

Effort to Drink Attractive Coffee: Kopi Ameng Image as a Culinary Tourism Object and Destination

Calvert, Oda I.B. Hariyanto, and Dame Afrina Sihombing

Faculty of Management and Business, Batam International University Jalan Gajah Mada, Sei-
Lada Batam – Riau islands

Corresponding Author Email: oda@uib.ac.id

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v14-i12/24171>

DOI:10.6007/IJARBSS/v14-i12/24171

Published Date: 16 December 2024

Abstract

Drinking coffee while eating and chilling with friends in cafes is quite a trend nowadays where people and youth hang out. Coffee shops that have different kinds of concepts and prices which are affordable according to the economic base and social class in Indonesia can be seen everywhere now. If a café is crowded all the time, then one might wonder why. What lures people to the extent that they go as far as crossing oceans just for a coffee and snacks at Belakang Padang's Penawar Rindu Island surrounded by ocean hence Kopi Ameng is never left with visitors. The research was studied using a naturalistic qualitative research approach through phenomenological methods. The rationale behind this is that because fieldwork and data collection were conducted under natural settings where information from owners, visitors as well as partners were gathered. In depth data acquisition techniques such as observation, interviews informants snowballing methods or triangulation are applied so that the obtained data can be trusted for accuracy and validity purposes. The study found that most of the visitors to Kopi Ameng were teenagers from Batam City. They considered the products to be delicious and affordable. What attracted them the most was the unique experience of enjoying the dishes served and the sensation of traveling across the ocean to reach that coffee shop. For future studies, it is recommended to conduct quantitative research methods, incorporating independent and dependent variables. This approach would allow for a broader and more diverse pool of respondents.

Keywords: Effort, Coffee Shop Image, Culinary Tourism Destination

Introduction

Many individuals, especially the young generation known as Generation Z, find culinary tourism appealing and they appreciate traditional delicacies that have a great historical background. The study by (Qismullah et al., 2022) indicates that students often prefer choosing a coffee shop to hang out because this place meets their basic needs while studying or working on assignments, offering some amenities such as fast internet connection; power

outlets which are important while doing their assignments; toilets, variety of food and drinks, prayer rooms, and good service. Coffee shops in Batam have become popular since they apply a “*warung*” concept which offer various culinary options at cheap and affordable prices. Young people often come to these places during their leisure time on holidays or afternoons to enjoy legendary coffee of Belakang Padang. Everyone needs free time and recreational activities, and one way to fill up their own free times is through taking coffee. Hariyanto (2017). Young adults, in particular, love spending their free moments at culinary tourism centers just to eat, drink, sit with friends and chat together. Further, Kopi Ameng has been claimed to be enjoyed at any time of the day, making it popular and bustling destination from morning until evening. For Batam people, Kopi Ameng is a well-known name. Its coffee and pulled tea menu are favorite drinks, attracting visitors of all ages, from teenagers to adults and also the elderly. According to (Sari, 2017) study, the tradition of drinking coffee in Batam is not merely about relieving thirst but also accompanies various social activities such as reunions, dates, and working on assignments. Kopi Ameng also utilizes technology by accepting orders via WhatsApp (WA). Initially, Kopi Ameng had only one coffee shop in Belakang Padang. However, due to its growing popularity, it has expanded by having three branches in Batam City.

Warung Kopi Ameng is truly unique and crowded. Despite its remote location, requiring a 15-minute boat or ponpong ride from Sekupang port due to the lack of road access, this does not deter visitors from coming throughout the day. People, especially teenagers, find this trip unique and full of challenges such as taking a sea trip just to enjoy Kopi Ameng and other foods. During the holidays, Kopi Ameng is often seen with visitors waiting in line, yet this does not deter people from coming to experience the unique destination of “Kopi Ameng”. Kopi Ameng is a hidden gem in the world of culinary tourism, known for its challenging location that requires significant effort to reach (Anggra & Faisal, 2023.) The people’s efforts, especially teenagers, to enjoy coffee by crossing the ocean raises a question, “What is the experience and image of the Kopi Ameng shop as a culinary tourism object and destination in Batam City? This study aims to determine the effort, experience, and image of Kopi Ameng as a culinary tourism object and destination.

Several previous studies identify the importance of the proper strategies to attract consumer interest (Ernawati, 2021) points up that souvenir sellers must create a good and quality brand image, appealing taste, and competitive pricing to boost consumer buying interest. Study of (Meutia & Hasibuan, 2022) find that modern coffee shops now offer attractive layouts, various facilities like Wi-Fi, comfortable seating, and offer educational opportunities for coffee enthusiasts. Meanwhile, the Moeng coffee shop in Surabaya builds its brand image by displaying photos of its atmosphere, crowd, and comfort (Mulyadi & Zuhri, 2019). Kim and Ryu (2021) explore the relationship between the suitability of self-image and brand attitude, attachment, and loyalty in the context of robot coffee shops. From these four studies abovementioned, different conclusions can be drawn. The **first** study focuses on brand image, taste, and price. The **second** emphasizes on coffee shop layout and facilities, the **third** explores brand image through photos and ambiance, and the **last one** is on the relationship between self-image and brand perception. The present study on Kopi Ameng will examine its brand image, the unique experience it offers, and the people’s effort, especially teenagers, to cross the sea between islands just to enjoy a cup of coffee. This study aims to uncover the elements of effort, experience, and uniqueness that make Kopi Ameng so attractive to visit.

Literature Review

Coffee Shop Image

Coffee shops give the image of a simple popular drinking place that offers delicious food and drink with affordable prices. It is served using simple equipment. The coffee shop is a place for groups of young people to hang out. Nowadays, many people, especially young people, are interested in the “*warung*” concept because they are considered to be more integrated into society. The words “*warung kopi*” or “*kedai kopi*” and coffee shop, have the same meaning, that is a place to drink coffee and enjoy snacks, as well as a place to relax for the community and young people. Meanwhile, the words shop and coffee shop have a more popular concept and different market segments. Coffee shops have a more elegant and prestigious concept, with modern technology coffee making equipment (Ilmy, 2021). The “*warung kopi*” is mostly visited by the lower middle economic group, while the coffee shop is visited by the upper middle economic group. In fact, many middle and upper economic groups also choose to join on a *warung* or coffee shop, and vice versa. The culture of drinking coffee in stalls and coffee shops is interpreted as a symbol of communication (Niken Ranindyasa et al., 2022). Coffee shops have also become an alternative chosen place for exchanging opinions, discussing, communicating, or interacting regarding business and politics (Syaifudin & Normagiat, 2023). Likewise, there has been a shift in the meaning of coffee shops among students who use coffee shops as a third place, to gather and discuss (Azzahra Ridho Muhammad, 2022).

The definition of image has a relationship with words and images as a brand logo used by a company or trading business, to give an impression that is easy for the public to remember. Image is the sum of a consumer's information and emotions regarding the characteristics of an object and other impressions formed over a long period of time. Alamsyah and Hariyanto (2017). Impression is people's response to something related to a person, place, situation, or other thing. Impressions can arise the first time someone sees and interacts or comes into contact with a place and gives a positive or negative assessment. According to this assessment will produce an image that will be connected to a brand and therefore leave an impact on customers. Conversely, a brand's image is its general perception, developed from data and prior interactions with the brand (Wahyuni et al., 2019). Experience is the result of observing the five senses as a response to something that has been done by the five senses and will give a person an impression and experience (Tsai & Wang, 2017). Based on several previous studies, it can be concluded that image is an experience resulting from observation or personal response by the five senses to something and will become the experience and impression of a person (guest).

Effort dan Experience

Experience is an interaction of the five senses with the natural surroundings that has been felt, it is often said that an event has passed or has been experienced, whether the experience was pleasant or unpleasant. Experience is a thought process that produces several understandings, concrete experiences, abstract experiences, and non-object experiences that are felt by individual (Djamaluddin, 2014). Another definition of experience is something that has been experienced, lived, felt as a memory, received and stored for a certain period of time as a reference (Rama, 2019). According to research (Zati & Iqbal, 2017) quantitative research, experience has an influence on consumer loyalty by 45.9% and the remaining 54.1% is influenced by other variables not examined in this research.

Effort is the work or struggle someone perform to pursue or obtain something, as expected based on knowledge or experience. To get something that expects effort from someone. Research hypothesis (Inzlicht et al., 2018) states that if effort is consistently rewarded, people might learn that effort is valuable and become more willing to exert it in general, meaning that if effort is consistently rewarded, people will learn that effort is valuable, and will generally be more willing to exert such effort. Likewise, to get something you hope for, such as achievement, requires effort. Effort has the power to encourage or increase your desire until you succeed. For people and teenagers who want to have a unique and captivating experience, it requires effort to reach their destination. Given the increasing recognition of the role of effort in motivation, cognitive control, and value-based decision-making, the effort side will improve the capabilities of formal computing (Marcora, 2010).

Effort and Experience are two unique aspects, in terms of Effort and experience complement each other. The effort someone's get in an activity produces diverse experiences. When this experience is applied in a culinary aspect, it enriches understanding and the desire to return to visit a culinary tour, which then strengthens future efforts. In other words, the more effort the tourists expended, the more authentic the experience will be for them who are looking for a different and in-depth culinary experience (Dalimunthe, 2023).

Culinary Tourism

The tourist sector is expanding quickly as more and more people take trips and vacations to take advantage of the stunning scenery, lively local culture, and unique gastronomic experiences. the feeling and experience of taking a historical food and drink tour by air, land, or sea. Experiences with culinary tourism frequently leave a lasting memory that is difficult to erase. Experiences as a tourist encompass more than just the quality of the cuisine; they also include things like the ambiance of the restaurant, interacting with the locals, how the food is prepared, etc (Sauky & Misnawati, 2024).

Culinary tourism is one of the main attractions in a destination, every tourist who travels to a destination will ask, where will they eat? What is the food? Is there any food that is typical of the area you are visiting? According to Minister of Tourism and Creative Economy, Sandiaga Uno, the reason for almost 48 percent of tourists' preference for visiting big cities in Indonesia as tourist destinations is because the culinary tourism attract their attention. Therefore, he encouraged creative economy actors, especially the younger generation, to make culinary arts one of the leading sectors (Hendriyani, 2023). The culinary tourism sector makes many contributions, as input to local original income (PAD), especially as well as providing other culinary business opportunities located around these tourist attractions. This will increase the income of culinary traders, and at the same time also create jobs for the surrounding community. There are also culinary tourism communities as their main goal, hunting for food and drinks that are very famous or cheap because of the sensation of the trip.

Research Methodology

This research uses a naturalistic approach with qualitative research methods and phenomenological methods. This means that the research carried out will reveal real events, or actually from the experiences of people who have done or felt it. Phenomenology wants to describe human experiences that he experiences directly through thoughts, imagination,

emotions, desires and so on (Tumangkeng & Maramis, 2022). The study will describe and explain the experiences and efforts made by coffee enthusiasts to get the cup of coffee they like. The results of the analysis can reveal the meaning of the attractive power of Kopi Ameng, the effort made and the image formed. The fact is that this phenomenon occurs among people, especially teenagers, who hunt for drinks at Kopi Ameng and even cross the ocean (overland), an activity that requires effort and provides a unique experience or sensation for some people. The main sources in this study are the Kopi Ameng owner, Kopi Ameng visitors, partners who collaborate with Kopi Ameng owners' business.

The selection of respondents was based on purposive sampling by paying attention to the level of representativeness to select regular visitors or consumers who were relevant to the research (Campbell et al., 2020). Sampling was carried out on holidays with an average based on glasses served or sold to guests, an estimated **1200 targets** on holidays. The sample used is 10% of total purchases during holidays. (Ika Yandini & Rangkuti, 2023) stated that if the population size is above 1000, a sample of around 10% is sufficient, but if the population size is around 100, at least 30% of the sample is used, and if the population size is 30, then the sample must be 100%.

The number of samples is $1200 \times 10/100 = 120$ samples (Visitors).

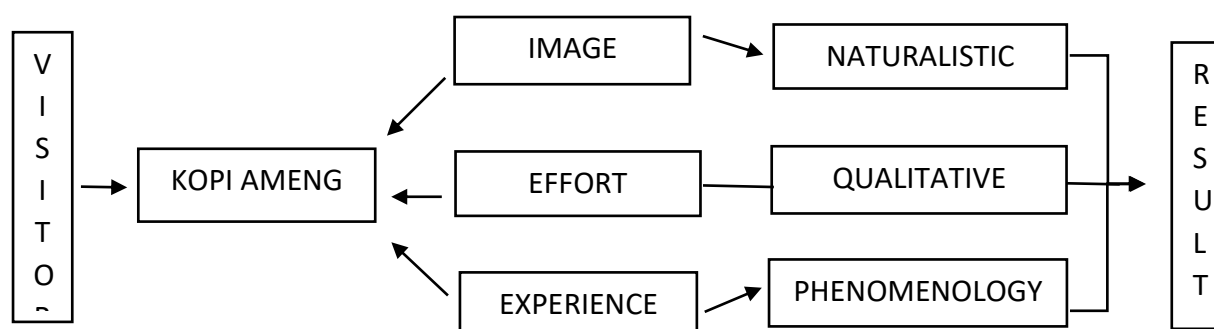


Figure 1. The Proposed Conceptual Model/Framework

Results and Discussions

Overview of the area Belakang Padang, Penawar Rindu Island

Belakang Padang area have some public facilities including 26 mosques or surau (places of worship), 1 monastery, and a small church. There are some public schools from elementary school, middle school up to high school level, as well as several government offices such as immigration, hospitals, and multi-purpose buildings provided for local community events. The transportation available in the Belakang Padang area is rickshaws and motorbike taxis. Meanwhile, transportation between islands uses a *pancong* or *pompong* boat. In general, the livelihoods of residents in the Belakang Padang area are mostly fishermen, social workers, traders and civil servants.

History of Kopi Ameng

Kopi Ameng was founded in 1980 under the name Double Peach coffee shop, owned by Mr Lim Bung Hiong alias Mr Ameng. The word 'Ameng' refers to a nickname given by customers, because Lim Bung Hiong is of Chinese descent. The word Ameng has no special meaning. The name Kopi Ameng does not use the words tavern or stall because it is short and easy to remember. The Kopi Ameng location, which is close to Pulau Penawar Rindu Harbor, initially

has one shophouse, but now Kopi Ameng uses three shophouses which have been combined into one, making the Kopi Ameng shop the largest and most iconic coffee shop in Belakang Padang.

The drinks that are the mainstay and become the visitors most liked are Teh Tarik and Coffee Milk. Those drinks are made from a mixture of tea and sweetened condensed milk with added creamer. The most interesting appearance or performance for visitors to watch is when they make Teh Tarik using 2 (two) large glasses, pouring each other, at a certain distance so that the milk tea looks like an elastic rope being pulled. Kopi Ameng's processed products only process various kinds of processed drinks, now Kopi Ameng has opened 3 (three) branches in Batam City managed by his sons and daughters.

Overview of Kopi Ameng Visitors

Kopi Ameng have visitors which come from various groups, regardless of gender and age, from young people, the elderly, men and women. All of whom are often seen relaxing while enjoying drinks at Kopi Ameng. On holidays or weekends, visitors who come to Kopi Ameng are dominated by young people or teenagers, both men and women, with age ranges from 17 to 25 years, all of whom are still students or college students. Young people often use Kopi Ameng as a destination to gather and spend time on holidays, or just relax. Teh Tarik becomes a favorite menu that young people often ordered. Others also order other beverages such as Coffee Milk, Hot Ginger, and others. Based on visitors' responses, the most popular Kopi Ameng menu is Tarik (86.7%). It is hoped that coffee would be on that favourite menu, despite the establishment's name being Kopi Ameng. On the other hand, visitors do not just taste the dishes provided. Those who especially come from outside Padang area will feel a unique sensation and experience when riding a *pancung* or *pompon* boat across the ocean to get to Kopi Ameng, adding to the effort of visiting the Kopi Ameng destination, with ocean views that are a treat for the eyes and the Singapore country such a refreshing moment. Before arriving in Belakang Padang, Kopi Ameng is located in the center of the island, making it easy to access for local visitors and tourists from outside (Prastika, 2024).

Information, Effort and Interest in Visiting Kopi Ameng

Visitors who come to Kopi Ameng partly get information about this place are from word of mouth, social media, and oral information. Verbal information is gathered from friends, relatives, neighbors, or from strangers who are talking about Kopi Ameng in Belakang Padang. They talked a lot about Kopi Ameng, were curious and interested in visiting it. Effort to reach the Kopi Ameng destination are not only motivated by recommendations from people around them, but are also motivated by curiosity and the unique experiences they will employ, such as crossing the ocean, the effort of traveling a long way just to feel the comfortable atmosphere and enjoy the drinks served at Kopi Ameng. Visitors' interest can also be observed from their moments at Kopi Ameng which they share on social media. Their captured moments often inspire their friends to visit and experience Kopi Ameng for themselves. Thus, Kopi Ameng became a hot issue in the society which trigger many people enthusiasm to visit it repeatedly. This phenomenon forms an image of Kopi Ameng. This Image is increasingly attracting attention from visitors because the materials used for take away Kopi Ameng drinks use environmentally friendly materials, using glass bottles that can be recycled or reused. This allows Kopi Ameng to collaborate with environmentally friendly issues to create a Green Brand Image for Kopi Ameng (Alamsyah et al., 2018).

Attractive image of Kopi Ameng as a Tourist Destination

Kopi Ameng has a strong brand image to attract visitors to its place. For the information, this place has been operated for 44 years. Kopi Ameng depicts the personality of a drink that was originally formulated directly by Mr. Ameng as the owner with a delicious and enjoyable taste and the menu have affordable prices for various level of visitors. This delicacy creates positive perceptions from visitors which will then build the Kopi Ameng image. Research by Hidayat et al. (2020) explains that creating a positive brand image will gain competitive advantage in maintaining consumer loyalty. Image of Kopi Ameng as a coffee tourism destination that offers experiences and a variety of drinks such as 'Teh Tarik', milk coffee, and other snacks, making visitors loyal and willing to come back to that place. Visitors will get a unique sensation when they have to cross the ocean on a *pancung* or *pompon* boat to reach Kopi Ameng. Such trip is considered an adventure that enhance a deep impression or memorable tourism experience, thereby increasing their desire to revisit (Dianty et al., 2021).

Conclusions

Based on the research findings entitled Effort to Drink Attractive Coffee: Kopi Ameng Image as A Culinary Tourism Object and Destination, several conclusions can be drawn as follows:

1. The majority of Kopi Ameng visitors are teenagers, primarily students and college students from Batam City.
2. The most popular beverage is 'Teh Tarik' and becomes favorite drink because it has similar taste of the Malay tribe. The prices are affordable and based on the young people and society financial situation in general. Kopi Ameng also provides fast service, good and comfortable facilities, a unique and enjoyable experience during the journey, which appeals young people's souls.
3. The main reason visitors come to Kopi Ameng is mostly to feel the sensation of traveling and enjoying its dishes.
4. Most visitors get the information about Kopi Ameng is mostly from word of mouth, and the busiest moments mostly during holidays or weekends.
5. The unique experience of crossing the ocean by pompon boat is the main attraction, making Kopi Ameng as an interesting culinary tourism destination to visit.

For further research, it is recommended to use quantitative research methods with independent variables consisting of indicators that have not been disclosed and dependent variables to gain broader insight from this topic.

Acknowledgments

We would like to express our gratitude to the Batam International University (UIB) academic staff who have facilitated and provided support in the form of material and non-material, so that our students can take part in the Icon Femes 2024 international seminar, and the publication of this article is a collaboration of student research with lecturers as their supervisors.

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