

THE RISE OF THE COFFEE BUSINESS OPPORTUNITY IN ASIA

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Abstract. Culinary variations are increasingly growing, triggering the potential of culinary tourism, one of which is coffee, which is one of the most popular drinks of Indonesian people, even in Asia and the world. This can be seen from the number of coffee businesses in Asia and the increasing level of coffee consumption. Coffee is one of the world's most highly traded commodities and consumed beverages. Nowadays coffee business is changing and becoming more global, Coffee is widely cultivated by entrepreneurs. The mushrooming of cafes that sell bottled drinks and coffee can increase the consumption of national coffee beans and can encourage the growth of the creative economy of coffee commodities, both domestically and for exports. With the proliferation of coffee cafes and a high level of coffee consumption, it takes good quality coffee and is needed also by coffee makers or commonly called baristas and roasters that are qualified and experts in making coffee. Therefore, making a coffee laboratory or coffee school for education in making coffee until the presentation becomes a good and attractive business opportunity.

Keywords: Coffee; coffee education; business opportunity; entrepreneur

I. INTRODUCTION

Along with the growth of multinational companies that have spread throughout the world, economists are beginning to take into account the position of "entrepreneurs" or entrepreneurs as a force that contributes to the dynamics of the global economy. Entrepreneurship is the practice of forming a new business or commercial enterprise, usually in an industry or sector of the economy with a large capacity for growth. Nowadays, coffee is one of the world's most highly traded commodities and consumed beverages. Coffee business is changing and becoming more global, Coffee is widely cultivated by entrepreneurs. Coffee shop is currently a most rapid developing business in the world and become a famous trend in food services.

The Asian market is very attractive for a variety of industries due to rapid economic growth and population size. The hot drinks market in Asia has generally been dominated by tea consumption, rather than coffee. But in recent years, the Asian coffee market has grown exponentially and become the focus of the world coffee industry. (ICC, 2014) Some Asian countries, for example, Japan and South Korea as of now have an extremely created coffee utilization culture. The large population of China, make the coffee consumption growth exponentially. Furthermore, in other developing markets, for example, Indonesia, Philippines, Thailand and Malaysia, where 20 years back there was no coffee consumption culture, coffee is getting to be well known and making market specialties.

Asia as a rapidly growing continent is full of great business opportunities, creating the emergence of a wave of successful entrepreneurs. Coupled with the high level of coffee consumption in Asia, I see a very good opportunity in the coffee business. However, with the rise of the coffee business opportunity also makes it a challenge in the coffee business itself, because of course not only me or just someone who sees the opportunities in this coffee business, but many people. Therefore, in seeing this opportunity and applying it into a business, something unique and different from the others is needed.

The main goal of this article is to discuss and elaborate on the basics of entrepreneurship, the rise of coffee business opportunity in Asia, and what business can be created through coffee (especially from Indonesian coffee) and what the difference ideas from the others.

II. BASIC THEORY

1. Entrepreneurship

Entrepreneurship is the act of shaping a new business or renewing what has been existed, typically in an industry or area of the economy with an oversized capability for growth. Entrepreneurship is generally synonymous with resourcefulness, ingenuity, and the ability to take calculated risks in order to introduce a new, untested product or service into the marketplace. These traits are often referred to collectively as the "entrepreneurial spirit."

Entrepreneurship is a process of wealth creation. Entrepreneurship is the method of doing one thing new and one thing different for the aim of making wealth for the individual and adding value to society. (Kao, 1993) In Kao opinion, a simple and adequate description of entrepreneurship is Howard H. Stevenson's three fold definition: (Kao, 1993)

- 1) Entrepreneurship is the process of making changes;
- 2) The entrepreneurial process is doing everything others are doing – to bigger effect;
- 3) Entrepreneurship is the pursuit of opportunity beyond the resources under your current control.

Asia has an important role on the economy and world culture, and there are some countries in Asia that has developed in economic. In Asia, the Entrepreneurship growth is quite good. Asia as a rapidly growing continent is full of great business opportunities, creating the emergence of a wave of successful entrepreneurs. Asia is a rapidly changing place, and this fast growth and development has created many exciting opportunities. So then, becoming an entrepreneur is a great choice, and how coffee business can create many things, creating wealth and adding value to the society.

2. Coffee

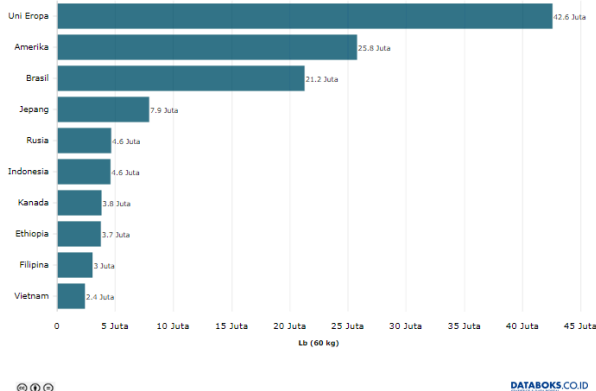
Coffee is one of the world’s most popular beverages and has grown steadily in commercial importance during the last 150 years (Daglia et al., 2000). The word Coffee has originated from the Arabic word Quahweh. Today its popularity is identified by various terms in several countries such as cafe (French), caffe (Italian), kaffee (German), koffie (Dutch) and coffee (English) (Smith, 1985). The stimulatory effects of roasted coffee beans were well known and the Arabs brought Coffee arabica seeds from Ethiopia to Yemen (Arabian Peninsula) during the 13th century, and established the first plantation (Monaco et al., 1977). The province of Kaffa in Ethiopia is considered to be the original habitat of Arabica coffee and Central Africa is reckoned to be the native of robusta coffee. With extensive and wide spread cultivation of coffee across the globe, at present Brazil is the largest producer and exporter of coffee in the world. (Murthy & Madhava Naidu, 2012)

As mentioned above, coffee is the world’s most popular beverages in the last 150 years, therefore creating coffee business is a great opportunity since coffee as of now has a ton of prominence and fans everywhere throughout the world.

III. DISCUSSIONS

The coffee business opportunity is increasing in Indonesia, Asia even in the world. This happened due to the high level of coffee consumption throughout the world. Therefore, opening a business related to coffee is a good and interesting opportunity. Japan, Indonesia, Philippines and Vietnam are the countries from Asia, which is among the 10 countries with the largest coffee consumption in the world.

10 Countries with the World's Largest Coffee Consumption 2016/2017:



Indonesia is one of the largest coffee producers in the world with production reaching 639 thousand tons in 2016. Some types of Nusantara coffee are even known by coffee connoisseurs throughout the world such as Toraja coffee, Lampung coffee, Mandailing coffee, and Aceh coffee. Even Luwak coffee which is a fermented coffee from civet / ferret is very well known for its pleasure so the price is very expensive up to millions of rupiah per kilogram. (databooks katadata, 2016)

So then it is a great opportunity to do business things related to coffee. But as mentioned above, with the rise of the coffee business opportunity also makes it a challenge in the coffee business itself, because of course not only me or just someone who sees the opportunities in this coffee

business, but many people. Therefore, in seeing this opportunity and applying it into a business, something unique and different from the others is needed.

The idea is not only creating coffee shop, it is more than that. Creating some “lab coffee” or “school of coffee” is interesting because everyone can make a coffee shop. But not everyone can make a “lab coffee” or “school of coffee”. If only make coffee shop, we just become consumers. We don't build ecosystems. There isn't any ideology. But if building the “lab coffee” or “school of coffee”, it could help contribute to the country by increasing human resource capabilities and also using local coffees which can increase the country's income as well.

Making coffee schools is interesting too because of the high level of coffee consumption, so experts in the process of making coffee are needed. Being a barista - A barista is a person who prepares and also generally serves espresso-based coffee drinks- is not an easy thing as it seems, because there are many things that a barista must learn and have. Not just making coffee and then serving it to the customer. A barista must know what he is doing. Beginning from the intricate details of coffee, about the technique of making coffee, the size of the coffee bean mill, the brewing time, the temperature, the filter used, until the technique of pouring water.

Starting from knowing the history of Coffee, types of Coffee, how to make coffee to how to keep up the coffee machine appropriately. There are many kinds of class. Such as Brewing Class, Cupping Class, Latte Art Class.

Beside, we must increase the value added of our "nusantara" coffee. Quoting a document entitled Guide to the Establishment of Coffee Shops published by Bekraf, coffee shops are recommended to use single origin coffee. One of the considerations is that single origin has loyal consumers because of the consistency of unique taste that reflects the geographical origin. Coffee from various regions of the nusantara is presented with different methods of brewing, and is processed into a varied drink menu. Seeds used in general as long as they are single means they come from one region and are specialty or premium. Quality standardization helps educate the public to know, enjoy, and care for the nusantara coffee. Special coffee travel chains involve farmers, green buyers, roasters, baristas and coffee drinkers.

Therefore, it’s not only an ordinary coffee shop, it uses local coffees which can increase the country's income as well and introducing the local coffee, also becoming a coffee education centre, not only in Indonesia, but also in Asia.

IV. CONCLUSION

Drinking coffee has now become a lifestyle for millennial generation and not just drowsiness-relieving drinks. This is reflected in the mushrooming of cafes or taverns selling drinks from steeping coffee powder throughout the nusantara. Now to be able to enjoy quality coffee not only at Starbucks or at Coffee Bean. Because, cafes selling coffee are now everywhere, from the roadside, business district to the mall.

With the high level of coffee consumption in Indonesia, Asia, and even the world, it is a great and interesting opportunities in the coffee business. However,

because this opportunity can be seen by everyone, there must be a different idea. That is, making a coffee lab or coffee school, which aims to increase the ability of human resources from knowledge, history of coffee, using technique and strategy for making coffee until serving it to customers. That way, not only making regular coffee shop, but also creating new ecosystems. It also by using local coffee, can introduce local coffee throughout the world, can increase the popularity of local coffee so that it can increase exports as well, increase states income, then can become a centre for coffee education not only in Indonesia but Asia and even in the world.

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