

CHAPTER I

INTRODUCTION

This chapter contains background and brief information about coffee, problems encountered, problem formulation, scope, objectives design, data collection methods, and design framework.

1.1 Problem Background

Coffee is a drink made from coffee beans that have been baked or grilled first. This drink can be served cold nor heat. Until now, almost everyone in the world knows even love coffee as a drink to relax. Coffee development in Indonesia itself began in 1696 using a type of Arabica coffee which imported by the Dutch East Indies government. There are four types of coffee groups. The best known include Arabica coffee, Robusta coffee, Liberica coffee and Excelsa coffee. The coffee group that is best known for its economic value and traded commercially, namely Arabica coffee and Robusta coffee. (Raharjo, 2013:12). According to Raharjo (2013:7), coffee plays an important role for human resources income of the Indonesian people and a source of foreign exchange income, because Indonesia is one of the largest coffee exporting countries in the world. In Indonesia, coffee is consumed by the lower class to the upper class and from young to old age. There are so many people in Indonesia who often consume coffee such as students, teachers, laborers to office workers and other. Coffee is usually consumed when you want to be active and relax. So many coffee shop companies are going to open up coffee shops and offer variants of its flagship flavors, such as Starbucks, Paris Van Java Coffee and other large and small coffee shop companies. The enjoyment of the taste of coffee has now been developed into various kinds flavors such as Espresso, Mocha, Latte, Macchiato, Cappuccino, Kopi Luwak and other. Along with the development of science and technology, now coffee is not only served as a drink, coffee can also be served in the form of foods such as biscuits, cakes, ice cream, candy and other types of food. According to an article written on the lifestyle.okezone.com site (06-09-2014), Coffee is no longer just a drink, but has become part of a lifestyle. This

change in coffee drinking rituals is due to an increase in the standard of living and growing middle class in Indonesia. Like a coffee shop in urban areas designed as attractive as possible in order to get comfortable atmosphere and provide a new experience for its visitors. In addition, coffee shop visitors can now taste various kinds of coffee variants of coffee flavors created by the coffee shop itself. According to Mahendra Barista from Jala Coffee Shop, mostly Indonesian especially students and workers aged 17 to 30 years often enjoy coffee at coffee shop. According to the journal from the Faculty of Medicine, Udayana University which written by Liveina and Artini (2014). The results of the research they did from 491 respondents among students and workers, namely "the proportion of coffee consumption" the respondents amounted to 91.9%. As many as 76.1% of coffee drinkers experienced the effects of side effects include difficulty sleeping (50.5%), palpitations (33.7%), increased frequency of urination (31.9%), headache (20.2%), tremor (10.9%), nausea and vomiting (14.8%), anxiety symptoms (15.7%), heartburn (15.3%) increased frequency of defecation (10.0%) and other symptoms. The results of this study can be concluded that the majority of students and workers do not know the correct pattern of drinking coffee because experience the side effects of drinking coffee. Drinking coffee with irregular patterns and exceeding the recommended dose can cause side effects and health problems. Too many doses of caffeine can result in shaking, insomnia, and even anxiety. When caffeine is said overdose is when the body feels uncomfortable, which means it has been consuming too much caffeine. (Weinberg & Bealer, 2002:47). According to data from Republika.co.id, Adi W. Taropatjeka is a coffee expert reveals that the composition of sugar and milk in instant coffee actually more than the amount of coffee. This closing the original quality of the coffee. Besides that, most coffee producers don't even pay attention to the quality of the coffee Robusta when making instant coffee, because producers suppress production prices. So the negative impact is that the coffee produced is not of high quality and all instant. According to the book Weinberg & Bealer (2002:253), caffeine in coffee has many benefits because it contains antioxidants and other substances, which can improve mental ability, prevent cancer, prevent risk the onset of type 2 diabetes, relieve pain, and prevent stroke. Dose daily caffeine should not exceed 300mg to 400mg per day,

which is the amount equivalent to two to three cups of 180ml filter coffee. Based on the brief explanation above, the author is interested in studying as the design of this Final Project which is packaged into a book. Book is one of the print media that can include a lot of information and can be used as a friend to relax while enjoying coffee. This design aims to provide information about consumption patterns coffee is good and can be beneficial for health. So that society Indonesia can implement a healthy coffee drinking pattern.

1.2 Problems

Based on the background above, the author concludes the problems identified are as follows:

1.2.1 Problem Identification

- The majority of coffee drinkers often feel negative side effects from drinking coffee.
- Lack of knowledge of coffee drinkers about coffee drinking patterns correct.

1.2.2 Problem Formulation

From the identification of the problems above, the author concludes formulation of the problem :

How to design a book for coffee drinkers to know the correct pattern of consuming coffee and beneficial for heal

1.3 Scope

The scope of the book design that the author is working on will be focused on the health benefits of consuming coffee. The main target audience of the Author's Final Project project are men and women 17 to 30 years old, students or workers, upper middle class in Indonesia.

1.4 Design Objectives

The expected design objectives include:

- Provide information about the correct pattern of drinking coffee to target audience aged 17 to 30 years.
- Provide information about the benefits of coffee for health.

