
DIGITAL MEDIA COMMUNICATION

The Role of Tanamera Coffee Bali in the Implementation of Sustainable Tourism

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Abstract

Sustainable tourism is a program made by the government to maintain and plan the continuation of the tourism industry. As part of the Sustainable Development Goals Agenda, sustainable tourism can improve the quality of a destination or a business. This study aims to identify the programs carried out by Tanamera Coffee Bali in implementing the concept of sustainable tourism as part of supporting the progress of tourism in Bali. This study uses qualitative research methods and descriptive analysis methods. The research results obtained are that Tanamera Coffee has implemented sustainable tourism in its business programs. It has positively impacted Tanamera Coffee, namely increasing visitors to Tanamera Coffee and giving a good reputation to the Tanamera Coffee Bali brand. The advice that can be given is Tanamera Coffee needs to periodically socialize the understanding of sustainable tourism to its employees and make it the standard for all Tanamera Coffee outlets in Indonesia and abroad.

Keywords: Coffee Shop; Tanamera Coffe; Bali; Sustainable Tourism.

Introduction

Before the Covid19 pandemic came to Indonesia, tourism was one of the business sectors that became the country's largest foreign exchange earner, as evidenced by the number of domestic and foreign tourists from all over the world who came to various attractive destinations in Indonesia. In 2019, the number of foreign tourists who came to Indonesia was 16.11 million, while in 2018, the number of foreign tourists only reached 15.81, which can be seen in 2019 the number of foreign tourists increased by 1.88 percent (BPS, 2020). Tourism is the leading sector for the Indonesian government in improving the economy; this is also related to sustainability. Where the government is expected to consistently, it is also hoped that various components, especially tourism actors, can be responsible for activities related to the tourism industry (Ohorella & Prihantoro, 2021).

There are many choices of destinations that become a destination for a foreign tourist to spend time on vacation, doing business, and looking for a new atmosphere, one of which is the city of Denpasar in Bali. Bali is a province in Indonesia which has an area of 5633 km². Bali only has one island, namely Bali Island, and small islands around Bali Island, including Nusa Penida. Bali is the main destination and one of the best destinations in Indonesia for foreign tourists to have a vacation with the aim of experiencing the beauty of nature and culture (Siswandini, 2020). Talking about Bali from tourism communication studies, how an area can highlight existing tourist destinations. One is cultural tourism, art tourism, and rural tourism, which Bali has carried out so far (Vicenovie, 2020). What Bali does when studied with tourism communication studies is the transition to modern tourism, where there is the integration of systems such as marketing, accessibility, human resources,

destinations, and also tourism institutions (Bungin, 2015). All products and activities in Bali will, of course, be integrated with tourism development.

Bali has many tourist objects that can be visited by both domestic and foreign tourists, namely natural attractions such as beaches, mountains, waterfalls, and many more. In addition, what is characteristic of the island of Bali besides beautiful natural tourism and the island of Bali is synonymous with cultural tourism, which is very thick. The majority of people in Bali adhere to Hinduism. Therefore, the culture that is very well known in Bali is the culture of the Hindu community. Tourists present religious tourism combined with cultural tourism, where tourists are invited to learn the Hindu community's customs in Bali in carrying out various traditional and religious rituals (Nyoman, 2018).

Cultures introduced include places of worship such as temples, architectural forms of traditional Balinese houses, and major Hindu religious celebrations such as Nyepi to Galungan, which are tourist attractions. As the best island in the world, according to Travel + Leisure magazine (CNN Indonesia, 2022). Cultural tourism and customs also show that Bali can introduce local teachings and wisdom amidst the diversity of tourist backgrounds. It can be associated with relationships tourism (Ohorella & Prihantoro, 2022), where tourists are invited to participate or take part in various tourism activities. So that tourists not only see but feel directly from the activities carried out by the community.

Bali has an important role in implementing Sustainable Tourism or sustainable tourism in various ways. Sustainable tourism is part of implementing the Sustainable Development Goals (SDG). Sustainable tourism, which is expected to be developed in all Indonesian tourist destinations, especially Bali, is the use of human resources and natural resources in a balanced way while preserving nature and culture (Puspita, 2022).

SDG is a world development agenda that aims for global human welfare. The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet and ensure that by 2030 all people enjoy peace and prosperity. The 17 SDGs are integrated with actions in one area that will influence outcomes in other areas, and that development must balance social, economic, and environmental sustainability. Countries have committed to prioritizing progress for those who are lagging. The SDGs are designed to end poverty, hunger, AIDS, and discrimination against women and girls. Creativity, knowledge, technology, and financial resources from all of society are needed to achieve SDGs in every context (UNDP, 2022).

As part of the Sustainable Development Goals, sustainable tourism is a program created by the government to maintain and plan a continuation of the tourism industry. Sustainable development is a country's development efforts that include economic, social, environmental, and even cultural aspects for present needs but do not sacrifice or reduce the needs of future generations to create communities that can interact with each other and the environment (Arida, 2017).

A clear implementation framework is needed to achieve Sustainable tourism as a part of the 2030 Agenda (UNWTO, 2022). There are three main pillars and 12 principles in sustainable tourism: the Economic Pillar, the Environmental Pillar, and the Socio-Cultural Pillar. In contrast, the 12 Principles of sustainable tourism are Economic Viability, Local Prosperity, Employment Quality, Social Equity, Visitor Fulfillment, Local Control, Community Well-being, Cultural Richness, Physical Integrity, Biological Diversity, Resource Efficiency, and Environmental Purity (UNWTO, 2012). Various aspects are included in sustainable tourism, one of which is the food and beverage industry. Food and beverage play an important role in increasing the country's foreign exchange, so it has an important role in the stability of the sustainability of tourism. One example of a food and beverage currently busy in various circles, especially among millennials, is the "Coffee Shop."

The phenomenon of coffee business growth is now increasing, as can be seen from the number of coffee shop businesses in 2016, there were only 1,000 outlets throughout Indonesia, but in 2019 it

reached 2,950 coffee shop outlets, and this number has almost tripled (Sugianto, 2019). In addition, according to the International Coffee Organization, the number of coffee drinkers in Indonesia has increased rapidly, namely the average national coffee consumption growth rate has reached 2.49%, which is in line with the expansion of coffee plantations and increased coffee production in Indonesia due to demand getting higher (ico, 2022). The coffee shop itself has a variety of uniqueness and attractions that make visitors want to enjoy coffee and the dishes available there. Various uniqueness of a coffee shop is the main attraction for someone to come and enjoy coffee. The attractiveness of the coffee shop itself is very profitable for a coffee shop business actor. Like, the aesthetics of a cafe itself makes someone interested so that it has unique flavors and variants that increase one's curiosity to taste and visit there. One of the coffee shops that has become the center of attention in the coffee world, namely Tanamera Coffee, Bali. Tanamera Coffee Bali is the center of attention because the coffee business is not only focused on producing coffee, selling it, and making a profit, but Tanamera Coffee Bali also contributes to implementing sustainable tourism for its business.

Theoretical Framework

Sustainable tourism or sustainable tourism is a program made by the government to maintain and plan a continuation of the tourism industry. Sustainable development is a country's development efforts that include economic, social, environmental, and even cultural aspects for present needs but do not sacrifice or reduce the needs of future generations to create communities that can interact with each other and the environment (Arida, 2017). A clear implementation framework is needed to achieve Sustainable tourism as a part of the 2030 Agenda (UNWTO, 2022). There are three main pillars and 12 principles in sustainable tourism: the Economic Pillar, the Environmental Pillar, and the Socio-Cultural Pillar. In contrast, the 12 Principles of sustainable tourism are Economic Viability, Local Prosperity, Employment Quality, Social Equity, Visitor Fulfillment, Local Control, Community Well-being, Cultural Richness, Physical Integrity, Biological Diversity, Resource Efficiency, and Environmental Purity (UNWTO, 2012).

Integrated Marketing Communication (IMC), according to Schultz (in Ibnu et al., 2022), is integrated marketing communication which is the process of implementing and developing various forms of persuasive communication programs to customers on an ongoing basis. This strategy's purpose is to influence consumers' thoughts, attitudes, and behavior according to company goals. Integrated marketing communication considers all sources that can connect customers with products or services from a brand and or company as potential channels to convey messages in the future. In other words, the integrated marketing communication strategy begins with the customer. Then it turns to the company to determine the forms and methods to be used and developed for the implemented communication programs.

IMC is a marketing communications planning concept that recognizes the importance of the added value of a comprehensive plan that is used to evaluate the strategic roles of various communication disciplines, for example, general advertising, direct response, promotion, sales, and public relations, and combines all of these disciplines to present clarity, consistency, and maximum communication impact.

Material and Methodology

The research method used is qualitative. According to Sugiyono (2017), qualitative research methods are conducted as a medium for investigating, describing, and explaining various methods. This method is used to research natural object conditions (as opposed to experiments) where the researcher is the key instrument. Various kinds of qualitative research methods are used, including research design, data analysis, research subject terms, ways of looking at facts, data collection, data representation, data implications, and research objectives. Types and sources of data obtained are primary data and secondary data. The primary data was obtained through observation, where we observed Tanamera Coffee Bali, located on Jalan Sunset Road Badung Bali. In contrast, the secondary data we found was obtained from books, journals, and websites that support it. Researchers interviewed the Marketing Director of the Tanamera Coffee Bali headquarters by providing several related questions offline and online.

Result and Discussion

Tanamera Coffee Bali is a coffee shop in the Badung district, Bali, established in 2013. Tanamera Coffee already has more than five branches spread across Indonesia, such as Jakarta, Tangerang, and Bali. Not only that, but Tanamera coffee has also entered the international realm, as evidenced by establishment of a Tanamera coffee branch in Singapore (Yulianto, 2020), so it's no wonder that Tanamera coffee has an international standard in the coffee industry. The coffee used by Tanamera Coffee also comes from Indonesia, whereas the coffee comes from Bali, which local farmers manage. Tanamera Coffee was founded with a vision and mission to make Indonesia famous for its wealth of coffee; as seen in 2015, Tanamera Coffee participated in a competition at the Melbourne International Coffee Expo, attended by approximately 800 participants worldwide. At Economic Viability, Tanamera Coffee has participated in many coffee competitions, as evidenced by 51 awards from its participation in competitive contests. Tanamera Coffee also helps local farmers by providing adequate education and facilities as facilities and infrastructure for coffee development. Tanamera Coffee is also working with the village of Maniklyu, Kintamani, where in terms of this collaboration, Tanamera Coffee itself is also working with local farmers in the form of providing tools and supporting facilities needed by local farmers as plantation facilities and coffee development. In 2019, Tanamera Coffee carried out its first export activities in the form of specialty beans to Russia; not only that in 2020, Tanamera Coffee carried out its first outlet expansion outside Indonesia, namely opening its first outlet in Change Alley Mall, Singapore. It shows that Tanamera Coffee is very ready to compete in the coffee market on the international stage. Tanamera Coffee has uniqueness and charm, whereas Tanamera Coffee has a roastery room that directly roasts fresh coffee. Considering that the Tanamera coffee plantation is located in Kintamani, Bali, making Tanamera coffee is superior because the coffee beans are managed directly by local Balinese farmers and also directly roasted in the direct location, namely directly at Tanamera Coffee Bali. Hence, it's no wonder, it serves coffee to customers very fresh. And also, in terms of sales, Tanamera Coffee has a unique selling point for its products. One of them is the title of award-winning international coffee, which has received 51 awards since 2015.



Figure 1. The Tanamera Team Enters Coffee Beans that are ready for Roast
Source: Persona Author



Figure 2. The Tanamera Team is ready to roast Coffee Beans
Source: Personal Author

The progress and innovation provided by Tanamera Coffee have made Tanamera Coffee participate in implementing sustainable tourism, or what is called sustainability tourism, from various aspects such as human resources, products, visitors, and the environment. The implementation by Tanamera Coffee on the aspect of human resources, which represents the aspect of local prosperity, is by empowering local Balinese farmers and their families to take part in maintaining Tanamera Coffee's coffee plantations. Besides that, Tanamera also empowers residents or young people in Bali to work as baristas and managers within the organizational structure at Tanamera Coffee Bali. Regarding employment quality/quality of work, Tanamera Coffee conducts training in advance for its workers according to their fields and positions. The soft skills training provided to staff whose fields of work deal with customers is through public speaking and English training. Not only that, but Tanamera Coffee also includes its barista to participate in various barista competitions in both national and international competitions. In the aspect of community well-being, where the role of coffee plantations is to strengthen the lives of local communities, Tanamera Coffee tries to give access to resources, facilities, and life support systems, such as empowering local farmers to farm coffee plantations. Tanamera Coffee also pays attention to the quality of the welfare of the farming families, where children from farming families are sent to school at the basic education level to qualify. Tanamera Coffee also works with an art designer working in the fashion sector named Pilipong, who also has a brand called Pongka, to work together by collaborating to create merchandise in the form of clothes with the concept of artwork which aims as an appreciation to the farmer who contributed to the plantation.



Figure 3. The atmosphere of Tanamera Coffee Bali
Source: Personal Author



Figure 4. Local Designer creates Design for Tanamera Coffee Bali Merchandise
Source: Personal Author

Then on the product aspect, Tanamera Coffee also implements resource efficiency, such as conducting regular coffee roasting schedules to maintain electricity resources. The resource of a coffee roaster has enormous power. The coffee will be roasted according to a predetermined schedule because when the time comes for the coffee beans to be roasted, the coffee beans will be roasted in one full day. The roasting machine, which was purchased directly from Italy, has enormous power. Therefore, scheduling will make time and human resources more effective and efficient. Then for visitors, Tanamera Coffee also implements visitor fulfillment intending to fulfill the desires and satisfaction of visitors when visiting Tanamera Coffee without discrimination. Tanamera Coffee provides good quality coffee for visitors from all walks of life. The existence of customer service is one form of Tanamera Coffee maintaining visitor satisfaction to Tanamera Coffee. The atmosphere created at Tanamera Coffeeshop is very friendly to visitors from all walks of life, especially Millennials and Generation Z. Tanamera Coffee also implements Local Control which aims at agreeing on the management of coffee plantations for the environment with the help of decisions from the community, for example with an agreement between Tanamera Coffee and residents from Manikliyu village, Kintamani, in developing coffee plantations to create quality products. The local community is one of the biggest voice holders in making decisions in developing Tanamera Coffee plantations. From the community and for the community, Tanamera Coffee Bali makes its coffee business inseparable from the contribution of the local community.

In addition to the application of environmental purity, which is useful for minimizing air, water, and waste pollution, which can have a direct impact on the environment, Tanamera Coffee has a program in waste management, which Tanamera Coffee carries out in processing waste, namely the use of used gunny sacks originating from a place for packing raw coffee beans. The burlap sack is used as an accent for clothes in the form of a clothes pocket attached to the shirt by sewing. Not only that, but Tanamera Coffee also makes a tumbler bag with the basic ingredients of rubber shoes, which come from the former production of a local shoe factory in Bali. In addition to tumbler bags, used shoe rubber is produced into an apron made from burlap sacks with pockets made using rubber shoes. The barista uses the apron. In 2021, Tanamera Coffee was also working with a local brand, in which coffee grounds are processed into coffee trails and cigarette ashtrays using the help of a third person as the manager. Still working on coffee grounds, Tanamera Coffee is developing plans for making coffee cups made from coffee grounds as a material for making ceramics by collaborating with one of the vendors for making ceramics in Bali. At this time, Tanamera Coffee is planning to make another product from coffee grounds to become a body scrub by working with a body care company in Indonesia. Then it's not just there, Tanamera Coffee plans to launch aromatherapy such as a home fragrance diffuser in the shape of a stick in collaboration with a local perfume brand, and Tanamera Coffee is also working with GOLS or known as the waste management movement by sending the coffee grounds to be processed into liquid fertilizer which will be used as fertilizer for plants at Tanamera coffee outlets and the

Tanamera coffee plantations themselves, this fertilizer can also be sold to the public which can be purchased using loyalty members.

To support environmental purity, Tanamera Coffe plans to collaborate with one of the recycling platforms, Octopus. Indonesia, the largest archipelagic country in the world, has a particular problem in waste management. The state waste management system needs to work on a decentralized and increasing population and a limited political and structural framework to keep up with modern trends and reduce waste accumulation. According to the United States Agency for International Development (USAID), Indonesia should strive to build a stronger waste management system to minimize environmental damage. It includes optimizing the collection, categorizing waste for recycling, and implementing environmentally friendly disposal methods. Achieving this will require increasing the capacity and resources of local government, infrastructure, community participation and awareness, and business models for the recycling and reusing of waste products. Like the Sustainable Development Goals, this requires all parties – from various sectors and actors to work together in an integrated manner by pooling financial resources, knowledge, and expertise. Octopus is a circular economy platform enabling manufacturers to track and aggregate their consumers' post-use products for recyclable and non-recyclable materials. The platform also allows manufacturers to reward their verified stakeholders directly. Collection mechanisms ensure transparency for the benefit of local waste stakeholders, and AI technology offers an efficient pricing model for the recycling industry. Octopus has collaborated with 1,700 waste banks and 14,600 local waste stakeholders who have received conservation training and have been verified. Expanding the ecosystem increases stakeholder value for local waste and efforts to pursue Sustainable Development Goals. Octopus seeks to protect the environment, create jobs, improve living conditions for local scavengers, promote micro-business, significantly reduce carbon footprint, and empower women. Therefore, Tanamera is innovating to collaborate with Octopus so that the takeaway glass used by customers can be recycled into something environmentally friendly to create a sustainable environment.

Since the Covid-19 pandemic hit, all business actors have experienced a decrease in their income, as well as for plant coffee. As the Covid19 pandemic progresses, Tanamera Coffee is trying to improve various sales methods, from online sales methods such as online delivery to outlets or offline stores. Until now, Tanamera Coffee has also focused on online sales by partnering with various online sales platforms such as Tokopedia, GrabFood, and GoFood. One way is to re-photoshoot to get maximum results. And also innovating to create cold brew concentrate products in coffee grounds measuring 150 ml or sachet form with the concept #CreateYourOwnCoffeeAtHome.

Conclusion

Tanamera Coffee Bali has contributed to developing sustainable tourism in Indonesia as one of the best coffee businesses. The impact has been very positive. Tanamera Coffee Bali has implemented aspects of sustainable tourism that have become part of its business program, including Economic Viability, Local Prosperity, Employment Quality, Visitor Fulfillment, Local Control, Community Well-being, Resources Efficiency, and Environmental Purity. However, Tanamera Coffee Bali needs to make this sustainable program a standard carried out at all Tanamera outlets throughout Indonesia, such as DKI Jakarta. It needs to be socialized and standardized for all outlets for all employees and workers at Tanamera Coffee.

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