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Coffee tourism in Indonesia, spreading the coffee story as a memorable tourism experience

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Abstract

Coffee has become a traditional drink that has not only a material function (the taste of coffee) but also a social function. Every country has its own unique coffee story. Indonesia, as a coffee-producing country, has its own coffee stories, as coffee also identifies certain regions and becomes a tourist attraction. Indonesian coffee products have been exported all around the world and served in coffee shops. This research examined coffee tourism in Indonesia and promoted the coffee story as a memorable tourism experience. This research took place in Makassar, involving coffee shops as the subjects. Data were obtained through observation, questionnaire distribution, and interviews with respondents (café visitors and tourists). The results of this research promote Indonesian coffee stories as a strategy for tourism promotion, particularly in South Sulawesi.

Keywords: *Indonesian Coffee; Tourism; Toraja Coffee; Storytelling, café.*

Introduction

Indonesia has a rich history as a coffee producer and plays a vital role in the economic growth of communities through the coffee commodity sector. Renowned for its exceptional quality, Indonesian coffee varieties such as Gayo coffee from Aceh, Kintamani coffee from Bali, and Toraja coffee from South Sulawesi have become synonymous with identity and tourist attractions in their respective regions. Toraja coffee, for instance, showcases the uniqueness of Toraja as a tourist destination, with its packaging featuring the Toraja ethnic name and the traditional Toraja house known as "Tongkonan." Similarly, the branding of Toraja coffee products, such as "Toraja Sapan Coffee," originating from the Sapan area, further represents the distinctive identity of the Toraja coffee-producing region. Kintamani Coffee, on the other hand, represents not only the rich coffee heritage of the Kintamani area but also serves as an iconic symbol for tourists visiting Bali. Similarly, Gayo Coffee signifies Gayo as a premier coffee-producing region and a popular tourist

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destination.

Toraja coffee has a legendary history that dates back to the discovery of a coffee tree in Toraja, estimated to be 200 to 300 years old. This discovery was further supported by Paerels, a Dutch agronomist, who conducted research in coffee plantations in Toraja and concluded that large-scale coffee production began between 1873 and 1878. Coffee trees were introduced to the highlands by Sa'dan from Alla in Duri, brought by small Bugis traders who also transported it to Mandar in the northwest. The activities of Arab traders in South Sulawesi, particularly at the Gowa port in Makassar, can be traced back to the early 17th century [1]. With the arrival of Dutch traders through the VOC (Vereenigde Oostindische Compagnie) in Sulawesi, Toraja coffee gained export quality and was introduced to Europe. Toraja coffee became a topic of conversation in European cafes, particularly in the Netherlands [2].

The Toraja ethnic group holds a unique perspective on coffee, considering it more than just an ordinary beverage. Coffee holds great significance within their traditional culture, particularly during the death feast known as Rambusolo [3]. Toraja coffee serves a social purpose, acting as a symbol of fostering connections and strengthening social bonds. This social function is manifested through the act of offering coffee as gifts to family members, colleagues, and neighbors who are hosting a Rambusolo gathering. In the event of a person's passing, Toraja individuals visit the bereaved family, colleagues, and neighbors, expressing their condolences and solidarity through the gift of coffee. Similarly, during the Rambusolo celebration, it is customary to present coffee as a token of appreciation.

Toraja coffee has the power to inspire stories shared by tourists and coffee enthusiasts who have the opportunity to savor it either in its place of origin, Toraja, or in local cafes. Those who narrate stories based on their firsthand experiences are often referred to as storytellers [4]. Through storytelling, individuals convey narratives that touch upon various aspects of life, the understanding of the world, and the relationships between individuals and communities. Toraja coffee, with its unique flavors and cultural significance, can serve as a focal point for these stories. When visitors and tourists share their experiences of relishing Toraja coffee, they contribute to the practice of storytelling, which, in turn, becomes an integral part of tourism activities.

Despite Indonesia's notable achievements in the tourism sector, the global Covid-19 pandemic has had a detrimental effect on the industry. According to data from the Indonesian Central Statistics Agency (BPS), the number of foreign tourist arrivals in 2020 witnessed a significant decline of 75.03 percent, equivalent to 4.02 million visitors, in comparison to the 16.11 million recorded in 2019. Additionally, the occupancy rates in hotels with star classifications experienced a decline from 59.75 percent in 2018 to 59.39 percent in 2019, ultimately dropping to 40.79 percent in 2020. The decline in international air travel played a significant role in the decrease in foreign tourist visits, with a sharp decline of 80.61 percent, equivalent to 3.66 million people, from the 18.85 million visitors recorded in 2019 [5].

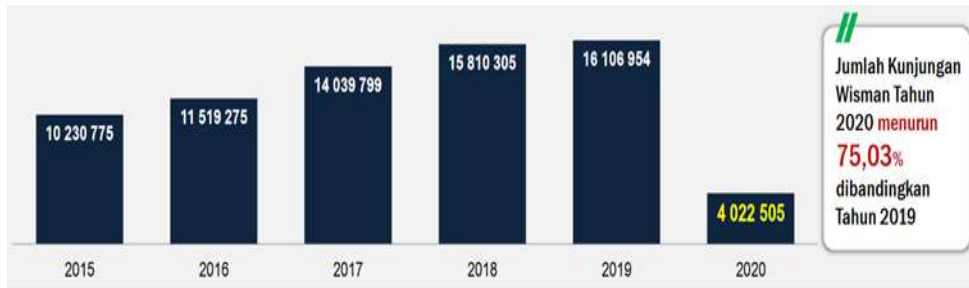


Figure 1. Increase in international tourist visit from 2015-2020

Source: https://www.bps.go.id/website/materi_ind/materiBrsInd-20210201113200.pdf

In an effort to rejuvenate tourism activities, the Indonesian government has implemented several policies. These include exempting healthy international travelers from the PCR test requirement upon arrival, waiving quarantine obligations for fully vaccinated tourists, introducing a special visa on arrival for 86 countries since September 2022, providing visa-free entry for ASEAN member countries, and establishing a second home visa [6]. Furthermore, Indonesian tourism has been promoted through international exhibitions. For instance, the Ministry of Tourism and Creative Economy (Kemenparekraf) represented Indonesia in the 'World Travel Market (WTM)' tourism exhibition held in Excel, London, England from 7-9 November 2022. Indonesia's participation in this long-standing tourism exchange, which dates back to 1980, aimed to showcase Indonesian tourism to the British and European markets [6].

The post-pandemic impact of Covid-19 on the tourism sector, including travel, hotels, and restaurants, has significantly reduced tourist numbers and economic activities. This situation calls for urgent attention and strategic solutions. Fortunately, Indonesia possesses abundant natural resources, including being a coffee-producing nation, which presents an opportunity to develop a unique tourism characteristic and identity. Indonesian coffee commodities, such as Gayo coffee from Aceh, Kintamani coffee from Bali, and Toraja coffee from Sulawesi, have gained global recognition. These high-quality coffee products can serve as identities and tourist attractions for their respective coffee-producing regions, such as Aceh, Bali, South Sulawesi, and other coffee-growing areas. Indonesian coffee can also serve as a promotional medium, enhancing the attractiveness of tourist destinations and strengthening their promotion efforts.

In order to address tourism issues in Indonesia, it is crucial to conduct research activities. This research aims to explore the story of Indonesian coffee as a means of promotion and tourism attraction. Regions that are known for their coffee production have unique coffee stories that can serve as promotional tools and tourist attractions. The objective of this study is to delve into the societal narrative surrounding coffee. The focus of the research is on storytelling and coffee mythology, which convey messages about the appeal of coffee and its social function. These stories are part of the communication systems that are orally transmitted within society. The specific coffee

story chosen for this research is Toraja coffee in South Sulawesi. The rationale for selecting Toraja coffee is based on its historical significance, dating back to the 17th century when it was discovered and traded through the port of Gowa in South Sulawesi. It gained further prominence through its trade with Europe via the VOC (*Vereenigde Oostindische Compagnie*) and became a subject of discussion in European cafes, particularly in the Netherlands [1].

The research conducted provides significant findings and innovative insights regarding coffee stories as models for promoting and attracting tourists to various destinations in Indonesia. Specifically, the focus is on the story of Indonesian coffee, with Toraja coffee serving as the object of study. The research findings can be utilized as a framework for promotional activities in coffee-producing regions and other tourism areas in Indonesia. The research data was collected through a combination of field observations conducted at cafes in Makassar, distribution of questionnaires to cafe visitors, and interviews with respondents in Makassar. Additionally, interviews were conducted with informants such as cafe owners or individuals with expertise and experience in the coffee sector. The choice of cafe visitors as respondents was based on their role as storytellers, sharing their experiences and perceptions regarding coffee. The research questions revolved around various aspects, including 1) the tolerance of cafe visitors towards the coffee they consume, 2) the social function of coffee, 3) the coffee communication model as a tourist attraction, and 4) the factors influencing the role of coffee as a promotional medium and tourist attraction.

The story of Indonesian coffee can be utilized as a powerful tool to promote tourist destinations and enhance their reputation. By employing storytelling and mythologizing techniques [8], [9], [10], coffee becomes a means to captivate and engage visitors. Communities and cafe-goers in both popular tourist areas and provincial or district capitals can be encouraged to share their tourism experiences and stories through various digital media platforms, particularly those related to coffee. Storytelling about coffee as a defining characteristic of tourism in a particular area can be effectively managed within service systems and promotional media to enhance the competitiveness of tourist destinations. This approach allows local tourism authorities to gain a deeper understanding of tourists' experiences and preferences, encouraging them to create narratives or stories related to their encounters with coffee.

The Myths About Coffee

In the book "All About Coffee" [11], it is mentioned that the term "coffee" emerged in European languages during the 1600s. This term was derived from the Arabic word "qahwa" but was not directly adopted from Arabic. Instead, it was borrowed from the Turkish word "*kahve*". The word "*qahwa*" from Arabic served as the origin, which was then adapted into various languages. For instance, in Turkish, it became "*kahve*", "*koffie*" in Dutch, "*café*" in French and Italian, "coffee" in English, "*kie-fey*" in China, "*kehi*" in Japan, and "*kawa*" in Malay. The Indonesian term for coffee, "*kopi*," rooted from the Dutch language.

According to Ukers [11], there are two popular legends and myths surrounding the origin of coffee:

the legend of 'Si Kaldi and his cabin' and the legend of 'Ali bin Omar al Shadhili'. The story of 'Si Kaldi and his goat' originates from Ethiopia. It begins with a shepherd named Kaldi who notices his goat behaving unusually hyperactive, leaping and dancing around. Intrigued, Kaldi investigates and discovers that the goat has been eating red berries from a tree he is unfamiliar with. Curiosity piqued, Kaldi decides to try the berries himself and experiences a similar energizing effect as the goat.

After Kaldi shares his experience with a monk, the monk becomes intrigued and decides to try the fruit for himself. Upon consuming it, the monk experiences a surge of energy and finds himself able to stay awake during nighttime prayers without feeling sleepy. Recognizing the potential of the fruit, the monks begin experimenting with different methods of preparation. They discover that roasting and brewing the fruit creates a beverage with a bitter taste but remarkable properties. This bitter drink is found to provide extra strength and help ward off drowsiness [11].

The story of Ali bin Omar al Shadhili takes place in the city of Mocha, Yemen, and revolves around a physician and devout worshipper named Ali bin Omar al Shadhili. Ali is renowned for his healing abilities, combining medical practices with prayer to treat illnesses. However, the local authorities harbor animosity towards Ali and spread slanderous accusations, claiming that he colludes with the devil to heal his patients. Consequently, the people of Mocha begin to distrust Ali and eventually force him to leave the town.

Seeking refuge, Ali takes shelter in a cave where he experiences hunger. To satisfy his hunger, he discovers red berries growing nearby and consumes them. Finding the berries bitter in taste, Ali decides to roast and boil them, transforming them into a drink. After drinking the beverage, Ali feels an increase in energy and vitality. The processed drink made from the red berries gains popularity, and people start seeking out Ali for his energy-boosting concoction. Word of the drink's benefits spreads, and its reputation reaches the ruler of Mocha. Intrigued, the ruler summons Ali to introduce the drink to the city. Consequently, in Yemen, the black beverage that provides extra energy is named Mocha, in honor of the city where it originated [11].

Coffee, discovered in the 9th century in Ethiopia, has since become a globally traded commodity. It holds the distinction of having the second largest trade volume in the world, surpassed only by gasoline. Coffee has also gained immense popularity as the most widely consumed beverage among the world's population [12]. Arabica coffee is favored by approximately 75% of coffee consumers, while Robusta coffee is preferred by the remaining 25% [12]. As coffee has spread across the world, it has given rise to numerous stories and legends in different countries. Coffee consumption has become deeply ingrained in various cultures, often forming part of their traditional customs and social practices [13] (Hunter-Jones, 2020). Stories about coffee can be heard from a multitude of countries, each with its own unique coffee traditions and narratives [14].

Indonesia, too, has a rich coffee-drinking culture. Coffee serves not only as a beverage but also carries significant social functions. In Indonesia, coffee holds local wisdom values due to the

country's diverse ethnicities. For instance, the Toraja ethnic group in South Sulawesi incorporates coffee into their ritualistic traditions. Coffee has become an integral part of the Toraja ethnic community's cultural practices, particularly during the *Rambusolo* death ceremony [15].

RESEARCH METHOD

This study utilized a qualitative research method, employing various techniques such as observation, literature review, and questionnaire distribution [16]. Observation and literature review were employed to gather information on tourism and the different coffee varieties offered in cafes in Makassar, as they serve as tourism attractions. Questionnaires were distributed to collect data on the tolerance for coffee among cafe visitors who consumed coffee in Makassar.

Data Characteristics

Through a combination of direct observation and online questionnaire distribution, data were collected from a total of 70 coffee consumers in cafes from whom 70 coffee stories were gained. After a rigorous process of selection and data analysis, a final set of 50 coffee stories was obtained from the initial pool of data. These selected stories were the basis for further analysis in this study.

Data on participants' age, gender and occupation (education) are shown in Table 1.

Table 1. Respondents' Characteristics based on age, sex and employment status (percent)

Sex	Male		Female	
	56		44	
Age	16-25	25-34	35-44	45-54
	46	34	10	10
Education	High School	Undergrad	Graduate	PostGrad
	54	40	4	2
Employment	Student	Civil Servant	Employee	Businessman
	40	10	30	20

Based on the characteristics of the respondent data, it was found that 28% of the respondents were male and 22% were female among coffee consumers. This data indicates that there is a balanced distribution between male and female coffee enthusiasts in coffee shops (cafés). It suggests that the enjoyment of coffee is not limited to a specific gender, with both males and females appreciating the beverage in equal numbers, accounting for approximately 22-28% each.

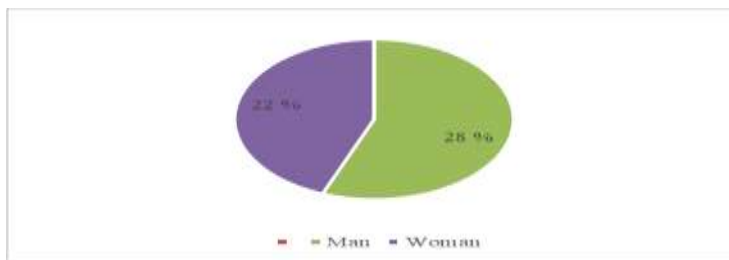


Figure 2. The number of coffee consumers based on sex

According to the findings of this study, coffee consumers typically have a daily habit of consuming coffee in glasses, with an average of 3 cups per day. Among the 50 respondents who shared their coffee stories, the distribution of coffee consumption per day (in glasses) was as follows: 4% consumed 1 cup, 52% consumed 2 cups, 6% consumed 3 cups, 10% consumed 4 cups, and 2% consumed 6 cups. This data illustrates the varying levels of coffee consumption among the respondents, with the majority (52%) consuming 2 cups of coffee per day.

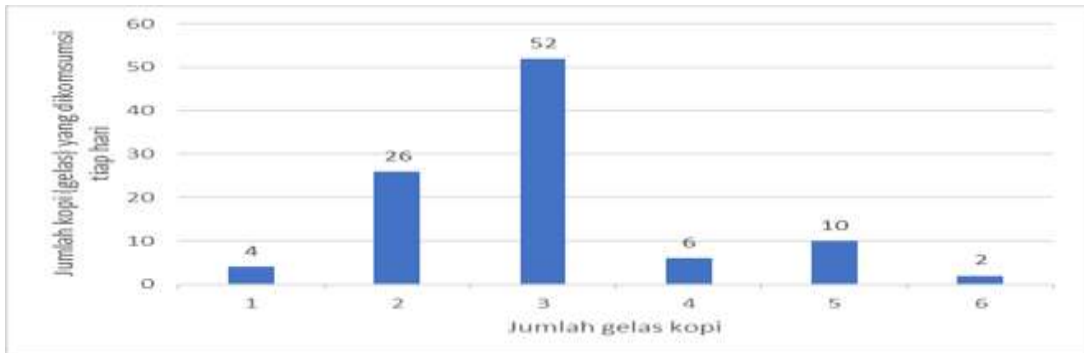


Figure 3. Number of coffee consumed per day (in %)

Based on the data, it can indeed be concluded that more than 50% of coffee consumers drink three cups of coffee per day. This suggests that consuming three cups of coffee has become a common practice among coffee consumers. Additionally, the data indicates that almost 100% of coffee consumers prefer to visit coffee shops (cafés) to enjoy their coffee drinks.

RESULTS AND DISCUSSIONS

Coffee Stories

50 (fifty) coffee stories were shared by participants regarding their tolerance for coffee. The coffee tolerance refers to the participants' experience about daily activities (education, work, activities related to hobbies, etc.) while consuming coffee. Of the 50 coffee stories, 20 coffee story topics were determined (Table 2).

Table 2. The theme of coffee stories

No	Theme
1	Kopi Hitam Toraja, Kopi Doa – Black Toraja Coffee, A Prayer
2	Bersamanya Sakit, Tidak Bersamanya Jauh Lebih Sakit: It Hurts with Him and Hurts Even More Without
3	Rasa yang candu, untuk para pecandu – An addiction for addicts
4.	Saat tegukan kopi melewati lidah – A sip of coffee down the tongue
5.	Kopi itu magic – Coffee is Magic
6.	Tanpamu semangatku akan hilang – Without you, my spirit will be gone
7.	Kopi dan Ketenangan – Coffee and Tranquility
8.	Sahabat kopi – Coffee Buddy

9.	Tiada tulisan tanpa kopi – No writings without coffee
10	Kopi Cinta – Coffee of Love
11	Rasa pahit, namun memberi kenikmatan – Bitterness that gives pleasure
12.	Kopi, Aku mencintaimu – Coffee, I love you
13.	Saya dan Kopi punya cerita – Coffee and I have a story
14.	Kopi adalah kenyamanan – Coffee is comfort
15.	Kopi, Pengganggu, menjadi Sahabat – Coffee: A disturbance that becomes a fellow
16.	kopi salah satu semangat untuk memulai hari – Coffee is a spirit to start a day
17.	Hitam Tapi Manis pada Orang yang Tepat – Black but sweet for the right person
18	Mencintai kopi hingga akhir – Loving coffee till the end
19	Kopi adalah surga – Coffee is heaven
20	Kopi menyegarkan pikiran – Coffee refreshes our mind

Kopi Hitam Toraja, sebagai obat (doa) - Black Toraja Coffee, A Prayer

The coffee story with the theme of Toraja black coffee as a medicine (prayer) reflects the cultural and symbolic significance attributed to coffee in the context of marriage and fidelity. It highlights the belief that consuming black coffee can metaphorically darken a husband's eyesight, making him unable to be attracted to or glance at other women. This story portrays a wife who lovingly prepares and serves Toraja black coffee to her husband, emphasizing the importance of faithfulness and loyalty in their relationship. The act of stirring the coffee from right to left and reciting a prayer further reinforces the ritualistic nature of the practice. This coffee story showcases how coffee, beyond being a beverage, can hold deeper meanings and be integrated into cultural practices and beliefs.

Bersamanya Sakit, Tidak Bersamanya Jauh Lebih Sakit - It Hurts with Him and Hurts Even More Without

The story revolves around the theme of illness and the emotional pain associated with not having the company of a loved one, using the connotative meaning of coffee as a metaphor for a life partner. It begins with the protagonist, an avid coffee enthusiast, who initially hesitates due to the bitter taste of Sinjai Borong coffee. However, curiosity leads them to experiment with it, and the unique aroma captivates their senses, igniting a love for coffee. From that point on, coffee becomes an integral part of their life. They discover that not having coffee can result in headaches, making it an indispensable morning ritual. The irresistible combination of the aroma and taste makes coffee an essential beverage for connoisseurs. The protagonist's daily routine involves refilling their flask with coffee five times a day, making it their faithful companion throughout various activities. This coffee obsession earns them the nickname "The girl with the flask of coffee" among friends. Coffee becomes a constant necessity, as its absence causes them to feel unwell.

Rasa yang candu, untuk para pecandu - An addiction for addicts

A coffee story with an addictive taste for addicts. The rich taste serves as a magnet for coffee enthusiasts. However, the true essence lies in the metaphorical association between coffee and friendship. Coffee symbolizes a trusted companion, someone who helps alleviate life's burdens.

The metaphorical connection between coffee and friends is established by viewing friends as the source and coffee as the target. Friends, with their inherent solidarity and support, undergo a metaphorical transformation, transferring their qualities to coffee. Thus, coffee metaphorically represents a loyal friend, faithfully standing by those who consume it.

The coffee story revolves around a coffee connoisseur who embarks on a journey to explore the flavors of Nescafe coffee, marking it as their initial coffee experience. As they take their first sip, they encounter a combination of bitter and sweet notes that tantalize their taste buds. From that moment on, Nescafe coffee becomes a constant companion, always offering its distinctively sweet taste. It gradually evolves into their closest confidant, providing solace and support in times of distress and challenges. Coffee becomes a trusted friend, serving as a reliable source of comfort, helping them alleviate various burdens they face in life. Since then, his father has been working with coffee farmers in Wamena, and he has helped them distribute their coffee products to Papua and outside Papua. In the activity of helping his father with his business, he started consuming coffee, especially traded coffee (Wamena coffee). He enjoyed the distinctive taste of this coffee drink. Coffee is really powerful in helping him get rid of sleepiness and stress from various jobs. The distinctive taste of this coffee captivates their senses, bringing them immense enjoyment. Coffee proves to be a powerful ally in combating sleepiness and alleviating the stress that accompanies their multitude of responsibilities. It becomes a reliable companion, providing the necessary energy and relief to navigate through various tasks and challenges. Coffee becomes an integral part of their daily routine, a trusted source of rejuvenation amidst the demanding nature of their work.

Saat tegukan kopi melewati lidah - A sip of coffee down the tongue

The coffee story delves into the theme of life's bitterness, symbolically conveyed through the act of savoring a sip of coffee. Coffee in this tale carries a metaphorical connotation, representing the bitterness and hardships that one encounters in life. The story follows a coffee connoisseur who experiences a profound realization as they taste a sip of black coffee passing over their tongue. It serves as a reminder that life is not always filled with beauty, sweetness, or vibrant colors. Instead, humans must also face the bitterness and darkness that life presents. Life finds its equilibrium through the balance of contrasting elements. The wheel of life keeps turning, sometimes bringing us highs and other times lows, moments of beauty alongside shades of gray.

The honesty and simplicity displayed by a cup of bitter black coffee highlight an important lesson. There is no need to disguise or hide the bitterness and darkness, just as in life where the pursuit of vanity, pride, jealousy, and excessive curiosity can cloud the true essence of existence. Humans are inherently limited, and when they forget the significance of simplicity and honesty, a cup of bitter black coffee can serve as a teacher, offering insights into the true meaning of life.

Kopi itu magic - Coffee is Magic

The coffee story revolves around the magical essence of coffee, symbolizing its ability to solve any problem. Coffee in this narrative carries a metaphorical connotation, representing the connection

between coffee and magic. It portrays coffee as a magical elixir that can instantly resolve any issue or challenge. The tale follows a coffee connoisseur who realizes that coffee is more than just a regular beverage. It possesses a distinct aroma and dark color, offering both bitterness and a soothing sensation. Coffee has become an integral part of their life's journey. Since childhood, they were intrigued by the taste of coffee, which only their father would indulge in. From that moment onwards, they became captivated by the comforting aroma and taste of coffee.

As they grew older, coffee never ceased to be a mandatory part of their daily routine. Mornings feel empty without it, and nights seem purposeless. Black coffee and various coffee variations become their go-to drinks, something they always carry with them. Coffee serves as a remedy for a heavy head, providing relief and calmness. When faced with work assignments, coffee becomes their most sought-after companion.

This magical coffee possesses the power to captivate them anytime and anywhere. With each sip, it infuses them with a million spirits, emanating warmth through its aroma. It becomes a source of healing for headaches and stress. Coffee brings tranquility in a world filled with chaos. In essence, coffee is the magic that enchants and enchants, offering a sense of peace and solace.

Kopi, tanpamu semangatku hilang - Without you, my spirit will be gone

The coffee story explores the theme of coffee as a source of peace, portraying it as a human figure that brings tranquility to those who consume it. Coffee in this narrative carries a metaphorical connotation, symbolizing a benevolent companion who offers solace and calmness. It describes coffee as a humane drink with the ability to provide support, motivation, and enhance various aspects of life.

The tale revolves around a coffee lover who initially approached coffee with doubts. However, during moments of mental distress and racing thoughts, coffee emerges as a comforting presence, brewing a sense of calm within them. Although they had reservations at first, coffee gradually becomes an inseparable part of their life.

Coffee is always by their side, starting from the moment they wake up in the morning, when they brew a cup of black ground coffee. The sight of the old jar containing the black coffee grounds brings about a sense of excitement. Conversely, when the jar runs empty, the mornings feel lackluster and uninspiring.

Kopi dan Ketenangan - Coffee and Tranquility

The coffee story revolves around the theme of coffee bringing peace of mind to those who consume it, portraying coffee as a human-like figure that provides tranquility. Coffee in this story carries a metaphorical connotation, symbolizing a companion that offers solace and aids others in finding inner peace. It depicts coffee as a humane drink with qualities that can support and motivate individuals in their daily lives and activities.

The story follows a coffee lover who initially harbored doubts about approaching coffee. However, during times when their state of mind was collapsing and thoughts were racing, coffee appeared and brewed a sense of calm within them. Although they had a dislike for coffee in the beginning, over time it became an ever-present companion. From the moment they wake up in the morning, they always have coffee by their side. Brewing a cup of black coffee brings a sense of excitement as they witness the transformation from coffee grounds to a soothing beverage. Conversely, when the jar containing the coffee grounds runs empty, the mornings feel dull and lacking.

Sahabat kopi - Coffee Buddy

The coffee story revolves around the theme of coffee as a loyal friend who is always there to accompany the protagonist. Coffee in this story carries a metaphorical connotation, symbolizing the bond between coffee and friendship. It portrays coffee as a friend who provides support and companionship in various aspects of life.

The story follows a coffee lover who first started drinking coffee during their school years when faced with numerous assignments that required late-night work. Coffee became their ally in completing tasks, and its distinct aroma helped them stay alert while working at night.

Their preferred coffee concoction includes sugar, as they are not accustomed to black coffee. Despite the bitterness of life, they find solace in the sweetness of their coffee, which acts as a respite amidst the challenging realities of life.

Now, coffee has become their friend, inspiring them in life's journey. The black color of coffee holds meaning for them, representing the understanding that life is not always vibrant and colorful. Just as coffee accompanies them through the colorless moments, they believe that joy and beauty can emerge, much like a rainbow after a storm. Without a cup of coffee to accompany them each day, they feel they would struggle to navigate their existence.

Tiada tulisan tanpa kopi - No writings without coffee

The coffee story revolves around the theme of coffee as a motivating and encouraging companion. Coffee in this story carries a metaphorical connotation, symbolizing a human-like figure that provides social benefits and acts as a motivator.

I realized the power of coffee as an incentive, particularly in completing my assignments and thesis. Even though I was alone in a boarding house without the presence of friends or family, coffee became my driving force. Each morning, I would start my day with a cup of coffee, using it to boost my spirits and tackle the challenges of my thesis guidance. The continuous meetings with my supervisor could be overwhelming, but the energizing effects of coffee helped me stay alert and engaged.

As night fell, revisions from my supervisor awaited me. Being someone who preferred working late into the night on my laptop, coffee became an essential companion. Consuming coffee

provided me with the strength to stay awake and focused. To ensure a constant supply of authentic and flavorful coffee, I requested my father to send coffee from the Mamasa area, which I found to be superior to the commercially available options.

I am grateful to coffee for its role during the thesis research process. It served as an encouraging friend in the midst of the challenges faced by final-year students. Despite its bitterness, coffee remained steadfast in its character. It acted as a source of motivation and support, helping me navigate through the complexities of my academic journey.

Kopi Cinta - Coffee of Love

The coffee story revolves around the theme of coffee love, where coffee carries a symbolic connotation that connects it with love. Coffee represents an intimate and affectionate relationship between coffee connoisseurs and the coffee they consume.

The story begins with the enchanting aroma of coffee, which captivates the senses and touches the heart. It's not just about a simple cup of coffee; it's a cup of coffee offered by a beloved wife. The taste goes beyond the flavor and resonates deeply with the heart. This coffee brings joy to the morning, and even though you're not a professional barista, the feeling it evokes is undeniable. It's the most delicious coffee that has ever graced your tongue, as if all anxieties melt away. You can't help but believe that this is the coffee of angels, with sugar derived from heavenly cane and prepared with the perfection of love.

Together, let's embark on this journey. Share your sweet smile with me, as we savor every sip until the sweetness dissipates. Let me embrace the bitterness of time while waiting for this precious moment. It has been a long time coming, and now we can be together in an atmosphere filled with love. We disconnect from the distractions of modern gadgets and immerse ourselves in this world of affection. Listening to your stories brings me pure happiness, and I cherish every word you share. Your concerns become mere decorations in my eyes, and I appreciate the sacrifices you've made. Allow me the opportunity to create happiness for you, even if it's just for a moment.

Rasa pahit, namun memberi kenikmatan - Bitterness that gives pleasure

The coffee story revolves around the theme that even though coffee has a bitter taste, it brings pleasure to its connoisseurs. Coffee carries a connotation of enjoyment, not only in terms of taste but also in the inspiration and enthusiasm it provides to its connoisseurs in their daily activities.

The story begins with the coffee connoisseur's awareness of the taste of coffee and how it has become an integral part of their life. Influenced by their parents, who have made coffee a daily routine, they have developed a love for coffee since junior high school and continue to enjoy it in college.

Initially, they didn't appreciate the bitter taste of coffee, but as time went by, they learned to savor and appreciate its taste and aroma. Especially when they have the opportunity to enjoy original

coffee from the village, which has a distinct flavor and pure ingredients. Before starting their daily activities, they always take time to enjoy coffee at their boarding house, which fills them with excitement. Even during long days at university, coffee revitalizes them and helps them regain their energy.

During late-night assignments, coffee remains a loyal companion, helping them combat sleepiness and stay focused. While many people may hold negative perceptions about coffee, they have found that understanding and embracing its bitter taste allows them to truly enjoy it. The distinct aroma of coffee becomes a sought-after pleasure for coffee connoisseurs. The perfection of coffee's taste lies in its bitterness, which brings peace and motivation.

Kopi Aku Mencintai Mu

The coffee story with the theme "Coffee, I love you" conveys the deep affection and appreciation for coffee. Coffee is personified as a character that provides human-like benefits to its connoisseurs, inspiring and motivating them. The story emphasizes the special bond between the coffee connoisseur and their beloved drink, enabling a dialogue-like communication with coffee.

The story begins with a choice, where the protagonist expresses their preference for coffee over a job, indicating the immense value they place on coffee in their life. Coffee is portrayed as a source of enthusiasm and encouragement, fueling the connoisseur's daily activities. While the protagonist deeply loves coffee, they also maintain control over their consumption, ensuring that coffee does not overpower them. Their love for coffee is strong enough to drive them to do whatever it takes to obtain it.

The protagonist's infatuation with coffee is primarily rooted in its aroma and taste, which constantly captivate their mind and make it difficult for them to let go of their love for coffee. They are less concerned about any potential negative effects, focusing instead on maintaining control over their coffee consumption to mitigate any adverse consequences.

The story concludes with a heartfelt expression of gratitude for coffee's presence in the protagonist's life, highlighting the desire for coffee to always be there, serving as a constant companion. The statement "Empty heart doesn't matter, what matters is the lack of coffee in the house" emphasizes the significance of coffee in the protagonist's life, indicating that the absence of coffee would have a greater impact than any emotional void.

Kopi, Harapanku (Coffee, My Hope)

The coffee story with the theme "Coffee, My Hope" conveys the idea that coffee provides hope to its connoisseurs. Coffee is personified as a symbol that offers human-like benefits, instilling hope in those who consume it.

I wake up to the familiar scene of my parents sitting at the dining table, sipping their steaming cups of coffee. The aroma fills the air, enveloping the room in its comforting embrace. A 4-year-old

child joins them, their tiny voice blending with the conversation as they share stories and laughter. Curiosity sparks within me as I observe this daily ritual, the dark liquid in their cups captivating my attention.

At the tender age of 7, I muster the courage to express my interest in joining this coffee-drinking tradition. Excitement fills my heart as I approach my mother, pleading to taste the intriguing black liquid. Initially hesitant, she finally relents, granting me permission with a smile. It's a significant moment for me, a milestone that marks my entry into the world of coffee.

As time passes and I grow older, coffee becomes an inseparable part of my life, especially during my college years. In the company of friends, gathered in our boarding house, we indulge in cups of coffee that fuel our late-night study sessions. The warmth of the mug in my hands brings solace to my weary soul, invigorating my mind as I tackle challenging assignments. Coffee becomes more than just a beverage; it becomes a source of happiness and motivation, accompanying me through the ups and downs of my college journey.

But my connection to coffee runs even deeper. It transcends personal enjoyment and takes root in a desire to preserve and cultivate this precious commodity in my community. Inspired by the legacy of my grandmother, who was deeply involved in coffee cultivation, I yearn to carry on her work. I dream of nurturing coffee plants, of contributing to the growth and development of this cherished crop in our area. Coffee becomes a symbol of hope, a beacon of inspiration that guides me towards a future where I can make a difference.

Kopi adalah kenyamanan – Coffee is Comfort

The coffee story with the theme "Coffee is Comfort" conveys the idea that coffee provides comfort and pleasure to its connoisseurs. Coffee is personified as a source of solace and well-being, symbolizing the human benefits it brings to those who consume it. Beyond the taste and aroma, coffee offers social benefits by providing enjoyment and comfort in various activities.

The story begins by highlighting the true definition of comfort, which is found in coffee. It brings unparalleled pleasure to coffee connoisseurs, especially during times of stress, headaches, and overwhelming work or household chores. In a world that often feels burdensome, coffee offers a sense of peace. It is described as a heavenly drink that goes beyond being an ordinary beverage with its distinct aroma and black color. Despite its bitter taste, coffee has a soothing effect on the senses.

Since childhood, I have been intrigued by coffee, even though my father was the only one in the family who drank it. Once I finally tasted it, I was captivated by its aroma and taste, finding comfort in its presence. Now, as a mother, coffee is an indispensable part of my daily routine, both in the morning and at night. Its absence leaves me yearning, highlighting its significance in my life. I have developed a preference for black coffee and various coffee variations, considering them essential items that I carry and enjoy everywhere. Coffee has a magical hold on me, enchanting me no matter

the time or place. With every sip, a million spirits awaken, bringing warmth and comfort through its enticing aroma..

Kopi, Pengganggu, menjadi Sahabat - Coffee: A disturbance that becomes a fellow

The coffee story with the theme 'Coffee, My Pen Pal' connotes coffee as a friend and companion to the connoisseur. Coffee is personified as a human figure, symbolizing its friendly and supportive character. The metaphorical relationship between coffee and friends highlights coffee as a humane product that can provide companionship and aid to coffee connoisseurs.

During my high school years, coffee held no appeal to me. In fact, I associated it with sleep deprivation and drowsiness in class. It seemed like a disruptive force in my studies, hindering my ability to get enough rest and perform well academically.

But everything changed when I entered college. A friend enlightened me about the potential of coffee as the ultimate partner for meeting deadlines and completing assignments. Faced with the daunting task of writing a 15-page paper with no assistance from my busy friends, I found myself in need of a solution to stay awake and focused.

That's when I turned to coffee. As I brewed a cup, its enticing aroma filled the room, reminding me of the sleepless night ahead. Embracing the bitterness, I found motivation and energy coursing through my veins. With each sip, I pushed through the night, determined to finish the paper. And when I finally completed it, a sense of accomplishment washed over me, forever transforming my perspective on coffee.

From that point on, I began to appreciate the role coffee played in my life. I started setting aside money to buy it, considering it a worthy investment. Coffee became my trusted companion, helping me combat sleepiness during late-night study sessions. Despite our rocky start, it became my reliable pen pal, accompanying me through the writing process and even the eventual publication of my work.

Kopi, semangat untuk memulai hari – Coffee, a spirit to start a day

The coffee story with the theme 'Coffee, the Spirit to Start the Day' connotes coffee as a human figure with a motivating and energizing character. Coffee is personified, symbolizing its ability to provide motivation and encouragement to coffee connoisseurs. The metaphorical relationship between coffee and humans signifies coffee as a product that offers social benefits to others, particularly coffee lovers.

I own a coffee garden, and it has been quite a journey. Initially, I held reservations about coffee, fearing it might have harmful effects. However, as time went on, I found myself drawn to the allure of this beverage. It became a daily ritual, a way to kickstart my mornings with a burst of energy.

Coffee gradually became an integral part of my life. I shared this newfound passion with my family, and soon enough, it became our go-to drink for all occasions. It brought us together, bonding over

shared moments and conversations fueled by the warmth of a cup of coffee.

In the mornings, coffee became my trusted source of motivation. It infused me with the energy I needed to tackle the challenges of the day. Beyond that, it became my remedy for headaches, fatigue, stress, and even pain. Coffee became a source of strength and encouragement, a companion in times of overwhelming work-related stress.

Through my journey with coffee, I have come to believe that it teaches an important life lesson. Despite its black and bitter nature, coffee exemplifies that not everything dark and challenging weakens or brings one down. Just as coffee can offer calmness and peace despite its bitter taste, life too can hold beauty and joy when approached with patience and resilience. Coffee has become more than just a beverage; it has become a symbol of perseverance and finding the silver lining in even the most challenging moments.

Hitam tapi Manis pada Orang yang Tepat - Black but sweet for the right person

The story of coffee with the theme 'Black, but Sweet to the Right Person' connotes that despite coffee's black appearance, it still provides a sweet taste, symbolizing the sweetness of life, to those who appreciate it. Coffee is metaphorically personified as a figure that chooses coffee connoisseurs to reveal the hidden sweetness behind its inherent bitterness.

As a busy student, my days are filled with juggling assignments and various activities on campus. But every morning, I wake up to the comforting thought of my mother's black coffee, brewed with hot water, filling the air with its intoxicating aroma. In our village, this coffee is known as Lampung Coffee, produced through traditional methods of roasting and crushing the beans, adding to its allure and uniqueness.

Despite the awareness of the potential health issues associated with excessive coffee consumption, I find myself unable to resist its allure. Inspired by a saying from one of my lecturers, "Be a coffee connoisseur, don't be a coffee drinker," I am motivated to embrace a more discerning approach to my relationship with coffee. I choose to drink it selectively, primarily during moments of restlessness and contemplation.

This phrase resonates with me deeply and fuels my ongoing love for coffee. I have become a coffee connoisseur, savoring the experience and appreciating its nuances. Coffee serves as a compass for my thoughts on lecture plans and a source of motivation on my college journey. When my mind is filled with swirling thoughts and restlessness, a cup of coffee helps me find a sense of relaxation and sometimes even brings forth solutions to the problems I face.

Mencintai Kopi hingga Akhir - Loving coffee till the end

The coffee story with the theme of 'Loving Coffee to the End' connotes the deep affection and commitment of coffee connoisseurs towards coffee, acknowledging the human benefits coffee brings to their lives. Coffee, in this context, symbolizes more than just a beverage; it represents

social benefits and personal enjoyment.

As a farmer, I yearned to cultivate something that I could truly savor. That's when I decided to embark on the journey of growing coffee. I knew it would require hard work and dedication, but I was determined to see it through. The challenges that came with caring for the coffee plants only fueled my passion and intention, leading me to the ultimate joy of brewing and savoring my very own coffee.

From morning till evening, I take pleasure in every sip of my self-made coffee. While many people opt for instant coffee, I find pure, self-blended coffee to be the most satisfying. It is a testament to my journey as a farmer, where the struggles and efforts have not been in vain. Planting and nurturing my own coffee plants have allowed me to experience the true essence of coffee and reap the rewards of my hard work.

Coffee has become more than just a beverage for me; it serves as a constant source of motivation and inspiration. It ignites my creativity, helps me channel my ideas, and provides the encouragement I need to face each day. The love I have for coffee brings me immense pleasure, as it represents my commitment to cherish and embrace it till the very end. Through my passion for coffee, I have gained a wealth of knowledge, exploring different variants and eventually blending them for personal consumption or even for sale in the market.

Kopi adalah surga - Coffee is heaven

In a world filled with stress and responsibilities, coffee emerges as a heavenly elixir, offering unparalleled pleasure and solace to its connoisseurs. The theme 'Coffee is Heaven' portrays coffee as a symbol of extraordinary pleasure and bliss, akin to the pleasures found in heaven itself. This metaphorical relationship between coffee and heaven imbues coffee with a metaphorical meaning, suggesting that it provides exquisite pleasure comparable to that experienced in heaven.

From the heavenly nature of coffee to its unmatched pleasure, it is a source of comfort during times of stress and fatigue. Coffee serves as my personal paradise, going beyond a simple beverage. Its distinct aroma, dark color, and soothing taste have enchanted me since childhood, bringing tranquility and solace when life becomes overwhelming.

As I navigate through life, reaching my final semester as a student, coffee remains an indispensable part of my daily routine. Whether it's a simple black coffee or a delightful variation, it becomes a mandatory drink that accompanies me everywhere. Coffee acts as a remedy for my heavy mind, lifting my spirits and providing solace to my soul. When faced with demanding tasks and assignments, it becomes the elixir I seek the most, granting me the motivation and energy needed to conquer challenges.

The enchantment of coffee is akin to a mystical force that captures me wherever I may be. Each sip summons a multitude of spirits, revitalizing my senses and enveloping me in warmth. Coffee's essence surpasses physical pleasure, reaching the depths of my being, and evoking a blissful

tranquility that cannot be found elsewhere.

Kopi menyegarkan pikiran - Coffee refreshes our mind

The coffee story is deeply personal to me as it revolves around the theme of how coffee refreshes my mind. In my perspective, coffee isn't just a regular drink—it has the power to stimulate my thoughts and invigorate my entire being. I first discovered the remarkable effects of coffee when I found myself in a state of extreme boredom and powerlessness, overwhelmed by a mountain of work. However, as soon as I took that first sip of coffee, my mind was instantly refreshed. It was as if a new surge of energy coursed through my veins, enabling me to tackle my tasks with renewed focus and vigor.

Coffee has been my faithful companion during those late nights when I had to stay up to complete important chores. Even in the darkest hours, when everyone else was fast asleep, coffee kept my mind sharp and active. It was astounding to witness how a simple cup of coffee could enable me to push through fatigue and continue working diligently. Whenever I felt dizzy or overwhelmed, a comforting cup of coffee provided instant relief, banishing the fog from my mind and allowing me to regain my clarity of thought.

Furthermore, coffee has played a vital role in enhancing my creativity, particularly when I engage in writing on social media platforms. There were times when my mind would wander, and I struggled to concentrate on expressing my thoughts effectively. However, with the aid of coffee, it felt as though a gateway to inspiration had opened. My mind expanded, and words flowed effortlessly, resulting in beautifully crafted and captivating content.

The social aspect of coffee is equally significant to me. Sharing a cup of coffee with friends during engaging conversations has often led to the emergence of brilliant ideas. The act of sitting together, sipping our coffees, and engaging in meaningful dialogue creates an atmosphere of camaraderie and inspiration. It's incredible how a simple beverage can bring people closer and spark creativity in such moments.

The Myths of Coffee

In a semiotic perspective, myths can be understood as the general views or stories that exist within a society and carry messages. According to Roland Barthes, myths are a form of communication system that functions as a language, consisting of a first language (*langue*) and a second language (*myth*).

In the context of coffee, the first language refers to coffee as a sign, encompassing both verbal and nonverbal elements. Coffee, as a sign, represents a beverage made from coffee grounds. It serves a material function as a drink and is also commodified and marketed as a branded product.

The second language, which is the myth, emerges from the first language and represents a general view or social meaning attached to coffee. In this context, coffee transcends its material benefits as

a beverage and takes on a social identity within society. It becomes a symbol of social significance and carries social benefits or meanings.

The study mentioned in your text identifies specific coffee myths that represent general views or social benefits associated with coffee. These myths are presented in the form of stories and convey social messages. The social meanings attributed to coffee go beyond its material function as a drink and become part of the cultural fabric and collective understanding within society.

By analyzing coffee myths from a semiotic perspective, we can better understand how coffee carries symbolic and social significance as seen in Table 3. These myths shape the perception of coffee and its role in society, highlighting the broader cultural, social, and universal meanings attached to this beloved beverage.

Table 3. Myths and Messages from Coffee

No	Myths about Coffee	Pesan mitos kopi
1	Kopi adalah doa – Coffee is a prayer	Black Toraja coffee is like medicine (prayer) for my partner (husband).
2	Kopi adalah kebersamaan – coffee is togetherness	Throughout our life together with coffee, if we're not together, I will be sick.
3	Kopi adalah rasa yang candu, untuk para pecandu – Coffee is an addiction for addicts	It all began with my parents' coffee business, receiving shipments of Arabica coffee.
4	Saat tegukan kopi melewati lidah - A sip of coffee down the tongue	The bitter taste of coffee on the tongue is a metaphor for the bitter journey of life that must be endured.
5.	Kopi itu magic - Coffee is Magic	Mornings without coffee are empty. Nights without coffee are meaningless. Coffee has become a part of life.
6.	Tanpa kopi semangat akan hilang – Without coffee, my spirit will be gone	Drinking coffee gives us great energy and does not make us weak.
7.	Kopi adalah ketenangan – Coffee is Tranquility	Initially hesitant to approach coffee, but then coffee brings tranquility.
8.	kopi adalah sahabat – Coffee is a buddy	Befriending coffee provides inspiration for life.
9.	Tiada tulisan tanpa kopi - No writings without coffee	Coffee is a powerful motivator to complete writing (thesis).
10	Kopi adalah Cinta – Coffee is love	The delightful aroma of coffee fills our hearts with love.
11	Rasa pahit, namun memberi kenikmatan – Bitterness that gives pleasure	Coffee has become an inseparable part of my life.
12.	Kopi, Aku mencintaimu - Coffee, I love you	In my opinion, coffee is the most important drink in my life.
13.	Saya dan Kopi punya cerita - Coffee and I have a story	Coffee has been a faithful companion from childhood to adulthood.
14.	Kopi adalah kenyamanan – Coffee is comfort	When things are falling apart and thoughts are in turmoil, coffee comes and brews much tranquility.
15.	Kopi adalah pengganggu, menjadi Sahabat - Coffee: A disturbance that becomes a fellow	Coffee disrupts sleep, but it also provides solutions to complete many tasks.
16.	kopi adalah semangat untuk memulai hari -	Nurturing enthusiasm and initiating work with

	Coffee is a spirit to start a day	coffee.
17.	Kopi itu hitam, tapi Manis pada Orang yang Tepat – Coffee is black but sweet to the right person	Coffee makes ideas about study plans and motivation for college become directed.
18	Mencintai kopi hingga akhir – Loving coffee till the end	Consuming coffee in the afternoon and evening is an good start.
19	Kopi adalah surga - Coffee is heaven	This drink is like magic that solves problems (work stress, headaches, etc.).
20	Kopi adalah kesegaran pikiran - Coffee refreshes our mind	Coffee is the gateway to completing all tasks.

Coffee Stories: promotional media and tourist attraction

The research conducted on 50 coffee stories from South Sulawesi, specifically Toraja coffee, serves as a media and strategy for promoting coffee tourism in the region, particularly in Makassar and other destinations in South Sulawesi. These stories highlight the experiences of coffee consumers, sharing knowledge and fostering connections among coffee lovers, including tourists visiting the area.

Coffee stories, in this context, contribute to the elements of tourist attraction. According to the Indonesian Law on Tourism (Law No. 10 of 2009), tourist attractions encompass unique, beautiful, and valuable natural, cultural, and man-made assets that draw tourists. Coffee stories, presented as oral storytelling, add to the richness of cultural and artistic tourism experiences.

The aim of sharing the South Sulawesi coffee stories is to provide knowledge about the quality of coffee in the region, particularly Toraja coffee. This can inspire tourists to visit and explore coffee production areas such as North Toraja and Tana Toraja Regencies. These stories also serve to promote the region's coffee products, encouraging visitors to try and appreciate the local coffee.

The coffee stories are closely related to the origin region as a coffee producer. For instance, North Toraja, Tana Toraja, Enrekang (Kalosi Coffee), Gowa (Malino Coffee), and other regions in South Sulawesi are known for their coffee production and have the potential to become coffee tourism destinations. In Toraja Tourism Destinations, Toraja coffee serves as a tourism identity and is often served as a beverage at various tourist attractions, including during traditional death feasts (Rambusolo) that attract tourists. Through these stories, tourists gain knowledge about coffee quality, encouraging them to try local coffee, such as Toraja coffee, when they visit the respective origin regions..

CONCLUSIONS

The findings of the study indicate that the coffee stories from South Sulawesi carry broader perspectives on coffee, focusing on the social benefits and symbolic meaning of coffee rather than its material benefits as a beverage. These stories contribute to the development of a mythical language system surrounding coffee. The research has successfully identified coffee myths and messages embedded within the stories, as outlined in Table 3. Coffee stories serve as a form of

storytelling and also function as a promotional tool for coffee tourism, particularly in coffee-producing regions. These regions have the potential to become coffee tourism destinations due to their association with coffee production. For example, Tana Toraja and North Toraja Regencies in South Sulawesi Province are already recognized as coffee tourism destinations, with Toraja Coffee as their prominent product. Similarly, Enrekang is known for its Kalosi Coffee, and Gowa for its Malino Coffee and Malino Luwak Coffee, both of which have the potential to attract coffee tourists. Overall, the study highlights the significance of coffee stories in conveying general views, promoting coffee tourism, and identifying the potential of various regions to become coffee tourism destinations based on their distinct coffee products.

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