

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Sekeon (2019), stated that many intern students at hotels have inadequate product knowledge. This was also stated by Mr. Dewa, the FB Supervisor and FB Head Manager at Mandapa Hotel, Ubud, Bali. Likewise, based on the researcher's personal experience, many trainees at hotel do not have sufficient knowledge about Food and Beverage products, especially in the coffee section. In addition, coffee can also be used as a business for young people who have completed their education because coffee is a new and unique thing for some people. Before we can create a coffee business, we must know how to brew coffee properly, how to choose the tools used, and the results of brewing coffee. It can all be mastered by knowing the terms used in coffee. Coffee can also be a tourist attraction because we can provide the taste of coffee from the region, coffee will be a special attraction for tourists, besides that coffee entrepreneurs can maintain and develop coffee beans and coffee shops in the area (Krisnatalia & Goddess, 2023). Therefore, the researcher is interested in discussing coffee. Terms used when brewing coffee, terms about tools and equipment for brewing coffee, and coffee products.

According to Ramadhan (2017), coffee is also like humans, where coffee will continue to develop with the times, the amazing development of coffee has three main terms, where the terms are called first wave, second wave, third wave. Where in the first wave, people are new to coffee. In this second wave, people have begun to find various ways to enjoy their coffee, where in this

second wave pioneered by Star Buck, where Star Buck began to introduce various ways to enjoy coffee. Then came the third wave, where in this third wave coffee shops have begun to mushroom Where to compete with Star Buck, where in this third wave have begun to find various ways to brew coffee such as manual brewing and espresso machines.

According to Fauzi (2019), many young people and adults have started enjoying coffee in Indonesia. But they are not familiar with the menu in the coffee shop, so this is a problem because the barista must explain the meaning of the menu in the coffee shop. The same information was also obtained by the researcher, where the owner of a coffee shop in Singaraja said that many of their customers were not familiar or did not understand the terms on the menu at their coffee shop.

Based on this brief explanation, the term in a coffee shop will be very useful if studied further. Therefore, the researcher is interested in investigating technical terms in coffee shops. So, the researcher hopes that this study can provide insight for coffee connoisseurs, so that coffee connoisseurs can know every detail of the meaning of coffee in coffee shops.

Makna Kopi bagi Barista di Speciality Coffee Shop di Indonesia (The Meaning of Coffee for Baristas at Specialty Coffee Shop in Indonesia) done by Adhi and Yunus, (2022). This research focuses on the meaning of specialty coffee for baristas. *Pengaruh Teknik Pembuatan Kopi di ObrolKopi Terhadap Minat Beli Konsumen* (The Effect of Coffee Making Techniques in Coffee Chat on Consumer Buying Interest) done by Ridwan & Jahmi, (2023). The purpose of this study was to determine the effect of coffee making techniques

in ObrolKopi on sales. *Simulasi Pembuatan Kopi Berdasarkan Metode Penyeduhan Manual Brewing* doing by Prasetyo et al. (2018). The purpose of this study was to find out various kinds of manual brewing methods.

Based on the statement above, there is no research has been found about an analyse technical terms used at coffee shops in Singaraja. Thus, researchers are interested to analysing the terms used at coffee shops in Singaraja, especially in Temani Coffee Shop. Which aims to provide product knowledge for someone in need, because there is very limited research on the terms that exist in coffee.

1.2 Scope of the Study

This research is descriptive qualitative research conducted at Temani Coffee Shop. Based on the identification of the problem, this study is limited to knowing the technical terms used at Temani Coffee Shop and the definition of each term used at Temani Coffee Shop. This study uses 3 subjects to determine what terms are used in Temani Coffee Shop namely, menus, recipe books and baristas in Temani Coffee Shop. As for the definition of the key terms, it will focus on theory from two books it is *The Curious Barista's Guide to Coffee* from Tristan Stephenson and *The Craft and Science of Coffee*. The research design also supported with model qualitative from (Saulius & Malinauskas, 2021). In this theory, the use of a qualitative research approach allows the researcher to focus directly on phenomenon, to observe phenomena with attention to dynamics, to take small groups as objects of scientific research and theory construction.

1.3 Research Questions

1. What are the technical terms used at Temani Coffee Shop?
2. What is the definition of each term used at Temani Coffee Shop?

1.4 Purposes of The Study

The purposes of the study could be described, as follows:

1. To identify the technical terms used at Temani Coffee Shop.
2. To identify the definition of each term used at Temani Coffee Shop.

1.5 Significances of Study

1. Theoretical Significance

Research references in coffee shops, and references for teaching materials or learning materials for teachers and students in schools.

2. Practical Significance

Basic product knowledge and skills for student who are interested to start up entrepreneur in coffee.

1.6 Definition of Key Term

In order to clarify the key terms used in this research, some definitions are put forward.

1. Terminology

According to Razak et al., (2014) terminology is our way of conveying something briefly. This terminology is a Western culture that is used throughout the world to make it easier for us to communicate

when conveying something. This term also helps us to facilitate communication with certain people, where we can be efficient when delivering something so as to make our interlocutors can quickly understand what we convey (Nur, 2012).

2. Coffee Shops

According to Herlyana (2012) The word café in coffee shops comes from French which means coffee. The café that was originally on the side of the road and simple, has now begun to big hotels and mushroomed everywhere. Cafe or coffee shop is now equipped with a variety of coffee brewing methods, various menus on coffee, and very complete equipment. This coffee shop business is very promising because all people have started to enjoy coffee now.

3. Coffee

Safitri et al., (2019) said that currently the development of coffee in Indonesia continues to increase, where several regions in Indonesia have become one of the best coffee producers in the world. For example, in Aceh there are a lot of robusta coffee beans. There are coffee connoisseurs who want coffee mixed with other ingredients in a cup of coffee they enjoy, it is necessary to do a mixing process (Tarigan et al., 2015). Coffee mixing can be done using two types of coffee such as robusta coffee and arabica. Blending is done to get the advantages of both types of coffee that are mixed. Robusta coffee in mixed form serves to reduce the sour taste in arabica coffee. While the role of arabica coffee can reduce the bitter taste and in general increase the aroma produced

(Bicchiet et al., 1997). Coffee in coffee shops mostly has 2 ways of brewing, namely manual brewing and using an espresso machine, many tools and ingredients needed for brewing coffee in coffee shops.

