

Indonesian Coffee Diplomacy in The Era of Joko Widodo's Government (2019-2021)

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ABSTRAK

Indonesia merupakan produsen kopi terbesar ke-4 (empat) setelah Brazil, Vietnam, dan Kolombia. Dengan begitu pemerintahan Joko Widodo tak tinggal diam, melalui Kementerian Luar Negeri memasukkan kurikulum tentang kopi bagi diplomat untuk mendorong perkembangan industri kopi nasional. Para diplomat Indonesia juga diajarkan untuk menjadi barista dan layak untuk memahami kopi asal Indonesia hingga akarnya sebelum mempromosikan kepada pihak luar. Diharapkan karya tulis ini mampu menjawab pertanyaan penelitian mengenai strategi diplomasi kopi pada era pemerintahan Joko Widodo dan meningkatkan industri kopi Indonesia di kancah internasional melalui *gastrodiplomasi*. Penelitian ini menggunakan metode kualitatif deskriptif yang mengacu pada penelitian-penelitian yang telah dilakukan sebelumnya dan sumber sekunder yang dapat dipercaya. Hasil dari penelitian ini memaparkan strategi diplomasi kopi Indonesia dengan menerapkan enam bentuk strategi yang dikemukakan oleh Juyan Zhang yaitu *product marketing strategy*, *food event strategy*, *coalition building strategy*, *the use of opinion leaders strategy*, *media relation strategy*, *the education strategy*. Strategi diplomasi kopi Indonesia tidak lepas dari kontribusi aktor negara dan non-negara serta berusaha untuk membangun citra nasional yang positif untuk kopi Indonesia.

Kata Kunci: diplomasi kopi, gastrodiplomasi, strategi

ABSTRACT

Indonesia is the 4th (fourth) largest coffee producer after Brazil, Vietnam, and Colombia. In this way, Joko Widodo's government did not stay silent through the Ministry of Foreign Affairs to include a curriculum on coffee for diplomats to encourage the development of the national coffee industry. Indonesian diplomats are also taught to become baristas and deserve to understand Indonesian coffee from its roots before promoting it to outsiders. It is hoped that this paper will be able to answer research questions regarding coffee diplomacy strategies in the era of the Joko Widodo government and improve the Indonesian coffee industry in the international arena through *gastrodiplomacy*. This study uses a descriptive qualitative method that refers to previous studies and reliable secondary sources. The results of this study describe the Indonesian coffee diplomacy strategy by implementing the six forms of the strategy proposed by Juyan Zhang, namely the *product marketing strategy*, the *food event strategy*, the *coalition building strategy*, the *use of opinion leaders' strategy*, the *media relations strategy*, the *education strategy*. Indonesia's coffee diplomacy strategy cannot be separated from the contributions of state and non-state actors and strives to build a positive national image for Indonesian coffee.

Keywords: coffee diplomacy, gastrodiplomacy, strategy

BACKGROUND

Indonesia is an agricultural country with plantation products such as palm oil, tea, soybeans and coffee. Coffee has its charm from the unique taste of coffee, and each region has its characteristics. However, apart from the taste, coffee has the support of historical, traditional, and social factors and cannot be separated from economic interests. In Indonesia, coffee is a leading export commodity after palm oil, chocolate and rubber. The existence of coffee is multiplying among the Indonesian people and has become an industry. Coffee plantations are widely spread in Indonesian regions such as Java, Sumatra, Sulawesi, and Sulawesi. Not only in the form of large plantations, but it has also spread in communities that grow coffee on a small scale in farmers' home gardens.

Indonesia has good opportunities and prospects to become the largest coffee producer in the world. Indonesia is the world's fourth largest coffee producing country after Brazil, Vietnam, and Colombia (International Coffee Organization, 2019, p. 4). Indonesia is known to have wide coffee varieties or single-origin varieties from Sabang to Merauke. The term single-origin refers to coffee from the same region that is not mixed with other coffee varieties to make it more specific and limited. Some famous single-origin types in Indonesia are Toraja coffee, Gayo coffee, Luwak coffee, Bali Kintamani coffee, Flores coffee, Mandailing coffee, Java Prianger coffee, and many more. (Ministry of Trade of the Republic of Indonesia, 2014). The diversity of single-origin coffee produced each year certainly affects the quantity produced. This makes the coffee spread in Indonesia most of the Robusta type, some others with the Arabica type, and lately, the most popular type is Liberica (Jamil, 2019).

Seeing the development of Indonesian coffee production every year, the Indonesian Ministry of Foreign Affairs (Kemlu) remains quiet. For the first time, coffee education was introduced to the participants of the Foreign Service School (Sekdilu) in the form of a theoretical introduction to coffee followed by practice in the field. (Sabri, 2021). The Ministry of Foreign Affairs began to include a curriculum on coffee for Indonesian diplomats to encourage the development of the national coffee industry through efforts to increase coffee consumption abroad. The Ministry of Foreign Affairs invited six coffee producers from Indonesia to complement participants' understanding of the challenges and opportunities of promoting Nusantara Coffee. The six coffee producers are Noozkav Kopi Indonesia, Gravfarm Indonesia, ALKO Sumatra Kopi, Coffee Lab, and Tanamera Coffee. Each presented the history and background of Indonesian coffee, specialty coffee, geographical indications, specialty coffee stakeholders, coffee production, and the world coffee trade. (Sabri, 2021). Diplomats should understand coffee from Indonesia to its roots before promoting it to outsiders. Not only is theory taught, but there are field practices, namely coffee compounding and coffee tasting. This is a short practice as a barista, trying several types of Nusantara Coffee from Sumatra, Java, Bali Kintamani, Toraja, etc. Upon this meeting, the coffee experts and ambassadors agreed to compile a book, "Coffee Narrative", which is

helpful for a practical introduction to coffee diplomacy to be used by Indonesian diplomats.

The Indonesian Embassy in Wellington also organized an Indonesian coffee training event for ASEAN Ambassadors and their spouses who are members of the ASEAN Ladies Circle (ALC) in Wellington. The barista training involved the Ambassadors of Singapore, Malaysia, and Thailand, as well as representatives from the Filipino community who are serious about learning about coffee. In this training, they pay attention to how to serve coffee, decorate, and serve attractive coffee to consumers. This was practiced by a professional barista of Indonesian nationality, Jaya Argakusuma (Indonesian Embassy in Wellington, 2020). The Indonesian Embassy in Athens, Greece, also held several skills training for cooking, baking, and barista held at the Embassy in Athens in collaboration with the IEK Praxis Training Institute. The trainees also demonstrated their skills in making different types of coffee for the Ambassador. The event provided certificates of completion for the trainees (KBRI Athena, 2020).

THEORETICAL FRAMEWORK

Gastrodiplomacy

Gastrodiplomacy is a form of public diplomacy that is a combination of cultural diplomacy, culinary diplomacy, and nation branding through food to increase the nation's brand awareness. This strategy seeks to export cultural artefacts to the broader world through international cuisine or, more broadly, national cuisine (Pujayanti, 2017). Over the past decade, many countries have implemented this diplomacy to increase their cultural influence abroad. Gastrodiplomacy embodies a powerful nonverbal communication medium to connect different audiences and thus can be a dynamic new tactic in the practice and execution of public and cultural diplomacy.

According to Rockower (2012) gastrodiplomacy is "the act of winning hearts and minds through stomachs". Through a dialogical approach, a country offers its culinary charms to other audiences so they are familiar with the taste of a country's food. Diplomacy helps foreigners get to know and feel familiar with a particular culture and like they are discovering another part of the world, even if the other person has never had direct contact with it (Rockower, 2012). In a different paper, Rockower (2012) and Pham (2013) claim that gastrodiplomacy is the effort of national leaders to export national culinary heritage as part of public diplomacy to increase national brand awareness, economic investment and trade. (Rockower, 2012).

Gastrodiplomacy also involves another type of public diplomacy, namely branding or what can be called cultural communication, where the government seeks to improve its image without seeking support for direct policy objectives. This diplomatic strategy has become popular with middle-power groups to establish national branding. This move is to attract the attention of the international public, which can help increase the nation's brand recognition. It is essential to focus on state branding to increase international trust (Pujayanti, 2017). In addition to several state or non-state actors who have begun



cooperating or synergizing to carry out gastrodiploamacy, implementing diplomacy is not solely the government's responsibility. However, there are heads of state, diplomats, and other state representatives among the actors within the state. Furthermore, there are non-state actors from the food industry, NGOs or communities, chefs, diaspora, and media. Despite working together, each actor in the practice of gastrodiploamacy has a role so that their tasks do not overlap their functions and duties.

There is no doubt that the quality of the strategies a country employs plays a vital role in determining the level of success achieved by its efforts in gastrodiploamacy; as stated by Juyan Zhang (2015), a country's efforts to increase the popularity of gastrodiploamacy require the existence of a campaign program whose component is communication planning. According to Juyan Zhang (2015), there are several strategies used in gastrodiploamacy, including: First, Product Marketing Strategy, one of the most crucial to achieving the goal of gastrodiploamacy, which is promoting raw materials or food products to the general public; Second, Food Events Strategy, individuals or communities should participate in promoting their food products through international culinary exhibitions or festivals to attract the attention of the general public as well as the elite. Third, The Coalition-Building Strategy, a strategy which seeks to establish cooperative relationships during campaigns or promotions for their products, whether carried out by groups or individuals to influence others; Fourth, The Use Of Opinion Leaders Strategy, generally carried out by elites or some other types of strategic organizations, both from domestic and international environments. Strategies that use this opinion are usually carried out by celebrities. Food promoted by influencers or celebrities, the elites usually have their appeal; Fifth, The Media Relations Strategy, using the media to promote food products, is a relatively effective technique. Globalization encourages the use of technology that can help actors promote food products through social media sites such as Instagram, Facebook, Twitter, etc.; Similarly, the last strategy is the sixth, The Education Strategy, This strategy is the incorporation of food into educational programs, such as the provision of seminars or cooking class programs. Education is essential for the general public because it can create a consistent image of food and establish a deeper long-term interrelation with the public (Zhang, 2015).

RESEARCH METHODS

Two forms of research approaches are often used to write scientific papers, namely, the quantitative strategy and the qualitative approach. In this paper, the author uses a qualitative approach. The primary purpose of qualitative research is to understand a problem by explaining the phenomenon or issue in a sentence form that is neatly wrapped so that, in the end, it will get a new thought. Qualitative research is more about understanding a problem. This research is descriptive and tends to use analysis.

Qualitative research methods use a theory as a tool to dissect the research being carried out and make interpretations of what is seen, heard, and understood,

which is then developed into a complex picture of the problem under study. This descriptive qualitative research method describes coffee diplomacy strategies in the era of Joko Widodo's government, which includes its steps in promoting Indonesian coffee globally, the diplomatic relations it builds through coffee, and its impact on the local coffee industry.

There are two types in a study, namely primary and secondary data. The author uses secondary data collection techniques that are considered trustworthy. These sources include books, journals, government reports, national and international news, and scientific publications. This research seeks to highlight issues from the topics discussed by providing supporting evidence in the form of presented facts and then contextualizing with the concepts used by researchers. Ultimately, a clear and accurate picture or description of the facts and the relationship between the phenomena will appear.

RESULTS AND DISCUSSION

Coffee in Indonesia

History of Indonesian Coffee

Coffee entered Indonesia around the 1700s, brought by the VOC when Indonesia was still under Dutch rule. Initially, a Dutch national brought Arabica coffee and planted it in Western Java, such as Batavia, Sukabumi, Priangan, and Bogor, then expanded it to East Java and Central Java through a forced planting system or commonly called *cultuurstelsel*. (Panggabean, 2011). The large-scale planting of coffee by the Dutch was due to the high demand for coffee in Europe. So that at that time, all the coffee that had been planted was brought by the Dutch to be sold to Europe. The first export was carried out in 1711. Because coffee is profitable, the Dutch expanded the coffee planting area to several provinces in Indonesia, such as Sumatra and Sulawesi Islands. (Gardjito & Rahardian, 2016). These coffee plantations were generally managed by indigenous planters, so the government required compulsory coffee deposits as land tax, and the government monopolized trade. In the 1850s and 1860s the system of forced cultivation and monopoly was slowly abolished, but forced cultivation still existed, although it was not as harsh as before (Creutzberg, 1987).

In 1830 the *cultuurstelsel* system policy on coffee cultivation affected not only Java and Sumatra but also South Sulawesi. However, the *cultuurstelsel* system was never implemented in South Sulawesi. Coffee cultivation was introduced by the Dutch government by cooperating with village heads to obtain land and use it for coffee plantations managed by the community or the private sector, whose results could benefit the community. Although in the Maros area, a critical planting system was imposed and taxes were imposed on coffee plants, coffee production places were still available for coffee farmers. Unlike the Bantaeng area, the Bantaeng community is not required by the Dutch government to plant coffee and is not taxed. However, the coffee plantations in Bantaeng are well maintained and produce excellent quality. This made the South Sulawesi coffee plantation one of the largest coffee exporters for the Dutch government outside Java,

and even coffee became a superior product in the 19th Century to rice (Kahpi, 2017).

The Arabica coffee type has been developed for almost two centuries and has evolved into a folk crop. Arabica coffee was the only commercial type of coffee grown in Indonesia at that time. However, Arabica coffee cultivation suffered a setback due to the attack of leaf rust disease (*Hemileia vastatrix*), which entered Indonesia in 1876. This disease will not survive if Arabica coffee is grown in high-altitude areas (1000 m and above). Then, in 1900, the Robusta type of coffee entered Indonesia, where this variety is resistant to leaf rust disease, does not require complex growing and maintenance requirements, and the production rate is faster growing, making this coffee shift the position of Arabica coffee spread across Indonesia. More than 90% of Indonesia's coffee plantation areas use Robusta coffee types (Wahyudi et al., 2018). However, there are still many areas that cultivate Arabica coffee, including East Java, South Sulawesi, Sumatra, Aceh Special Region. Arabica coffee is produced as specialty coffee with a very high economic value (Gardjito & Rahardian, 2016).

Dutch coffee cultivation in Indonesia was a great success, so the Dutch developed infrastructure to facilitate the coffee trade. Before World War II, there were railroads in Central Java that were used to transport plantation products such as coffee, sugar, pepper, tea and tobacco. The line led to Semarang being traded in Europe. (Gardjito & Rahardian, 2016). During the Dutch East Indies, coffee became the main export commodity for the Netherlands and made the country the second largest coffee exporter after Brazil (Kahpi, 2017). Even in the 1700s, the VOC monopolized the coffee trade in the European region and worldwide (Indische Archipel Rouge, 2017). (Indische Archipel Roastery, 2018). In addition to monopolizing trade, the Dutch government also built production houses mainly in South Sulawesi, including in Noorderdistricten Maros, Sigeri and Bergregentschappen, Pangkajene, Zuiderdistricten Bantaeng, Bakungan, Sesayya, and Oosterdistricten Bulukumba, Sinjai, and Selayar. In addition to production activities, the region is also involved in coffee trading with international trade networks involving countries such as the Netherlands, the United States, Singapore, the United Kingdom and France (Kahpi, 2017).

In its heyday, coffee plantations in Indonesia were the most significant coffee plantations in Southeast Asia, the Gayo Highlands with Gayo coffee, in Java, more popularly known as Java coffee. The coffee industry in Java was once exhibited in America, so people began to recognize coffee and nicknamed it "Java". An American programmer even named his computer programming language Java. This programming language was inspired by the name of coffee from Java, and Java is one of the most popular languages in the world today (Gardjito & Rahardian, 2016).

Indonesia's Coffee Drinking Culture

With time, drinking coffee has become ingrained in society. This is evidenced by the daily routine of Indonesians, who cannot seem to escape from drinking a

glass of coffee. One indication that drinking coffee has become a cultural norm is the Indonesian way of brewing coffee, known as "Kopi Tubruk" (Adji & Meilinawati, 2019). The most basic and traditional method of brewing coffee, known as "Kopi Tubruk", combines roasted, ground coffee beans with sugar and hot water.

Since the Dutch colonial era, when the Dutch government brought coffee to Indonesia to be developed and made a productive resource, coffee consumption has become a culture in Indonesia. Drinking coffee has been a culture since the VOC, and the beans themselves are often referred to as Java (Adji & Meilinawati, 2019). However, as the Indigenous population grew, the taste for coffee also increased, which used to be enjoyed mainly by adults and older men. However, as a culture, drinking coffee has expanded to include not only adults but also young people, among men and women.

It is common in Indonesian culture to drink coffee to relax and chat with people. This can be done at home or in public spaces. Since a long time ago, Indonesians have been known for helping each other, commonly known as gotongroyong (cooperation), by doing activities such as cleaning the environment, helping neighbours build houses, building mushollas, making drains, etc. After completing these activities, they usually enjoy treats or dishes that have been prepared. After completing these activities, they usually enjoy the treats or dishes that have been prepared. The dishes usually contain coffee or tea, fried bananas, and other snacks. This factor also contributes to spreading the culture of drinking coffee to public spaces. In addition, people come to coffee shops not only to enjoy brewed coffee but there are other purposes to gather with relatives and serve as a means of exchanging ideas or a place to discuss with the general public to discuss various problems in the vicinity.

As time progresses, more and more people gather in public spaces to drink coffee. The presence of Starbucks in the country caused a shift in how Indonesians perceive coffee shops. Previously, coffee shops were more like rustic warungs or quiet old buildings. However, now they have evolved into luxurious and classy establishments with various seating options and modern-style cafe designs. Starbucks was founded in 1971 in Pike Place, Seattle, and coffee drinking culture is widely known to have originated in the United States (Said, 2017). Most patrons were men, who gathered there after work to socialize over coffee and cigarettes. Later, this culture spread to all developed regions of the world, including the United States and Europe. These coffee shop visitors are not just men anymore. Women and young people frequent them for the same reasons. The name of coffee shops changed to cafes to reflect their role as gathering places where people can get to know each other over coffee. The Starbucks coffee company eventually opened 5,886 locations in 58 countries, including Jakarta (Said, 2017).

Third Waves Coffee Culture

Looking at the culture of drinking coffee in the world and Indonesia that has been described above, Trish Rothgeb, in her writing *Wrecking Ball Coffee Roasters* (2002) in an article published by the Roaster Guild, The

Flamekeeper, Rothgeb mentions The Three Waves of Coffee and classifies the development of coffee in three waves, namely First Wave, Second Wave, Third Wave. This time frame is broken down into three distinct phases in the coffee industry.

- First Wave Coffee

In the 1800s, coffee was served in convenient and fast packaging. Even during World War I (1917), coffee, still called Java, was served daily to soldiers as a beverage. (Indische Archipel Roastery, 2018). In the first wave, people paid more attention to the caffeine content, later called the "caffeine kick" phenomenon. The general public believed that caffeine gave a unique sensation. Flavor, origin, and quality of beans were not the most critical factors. The purpose of this packaging is to be enjoyed wherever you are, such as at home or in the office. (Rosenberg et al., 2018). Many brands of packaged coffee are spread, one of which is Nescafe.

- Second Wave Coffee

Folk thinking began to develop in the 1970s, when this wave began. It can be said that this wave was the peak of coffee culture, as consumers paid particular attention to the flavor, origin, quality of the coffee, and the degree of roasting of the beans themselves. American coffee giant, Starbucks began to expand across the globe. Many new coffee shop brands have opened, providing coffee with different flavors. People visit coffee shops for more than just to drink coffee; they also want to socialize and make new friends.

- Third Wave Coffee

Starting in the 1990s, a third wave of coffee culture emerged to symbolize new directions in the production, roasting process, and distribution of premium coffee beans (Rosenberg et al., 2018). The most important part of the third wave was the industrialization and modernization of coffee. High-quality coffee beans that can bring out fruit flavors are more in demand because they can provide a sensation of their own than the taste of coffee itself (Rosenberg et al., 2018). As the coffee industry became more complex, the government began to regulate the export and import of coffee from each country. Then several terms emerged, namely specialty coffee and single-origin coffee.

Indonesia's Global Coffee

Indonesia's world-famous coffees are robusta and arabica. Both variants have different characters and aromas, but both are recognized as among the best in the world. Robusta has a strong and slightly bitter flavor and is widely used as a blend for espresso and instant coffee. Arabica, on the other hand, has a complex aroma and a more subtle flavor than the robusta variant. Coffee lovers widely favored them because of their delicate taste (Darmawan et al., 2021).

Some of Indonesia's *specialty coffee* or *single-origin* coffees that have achieved global success include; (1) **Sumatra Mandailing Coffee** which has an earthy flavor with a classic aroma of fragrant tobacco and low acidity; (2) **Aceh Gayo Coffee** which is known for its strong spice and earthy flavor but low acidity. (3) **Java Estate**, which has a fragrant aroma typical of grains and herbs and a relatively low acidity level; (4) **Bali Kintamani**, which tends to be watery with a reasonably high acidity level, but the aroma of this coffee is like nuts and orange peel; (5) **Luwak Coffee**, one of the legendary types of coffee in Indonesia, has a pandan aroma that can be smelled from a long distance. In addition, Kopi Luwak is known to have many health benefits. This coffee is also named one of the most expensive coffees in the world because its production is challenging.; (6) **Toraja Coffee** has an earthy aroma that gives a touch of cinnamon or cardamom.; (7) **Flores Coffee** has a nutty flavor with a hint of caramel. (Gumulya & Helmi, 2017). All coffee characters are different because they depend on the soil conditions and at what altitude the coffee is grown.

Indonesian Coffee in International Eyes

Several international competitions have featured Indonesian coffee, including the 2016 Melbourne International Coffee Expo (MICE). Indonesia's success in these competitions has helped cement the country's reputation as a world leading producer of *high-end* coffee with a distinctive and unique flavor profile. (Mutaya, 2016). The seven companies participating in the competition included Asia Connecting, Mandheling Coffee Pty Ltd, Opal Pty Ltd, Saman Estate Coffee, PT Santama Arta Nami, Sumatra Coffee House, and The Q Coffee. (Mutaya, 2016).

In 2019, Indonesia also won an award for its coffee at the European competition coffee roasted in their Country of Origin, organized by the French organization Agence pour la Valorisation des the Produits Agricoles (AVPA), which helps farmers and agricultural producers from around the world to sell and promote their coffee products in Europe. Indonesia was once again recognized as a leading coffee producing country thanks to its wide selection of bean types and high roasting standards, putting it ahead of many other countries participating in the competition. Anomali, Indonesian Coffee Exporter, Malam Kopi Gayobies, Kopi Bermami, Ciragi Kintamani, Bencoolen, My Kopi-O, CoffeeHQ, Kultur Haus, Kopi Kawi Sari, Kopi Gunung Wangun Dua, and Kopi Gunung Wangun Dua were the Indonesian coffee brands that received this honor. There are a total of 19 different types of coffee that have been recognized and awarded, ranging from "gold", "silver", and "bronze" to "gourmet". (KBRI Paris Perancis, 2019).

Indonesia's Coffee Diplomacy Challenge

Indonesia is one of the world's largest coffee producing and exporting countries, fourth only to Brazil, Vietnam and Colombia. Opportunities in the coffee industry are indeed promising. However, there are still many challenges in the coffee industry that need serious handling, including: **First**, the lack of plantations. Indonesia does not have extensive coffee plantations,

making it more difficult to maintain production volume and quality. Coffee plantations covered a total area of about 1.24 million hectares in 2017, with 933 hectares of robusta plantations and 307 hectares of arabica plantations. Over 90% of the total plantation is cultivated by smallholders who own relatively small plantations of 1-2 hectares each (Hamzah, 2020). If farmers are attracted by other commodities that are more profitable, it can undoubtedly affect the decline in coffee plantation areas in Indonesia.

The second challenge is low-quality products. Most coffee fruit production in Indonesia consists of low-quality robusta varieties. High-quality Arabica beans mostly come from South America, such as Brazil, Costa Rica and El Salvador. Thus, robusta beans comprise the bulk of Indonesia's coffee exports (Hamzah, 2020). This situation can be overcome through intensive assistance and guidance through horizontal and vertical collaboration, both between related sectors and between levels of government (Central and Regional). Although the production of Arabica varieties is less than Robusta varieties, Indonesian Arabica coffee has a characteristic or single-origin that can be improved by being specially processed or certified as specialty coffee based on specific grades given by Q-Graders who assess the physical quality and taste of the specialty coffee grade criteria determined by the *Specialty Coffee Association* (SCA) (Widiastutie et al., 2022).

Third, weather conditions are uncertain. Indonesian coffee yields are most affected by frequent weather conditions, namely extreme rainfall during the growing season. Such conditions cause plants to fall before harvest (USDA Foreign Agricultural Service, 2020). With such difficult ecological conditions, it is impossible for a practitioner to go it alone. This requires assistance from researchers and experts from universities and research institutions to conduct provenance tests to obtain new varieties that can adapt to certain ecological conditions without reducing the quality of the coffee flavor itself (Widiastutie et al., 2022).

Opportunities for Indonesian Coffee Diplomacy

From some of the challenges faced by Indonesian coffee farmers, coffee commodities in Indonesia have an excellent opportunity to be the best on the world scene. Indonesia is one of the world's largest coffee retail markets by volume, driven by growing domestic demand. Data shows that the compound annual growth rate of the retail coffee market in Indonesia grew 11.4% from 2017 to 2021, making it the fastest growing retail coffee market in the world. Countries such as Vietnam ranked second with 9.2%, followed by Turkey at 6.8%, the Philippines at 6.7%, and Mexico at 6.1%. (Normala, 2018). The coffee industry in Indonesia is predominantly produced by smallholders (unlike Vietnam, which has become a large-scale enterprise). The growing coffee culture in Indonesia is an opportunity to improve the welfare of rural farmers.

Figure 1. Map of Indonesian Coffee Plantations



Source: (Shita, 2021)

Coffee plantations grown by people in areas with specific geographical and cultural conditions, if packaged in an appropriate gastrodiploamacy narrative, can be a strength in promoting Indonesian specialty coffee or singleorigin coffee to improve nation branding because the international market has a great interest in Indonesian specialty coffee which has a distinctive taste. (Erianto & Kaslam, 2021). The success of diplomacy at the world level can provide positive benefits for the farming community or employment opportunities for farm labourers and indicates the expansion of Indonesian coffee plantations. Coffee diplomacy still has an excellent opportunity to utilize coffee commodities. This strategy can shape a positive national image of Indonesian culture while creating economic opportunities to improve people's welfare. The appointment of the Chairperson of the ICO (International Coffee Organization) Board for the 2019-2020 period, Imam Pambagyo, is evidence of Indonesia's coffee achievements that have won the trust of the international world through its coffee products. This opportunity will make Indonesia continue strengthening the sustainability of partnerships between the government, farmers, and the industrial sector. (Syukra, 2019). Proven by the promotion of coffee as part of introducing Indonesia's cultural diversity, as well as being able to strengthen cooperation with other countries in the economic field through coffee exports that can increase the value of foreign trade.

Coffee consumption levels in Indonesia have increased among millennials. In 2019 coffee demand jumped to 36%, an increase of 5.3 million bags of coffee sold compared to 2018. This amounted to about half of the country's estimated coffee production of 12 million bags (Bloomberg, 2020). This figure will likely continue to rise as the trend of drinking coffee continues to grow. This is an opportunity for Indonesia because the increase in domestic consumption encourages foreign investors to invest in coffee in Indonesia. In addition, foreign tourists who come to Indonesia, they will get to know and enjoy coffee in Indonesia easily as there are many coffee shops in various places with prices that are much more affordable than the international coffee, they are familiar with.

Indonesia's Coffee Diplomacy Strategy under Joko Widodo

Coffee Diplomacy Strategy

Coffee is one of the commodities championed by Indonesia, especially during the Joko Widodo administration. Coffee has a potential value that can be

promoted abroad to support the nation's economy. Consuming coffee is part of Indonesian culture associated with tolerance and peaceful problem-solving. The goal of coffee diplomacy is to establish a positive national image of the Indonesian coffee-drinking culture. Through coffee diplomacy, the hope is to reach a mutual agreement and achieve national goals, namely increasing coffee exports and promoting coffee abroad. (Shertina, 2020). Coffee diplomacy is a new way of diplomacy that uses coffee as its main tool. This practice has existed for a long time but in another form with various other instruments. Joko Widodo's administration is serious about coffee, which has become part of Indonesia's foreign policy through a commitment to cultural diplomacy, with the main instrument being coffee. (Intentilia, 2020).

Coffee diplomacy presents a non-formal, relaxed, yet beneficial atmosphere for the Indonesian people. Bilateral and multilateral approaches are still relevant to promote Indonesian values through coffee. The cultural diplomacy approach through coffee will strengthen Indonesia's positive image (Asri, 2020). (Asri, 2020). Direct coffee diplomacy was carried out by President Joko Widodo during a visit to New Zealand in 2018, then introduced Indonesian coffee to the Governor General of New Zealand Dame Patsy Reddy, at Government House, Wellington. (Lumanauw, 2018). The multilateral approach to coffee diplomacy is through several activities carried out by the government, such as in ASEAN, the European Union, and the United Nations. Meanwhile, the bilateral approach to expand coffee diplomacy to other countries is through the Indonesian Embassy or Consulate General abroad. In addition, coffee diplomacy within the framework of gastrodiploamacy, which is public diplomacy, can also be carried out by non-governmental actors in various forms according to the level, profession and activities of these actors (Widiastutie et al., 2015). (Widiastutie et al., 2022). The government also collaborates with roasteries, Indonesian coffee associations, coffee importers of various coffees, Indonesian coffee exporters, coffee cooperatives that gather Indonesian coffee farmers, and other related parties. (Luska, 2023). This shows great potential for Indonesia by utilizing coffee as a commodity that is championed through cultural diplomacy.

Government-related organizations often hold webinars or virtual meetings that discuss expanding access to Indonesian cuisine to all corners of the world. This is an effort known as gastrodiploamacy. The practice of gastrodiploamacy, which is defined as introducing food products to foreign communities, has been affected by the Coronavirus (also known as COVID-19), which first appeared in 2019. Almost every country felt the impact of the Coronavirus. As a result, each country implemented a lockdown policy or a social restriction policy that emphasized its citizens not to leave the house unless necessary. However, the coffee business during the pandemic is still thriving, as coffee can be sold online through websites or apps that offer coffee products from Indonesia. Although many countries are implementing strict health protocols during the pandemic, the majority of

coffee consumers are more comfortable making purchases online as it is more practical than going to a coffee shop.

There are several forms of gastrodiploamacy strategy indicators put forward by Juyan Zhang (2015), among others:

a. *Product Marketing Strategy*

According to Juyan Zhang, the product marketing strategy is carried out by gastrodiploamacy actors who expand and develop restaurant and franchise branches, as well as provide information services regarding food products or brands. (Zhang, 2015). Product marketing is carried out by several Indonesian coffee shops abroad, such as My Bali Coffee (Germany), Tanamera (Singapore), Dua Coffee (United States), and Kopi Kalyan (Japan). (Amadea, 2021). These three coffee shops market various coffees from Indonesia, such as Gayo, Mandheling, Bali, Luwak, and Lintang coffee. From 2019 to 2021, the massive implementation of coffee diplomacy was carried out even during the COVID-19 pandemic, which made several countries impose lockdowns or social restrictions. Entrepreneurs do more product marketing through digital platforms. Entrepreneurs engaged in the food industry and non-governmental actors seem to move, namely expanding Indonesian coffee shops in various countries. And there is an emphasis on some Indonesian coffee abroad that markets authentic Indonesian coffee, such as Gayo, Mandeling, Bali, Luwak, and Lintang. Despite the COVID-19 pandemic, the implementation of coffee diplomacy is still massively carried out by non-governmental actors, primarily through digital platforms. This shows the adaptation of the food industry not only sold offline but also through online sales.

b. *Food Event Strategy*

The Ministry of Foreign Affairs, the Ministry of Trade, and the Ministry of Tourism and Creative Economy also organize various festivals or exhibitions that display specialty coffee from Indonesia, such as Indonesian Coffee Day 2019, organized by the Indonesian Embassy Tashkent in Uzbekistan (Ministry of Foreign Affairs of the Republic of Indonesia, 2019b), participating in the most extensive coffee exhibition in the United States, namely SCE (Speciality Coffee Expo) 2021 in the state of New Orleans, United States (Juwitasari, 2022), participating in the World of Coffee 2019 which is held annually in Berlin, Germany. Many coffee-producing countries participated in this event, such as Vietnam, Brazil, and many more (Antara News, 2019). They participated in the most significant industrial and automation exhibition in the world, Hannover Messe 2021, which is estimated to have 200,000 visitors within one week (Ministry of Foreign Affairs of the Republic of Indonesia, 2020). Indonesian coffee has characteristics of a strong aroma that can bring out its charm. This is one of the efforts in the delivery of gastrodiploamacy through coffee.

In addition to participating in exhibitions and events held abroad, another effort made by the Indonesian government is Coffee Tasting (Test Taste) coffee from Indonesia. This event was maintained through the Indonesian Embassy in Berlin with the title of the Popular Coffee Tasting Coffee event, held in a hybrid manner in

two places, namely the Indonesian Embassy Hall in Berlin, Germany, and the Diplomacy Canteen of the Ministry of Foreign Affairs of the Republic of Indonesia, Jakarta and the Ministry of Trade. Several other participants also participated in this event virtually. The purpose of this taste test event is to promote Indonesian coffee and adjust the taste preferences of Indonesian coffee that enter the German market to comply with the standards of consumers and the German coffee industry. The event was hosted by Arif Havas Oegroseno, Indonesian Ambassador to Germany and a certified barista, whose certification was issued and validated by SCAE (Specialty Coffee Association of Europe). The event earned the trust of local natives, as native Germans highly appreciated those who had a deep understanding of the nuances of serving coffee and the ins and outs of coffee itself. Not satisfied with explaining Indonesian coffee, the Indonesian Ambassador to Germany can also demonstrate the art of brewing coffee, often called "a perfect cup of coffee" (Ministry of Foreign Affairs of Indonesia, 2021). Of course, this is one of the efforts to promote Indonesian coffee to get the attention of the German public. This event paid off for Indonesia. In March 2021, Indonesia sent 1.5 tons of coffee beans to the port of Hamburg, Germany. These coffee beans come from the Merbabu, Toraja, Boyolali, and Flores-Bajawa areas (Ministry of Foreign Affairs of the Republic of Indonesia, 2021).

The Indonesian government, through the Indonesian Embassy in Seoul (South Korea), is making efforts to introduce Indonesian coffee in South Korea. The Indonesian Embassy in Seoul synergizes with the Busan Indonesia Trade Promotion Center (ITPC) to carry out a coffee diplomacy strategy through virtual business matching and 'Bincang Kopi-Coffeeversation' in September 2021. This activity aims to bridge the communication of Indonesian coffee exporters and expand the coffee market to South Korea. As many as 22 Indonesian coffee exporters were met with 7 South Korean coffee importers. The 'Bincang Kopi-Coffeeversation' activity features various Indonesian coffee from three coffee companies, namely Café Mia (South Korea), which describes the technique of serving brewed coffee from Aceh Gayo coffee beans, Ulubelu Coffee (Korsel), whose name is taken from Gunung Ulubelu in Lampung serving Iced Dolce Latte and Hot Cappuccino from Lampung and Mandheling coffee, and Selera Indah Perdana (Indonesia). In this session, the CEO of Selera Indah Perdana received the record of the Indonesian World Record Museum for the Liberika Kalimantan coffee auction with a high selling price (Mulyati, 2021). The government's efforts in promoting Indonesian coffee through various festivals, exhibitions, tasting coffee events in Germany, and diplomatic activities carried out by several actors in several countries received attention from several parties. Indonesia sends more than 1 ton of coffee beans to be shipped to Germany, and Indonesian coffee gets exposure in international markets such as Germany, the United States, and South Korea. Thus, this effort can increase the understanding, interest, and sales of Indonesian coffee in

the global market, as well as expand the market reach for Indonesian coffee exporters.

c. *Coalition Building Strategy*

This strategy encourages collaboration between parties with similar interests, whether business parties or individuals or organizations. The strategy applied in implementing Indonesian coffee diplomacy can potentially increase demand for Indonesian coffee with unique specialty coffee characteristics. As part of the coalition-building effort, Indonesia has partnered with Coffee Roastery Germany to promote coffee jointly and also invited Indonesian coffee distributors My Bali Coffee and PT NKRI (Nabu Ranah Kopi Indonesia), to conduct joint promotions in two of Germany's largest supermarket chains, EDEKA and REWE. The store is used to sell a variety of Indonesian coffee, and customers can taste the various types of coffee in the building lobby and parking lot with a classic VW kombi car that has been modified into a coffee combi as part of the promotion (Kementerian Luar Negeri RI, 2020).

In addition to cooperating with the largest supermarket in Germany, the government also cooperates with German cruise ships as a form of promotion of Indonesian coffee. The German cruise ships are TIU Cruise and AIDA. Using a tasting and brewing event structure, this collaboration will promote Indonesian coffee through an official dish that will be served on the cruise ship in April 2021. (Kementerian Luar Negeri Indonesia, 2021).

Figure 2. Coffee tasting My Bali Coffee



Source: (Kementerian Luar Negeri RI, 2020)

d. *The Use of Opinion Leaders Strategy*

According to Juyan Zhang, this strategy involves a person or an organization using the opinions of domestic or international influencers. Food promoted by influencers usually has its appeal.

Noor Asry Soeharman Wivell is a former model and presenter of Indonesian private television who is now a coffee entrepreneur in the United States. She socializes as a local female roaster introducing Indonesian coffee in the United States. Her role has received support from several US senators in promoting Indonesian coffee. She made a coffee product called "Javanese Coffee", which was then sold in the American market. Asry's efforts to introduce Indonesian coffee were through several events such as the Fancy Food Show New York, Specialty Coffee Expo New Orleans, The New York Coffee Festival, and Experience New Hampshire, held at the US Senate

building in Washington DC. Asry explained that Indonesian coffee products have their charm from the earthy taste, which is an opportunity for Indonesia to expand the coffee market. Her products are distributed to several catering services in collaboration with food and beverage stores in New York and New Hampshire. Asry's efforts are also supported by the New Hampshire and New York state governments for women entrepreneurs and also supported by the Indonesian government through the Ministries of Trade and Agriculture. However, she also pointed out a challenge as an overseas coffee businesswoman, which is that the international community does not recognize that coffees that have gone global such as Mandailing, Gayo, Toraja, etc., are not from Indonesia but from certain islands. So, the Indonesian government needs to make efforts so that *single-origin* coffee is recognized as a product from Indonesia (Rukmananda, 2020).

e. *Media Relation Strategy*

The media used by the Indonesian government to promote coffee is German radio called Jazz Radio, where radio DJs will be treated to Indonesian coffee and continue with interviews about Indonesian coffee. (Indonesian Ministry of Foreign Affairs, 2020). Then continued with promotion on social media where there were several photo posts from Instagram accounts, Facebook, or related distributor websites, including My Bali Coffee and PT Nabu Kopi Ranah Indonesia. The government also involved several influencers in Germany in promoting Indonesian coffee.

One way of promotion besides participating in exhibitions is to send Indonesian representatives to participate in world-class barista competitions. One of the baristas from Indonesia, named Mikael Jasin, participated in the World Barista Championship event in Boston in 2019. In the event, Mikael Jasin used the essential ingredients of coffee beans from Indonesia, namely Mandailing coffee from Sumatra. He explained in detail the production process until he brewed for the judges. His coffee presentation won fourth place under baristas from other countries. (AMH eu a eu ID, 2019). Mikael Jasin indirectly promoted Indonesian coffee through a competition event witnessed directly by coffee lovers and broadcast on a YouTube channel.

f. *The Education Strategy*

In addition to participating in events abroad to promote coffee at the domestic level, the local government held the 2019 Coffee Festival event in Probolinggo. The event organized by the Indonesian Young Entrepreneurs Association (HIPMI) aims to educate the public on business opportunities and profits in coffee commodities. The packaging of the 2019 Coffee Festival in Probolinggo was different from before. The previous concept was to educate coffee farmers upstream, while this festival was to raise coffee entrepreneurs downstream. Public enthusiasm was so high that they bought packaged processed coffee products which were then enjoyed at home with their families. In addition to education, there was a "*V60 Battle and Cupping Coffee*" competition for coffee baristas across Indonesia. From this competition, it is hoped that baristas

will serve specialty coffee from Indonesia with good coffee quality so that the public is educated.

Educating the public does not have to be through events but through social media. An Indonesian Barista, Mikael Jasin, provides education on how to brew coffee so that the coffee enjoyed becomes delicious through content on Instagram and YouTube. He also explains the various advantages of Indonesian specialty coffee. Mikael Jasin also actively participated in the International Barista competition, namely the World Barista Championship and became a finalist in 2019.

Indonesian company PT Pertamina Geothermal Energy Ulubelu Area in Lampung actively empowers the community by optimizing the potential of coffee plants. This activity is also an effort by the company to improve the economy of the community around the operating area through the Rumah Belajar Kopi and Geotourism Coffee programs. Not only focusing on improving the economy of coffee farmers in Ulubelu, but this program also aims to increase the capacity of coffee farmers so that they can produce quality coffee and increase the selling price (Banpos.co, 2022).

The Indonesian Embassy in Cairo held a coffee seminar and training for Indonesian students in Egypt with the theme "The Role of Barista towards National Coffee". The Ambassador to Egypt, Helmy Fauzy, explained that coffee is not just a commodity but has become a lifestyle and branding of Indonesian products. This training includes the history of coffee, coffee and its industry, Barista, cupping and roasting workshop, Coffee Brewing Workshop, and Cafe Clinic. It aims to introduce the product, quality, and brand image and emphasizes being able to win Nusantara Coffee in the international arena (Kementerian Luar Negeri RI, 2019a).

CONCLUSION

Coffee in Indonesia has a very long journey. Initially introduced by the Dutch during the colonial period to meet export needs in Europe, Indonesia is now known as the world's coffee paradise not only from the high amount of production but the many variants of coffee that grow in Indonesia. Indonesia has a variety of specialty or single-origin coffees that have become the target of people who are looking for quality, taste, and aroma. Some of the specialty coffees from Indonesia that have achieved global success include Aceh Gayo Coffee, Sumatra Mandailing Coffee, Java Estate Coffee, Bali Kintamani Coffee, Luwak Coffee, Toraja Coffee, and Flores Coffee.

This study found that the Indonesian government presents a non-formal, relaxed, yet beneficial atmosphere for the Indonesian people through coffee diplomacy strategies. The cultural diplomacy approach through a coffee can strengthen Indonesia's positive image in the international world. The government also collaborates with Indonesian coffee exporters, coffee importers in various countries, roasteries, Indonesian coffee associations, coffee cooperatives (which gather Indonesian coffee farmers), and other related parties to facilitate the coffee diplomacy strategy. However, in 2019- 2021 the world was

shaken by the Coronavirus or COVID-19, which made some events switch to virtual meetings and coffee shops do marketing through digital platforms.

Product marketing strategy is one of the crucial strategies to achieve gastrodiploamacy because it can promote coffee to the general public. This strategy has been applied by several coffee shops from Indonesia that have opened their outlets abroad.

Among the implementation of these strategies, the implementation of the Jokowi administration's coffee diplomacy strategy has shown success, such as exporting specialty coffee from Indonesia to Germany in the amount of 1.5 tons. Coffee diplomacy carried out jointly or simultaneously by the government, business actors, and the community in their respective capacities and ways can present a more lively, informal, creative atmosphere but provide tangible results for economic improvement and build a positive image of Indonesia.

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