausal women drink 4 cups of coffee a day can reduce the risk of type 2 diabetes by 50 percent (Tsubouchi *et al.*, 2006; Udayana, 2017).

In 2009, Australian researchers found the benefits of coffee to treat diabetes. They stated that every additional one cup of coffee could reduce the risk of type 2 diabetes by 7 percent. The study was published in the journal "Archives of Internal Medicine".

The efficacy of coffee is considered to increase the body's resistance to glucose which is important for the body's metabolism and prevents the destruction of the insulin cell production process. In addition, coffee increases the level of a protein called sex hormone binding globulin (SHBG), which provides protection against type 2 diabetes in people with genetic disorders.

### *Benefits of Coffee for Fighting Cancer*

Coffee was once believed to be a cause of cancer. However, researchers did not consider other factors, such as smoking and drinking alcohol. Now, the benefits of coffee are proven to protect the body from certain cancers by repairing DNA. Other studies say that drinking coffee can fight the risk of colon cancer, anal cancer, oral cancer, and esophageal cancer. Coffee contains hundreds of chemical compounds, including anti-inflammatory compounds and very active antioxidants, such as *methylpyridinium*. Espresso coffee has 2 to 3 times the number of anticancer compounds.

### *Reducing the risk of dementia (senility)*

The habit of drinking warm coffee can reduce this risk. Research from Sweden and Denmark conducted a survey of more than 1,400 adults who consumed coffee every day. Those who drank 3 to 5 cups of coffee per day, 65 percent lower risk of dementia than those who only drank two cups or not at all. Antioxidants from coffee can work to reduce the form of vascular dementia.

Other studies conducted in animals have shown that caffeine in coffee can increase the efficiency of the blood-brain barrier, frustrate the negative effects of high cholesterol on cognitive function, and the possibility of increased energy that makes you more active.

### *Protect the body from Parkinson's disease*

Parkinson's disease is caused by a disturbance in the brain, namely the central nervous system of the human brain that experiences setbacks. This disease is characterized by movement irregularities, difficulty at the start of the movement, and muscle stiffness. For this reason, the benefits of coffee help reduce the risk of Parkinson's disease for men. Men who consume 2 to 3 cups of caffeinated coffee every day have a 25 percent lower risk of developing Parkinson's. Initially, researchers were not sure if caffeine was beneficial enough to protect men from parkinsonism. However, a study found a gene called GRIN2A, which seems to protect the body from the attack of this disease.

### *Prevent depression*

The efficacy of coffee can reduce the risk of depression according to some researchers. Scientists from the Harvard School of Public Health report that people who drink four cups of coffee or more per day have a 20 percent lower risk of depression. Meanwhile, people who consume two to three cups of coffee a day have a 15 percent lower risk.

### *Description of Business*

#### *Business Concept*

Café Republic (KKR) is the concept of a special espresso coffee bar that is based on espresso coffee drink selected coffee beans from Indonesia and varied selection. KKR offer the coffee experience to create an atmosphere to enjoy a specialty coffee drink and make coffee drinking is the goal of every consumer who comes. This concept

differs from the coffee shop that currently exists in Indonesia. This shop will be first opened in Jakarta and developed in several other major cities. The concept of this store is different from the coffee shop which generally does not provide bar and focus only on coffee drinks, and a series of other ingredients dish with espresso base that is *caffè latte*, *caffè mocha* and *macchiato*.

Short-term plans company will set up the first outlet of less than or equal to 200 m<sup>2</sup> in the city. Medium-term plan the company will carry out its expansion strategy in Jakarta (by adding two outlets) and one outlet in Bandung. Meanwhile, the company's long-term plan is to become the market leader of coffee bars in other large cities through franchising. The management company would like to emphasize that opportunities open bar coffee shop in the mall and office buildings is still very open, it is because coffee and meet at the coffee shop for many people has become a necessity. Everyone likes a drink and *Susana* at the coffee shop. Drinking coffee specialty coffee shops have become a lifestyle in certain circles.

### *Products Offered*

The Coffee Republic was established to provide high-quality coffee. This offer will be an answer to consumer needs with high-quality coffee. Menu formulated with a professional touch to provide a unique and modern taste that is different from it offered competitors. Moreover, it also offered the kinds of high-quality snack as complementary. The menus offered by KKR:

a) Menu Coffee

KKR offers Italian style espresso beverages, either caffeinated or not, including espresso, *caffè latte*, cappuccino, *caffè mocha* and espresso *macchiato* with coffee beans from Indonesia (Takengan, Lampung, Toraja, Mandailings, Merapi, Bali). This menu will be served with cinnamon from the mountains and spices from Indonesia, pure milk, chocolate milk, the taste of others, or whipped cream in different variations depending on the type of drinks ordered by customers. All kinds of espresso are presented in the form of a cold. In addition, customers can also order a cappuccino shake with vanilla flavor, chocolate, cinnamon, and nutmeg to obtain a healthier menu.

b) Another menu

Another menu offered are:

- 1) Type of tea: tea variations, including classic, exotic flavor, and fruit-flavored teas.
- 2) Fresh fruit juices: orange
- 3) Mineral water

c) Coffee cake and snacks

The Café Republic will offer a variety of snacks and cakes also with high quality. That includes the type of coffee cake, muffin and cake cream cheese. To offer more healthy kind of food that will be offered also a type of muffin and cake low calorie and sugar-free.

### *Serving method*

a) Espresso

Espresso is a strong black coffee with a strong flavor. The original espresso usually drunk without milk or sweetener mixture, and served in small glasses called the shot.

b) Caffè Latte

Latte the term was first popular in North America. In Europe, latte more likely to be perceived as being for your children or drink coffee very young. Many people confuse latte with a cappuccino. Latte is espresso in combination with milk that is heated with water vapor (a kind of steamed). *Caffè latte* is a mixture of espresso and milk with a ratio of 1: 2. So the third part of which its coffee, while 2/3 is liquid milk. When compared with a cappuccino, *caffè latte* coffee taste is lighter, because it contains milk but the equivalent of more precise latte is 2/6 espresso, 3/6 milk, and 1/6 foam/froth milk. If you add the chocolate into the drink will be *mocha*.

c) Cappuccino

Cappuccino is typical Italian coffee servings are usually taken the morning. A cappuccino consists of espresso, milk and milk foam on top. The milk foam resembles a cap/hat so-called cappuccino. This drink is often confused with a latte, but basically, they are two very different drinks. Generally, cappuccino made in the proportion of one-third. This means proper cappuccino is one-third espresso, one third steamed milk, and one third milk foam.

### *Price*

The price offered by KKR competitive and not too much different than its competitors.

Here is the list price:

Cappuccino IDR 18,500, -

Caffe Latte IDR 20,000,-

Espresso IDR 17.000, -

Tea IDR 15.000, -

Juice IDR 16.000, -

Snack Cakes and IDR 8,000, - s / d IDR 10.000, -

The price offered is relatively competitive compared with competitors. In addition, the company will train its baristas to implement the strategy of "up-selling" where consumers are actively encouraged to try new flavor combinations and increase the volume of consumption.

### *Design booth*

KKR will be designed with a cozy and warm interiors and furnishings. The atmosphere of warmth is of considerable concern to add to the appeal of outlets. In line with the needs of urban communities that have high mobility, the rate will be provided the facilities wifi and internet access.

### *Location and territories*

In contrast to the general coffee shop, KKR outlets located in shopping malls and office buildings with high visitor traffic and a commercial area. This provides a double benefit for consumers, which is still able to walk around in the mall after or before sipping coffee. Besides the convenience stores be selling different so as to attract consumers to visit.

### *Marketing*

#### *Market Conditions*

One of the characteristics of consumer behavior in Indonesia, especially the urban community is like hanging with friends, relatives or coworkers (Marketing Magazine). The general gathering place is the cafe, fitness center, gathering and so forth. That's why facilities like that much were established in response to such consumer behavior, a hallmark behavior is gregarious or an indicator that the Indonesian people have a strong social life. Go to the cafe has become a trend for today's urban society. One of them is triggered by the consumption behavior that is facilitated by the facilities provided by banks. Beginning in 2007 until today, the banking industry through its credit card products makes the program a discount (usually around 30-50%) in a variety of cafes and restaurants become a flagship program. This is the trigger factor level of consumer visits to cafes and restaurants which increased sharply- especially on weekends.

#### *Prospective Customers*

KKR target markets are office workers, both professional and non-professional, middle-aged, with middle to upper social class. Outlets will be located in a place that is easily accessible by the employees of the office. The company hopes the consumer repeat purchase rate is quite high. It is also expected to be approximately 75% booking through the takeaway.

#### *Marketing Strategy*

The company will implement marketing strategies and aggressive merchandise inventories designed to create and reinforce the brand image of the company. The company will use the logo extensively KKR on the presentation of innovative products, packaging, and leaflets. In addition, employees also offer a variety of creative marketing concepts such as free samples of "today's menu" membership cards, educational materials regarding coffee products including posters and T-shirts.

Implementation of marketing strategies include the following:

- 1) Giving free samples so that consumers can try the 'feel today'.
- 2) Cards offer "2 for 1" which can only be used on certain days to encourage multiple visits.
- 3) Educational materials (such as posters and leaflets) relating to the quality of coffee, benefits and user-raw material utilization stretchers.
- 4) Proactive services employees: training and educating employees about the service and preparation techniques as well as how to serve customers with enthusiasm.
- 5) Providing a free shuttle service to the area around the office counter.
- 6) Adherence logo, outdoor media, and others.

Another form of merchandising strategy is to see an attractive takeaway cup. Will be designed with materials that are safe for the environment and designed with attractive company logo

### *Operations*

A coffee shop should have facilities that meet the requirements of the standard, necessary to support its operations, among others: physical requirements, operational management, and service. The three factors are important components that determine the quality and class rather than a coffee shop. The physical requirements are factors that have a sizeable weight in determining the quality of service is a coffee shop compared with other components.

KKR physical requirements can generally be divided into two major groups, namely:

General physical and physical space, equipment and tools.

The physical requirements of the general shape, such as outlets, fire protection, wastewater disposal, garbage, and others. While the physical space, equipment, and tools can be shaped, such as kitchen, dining room, storeroom, toilets, administrative space and space employees. From both a physical component of the restaurant, the physical component of space, equipment and tools have a more vital role than common physical components, in particular: a kitchen and toilet. In addition to kitchens and toilets. Physical component space, supplies, and equipment that have an important role in the dining room, warehouse, and employee space.

A very important component in the general physical requirements are the spatial components, which include: the division of space, room arrangement, and decor of the room. While other components are quite important in the general physical requirements are the location and the environment, which include: the existence of the TRC and the outside environment (noise, odor, dust, smoke dam insects or other vermin). Utilities (water, electricity, emergency lamp and ventilation are also other vital components in the general physical requirements, as well as fire prevention.

Meanwhile, the important factors needed in KKR operational support, among others: the organizational structure, operational performance, environmental health, and others. While the terms of services needed to support the operations of the TRC is a sales and presentation of food, skills "artists", the presentation of entertainment, security, and others. Each of these components, either: physical, operational and quality of service will determine the TRC and they determine the quality of service of a coffee shop.

### *Management*

To apply a positive and proactive service that the employee has an important role in this regard. Therefore, the company establishes an employee recruited a person who is attractive and joyful, Blocking, highly motivated and committed to serving consumers. Companies also pay attention to training, personal development and compensation of employees profit sharing for their employees in order to provide excellent service.

## **Conclusion**

The conclusion that it is currently a coffee shop is being favored by businessmen, there is started from a hobby and eventually decided to open a coffee shop business. Coffee shop business is a promising business, therefore we become entrepreneurs of the coffee shop we could benefit very much.

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