



Coffee Tourism Development Potential in Banyuwangi Regency, East Java

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Abstrak

Keragaman budaya dan kearifan local menjadi daya tarik yang cukup menjanjikan dalam memajukan pariwisata nusantara. Coffee Tourism merupakan salah satu daya tarik wisata yang dapat menghadirkan pengalaman wisata yang unik. Tujuan penelitian ini adalah untuk mengetahui potensi dan strategi pengembangan Coffee Tourism di Kabupaten Banyuwangi, Jawa Timur. Metode penelitian yang digunakan pada studi ini adalah metode penelitian kualitatif dengan pengolahan data dilakukan melalui observasi, wawancara dan dokumentasi terkait potensi dan strategi pengembangan Coffee Tourism di kawasan tersebut. Sample pada penelitian ini lebih difokuskan kepada para stakeholder yang berkaitan dengan wisata kopi, seperti pemerintah daerah, dinas pariwisata setempat, petani kopi, pengusaha kopi, umkm berbasis kopi dan wisatawan. Penelitian ini berfokus pada empat dimensi komponen daya tarik wisata: atraksi, aksesibilitas, fasilitas, dan layanan tambahan. Temuan penelitian menunjukkan bahwa komponen daya tarik wisata Kabupaten Banyuwangi mempunyai cukup potensi sebagai wisata kopi. Keempat komponen daya tarik wisata di kabupaten banyuwangi secara umum telah memenuhi syarat pengembangan wisata kopi, walaupun masih terdapat beberapa kekurangan. Prospek wisata kopi di Banyuwangi dapat terkemas lebih menarik, unik, dan menjanjikan dengan kekuatan budaya yang khas di wilayah daerahnya ini sendiri.

Abstract

Keywords: Coffee
Tourism, Tourist
Attraction, Coffee,
Banyuwangi.

Cultural diversity and local wisdom have emerged as promising attractions for the advancement of Indonesian tourism. Coffee Tourism is a tourist attraction that frequently offers one-of-a-kind tourist experiences. The purpose of this study is to determine the potential and strategy for developing Coffee Tourism in the Banyuwangi Regency of East Java. This research used a qualitative research method, with data collected through observation, interviews, and documentation on the potential and strategy for developing Coffee Tourism in the area. This study's sample was formed of coffee tourism stakeholders such as local governments, tourism offices, coffee farmers, coffee entrepreneurs, coffee based micro businesses, and tourists. This study concentrated on four aspects of tourist attraction components: attractions, accessibility, amenities, and ancillary services. In response to research findings, the tourist attraction component of Banyuwangi Regency has considerable potential for coffee tourism. The opportunity for coffee tourism in Banyuwangi can undoubtedly create a more captivating, distinct, and auspicious impression due to the region's distinct cultural strengths.

INTRODUCTION

Banyuwangi Regency in East Java has a high tourism potential. Banyuwangi, like any

other district with the potential to support long-term economic growth, should attract a large number of tourists, both domestic and international. Natural tourism, cultural tourism, (historical and pilgrimage tourism), halal tourism, and culinary tourism are all available in Banyuwangi Regency. Apart from its stunning natural beauty, Banyuwangi Regency is also known as one of the best coffee-producing areas in Indonesia.

Coffee is a popular plantation commodity, particularly in the plantation subsector. This is driven by the large coffee market opportunity, which is very promising and grows year after year. Because several types of coffee have answered many global market needs, some types of coffee have also played an important role as foreign exchange earners for the country.

Coffee has been grown in Banyuwangi since the 18th century when Dutch colonialism required native residents to grow coffee. The coffee plantations in Banyuwangi experienced ups and downs between 1818 and 1865. Banyuwangi currently has four sub-districts that are the best coffee producers: Kalipuro, Glagah, Licin, and Sempu (Sabandar, 2022). According to Wisuda (2019), the Osing tribe is a Banyuwangi native population, also known as Laros or Wong Blambangan, with a tradition of growing coffee in their yards.

Since coffee is a plantation product that can be sold both locally and internationally, productivity in Indonesia has reached 700 kg coffee beans per ha/year for Robusta and 800 kg coffee beans per ha/year for Arabica (Hartono, 2013). Furthermore, Indonesian coffee products, including raw, roasted, and processed coffee, have long been known in the American coffee market (Direktorat Kajian Strategis dan Kebijakan Pertanian, 2017). As a result, coffee from Indonesia is common in many beverage outlets, cafés, coffee shops, and restaurants in the United States and other parts of the world.

Coffee must go through a lengthy process before it can be drunk and enjoyed, which includes harvesting mature coffee beans, processing the coffee beans, and drying them before they can be called coffee logs. Following that, the coffee will be roasted to varying degrees depending on the type of coffee.

Due to the growing number of coffee shops offering delicious coffee with a pleasant aroma, drinking coffee has become a more

widespread culture. There is potential for business opportunities to be derived from the culture of coffee consumption. One such opportunity is culinary tourism.

Coffee-related culinary tourism has the potential to be both economically and aesthetically pleasing. Local governments need to recognize the potential benefits of the culinary industry as a subsector of the creative economy. Banyuwangi Regency's tourism potential is a draw for travelers, and it will eventually develop into a popular tourist destination recognized for its coffee. The superior coffee produced in Banyuwangi Regency is not matched by the best possible use of this potential.

Since there is no relationship between coffee cultivation and entrepreneurs, coffee management is currently subpar. Other than that, the regional government has not released any explicit regulations about this issue. Thus, it appears that each business owner markets his coffee on their own. Even though several well-managed coffee shops are beginning to appear throughout the Banyuwangi Regency area, raw coffee rather than processed coffee is still widely sold in this regency.

As of right now, Banyuwangi Regency has not made the most of its coffee's existence and distinctiveness to turn it into a popular tourist destination. Therefore, researchers consider it necessary to conduct a study on the potential for developing Coffee Tourism in Banyuwangi Regency, East Java.

Coffee tourism is currently gaining global momentum, with new coffee tourism destinations sprouting up and increasingly competing with other traditional tourist destinations such as nature, religion, and so on. Hundreds of independent tourism researchers from various continents and countries discovered this fact (Rutynskyi and Kushniruk, 2020). Coffee tourism revitalizes tourist movements outside of coffee-growing regions.

According to Global Coffee Tour (2018), tourists should enjoy coffee not only for the taste of the coffee but also for the sensation of inhaling the aroma of coffee and learning local wisdom through cultural traditions that present hospitality and coffee enjoyment in a different nuance (Rutynskyi and Kushniruk, 2020).

Furthermore, Leewellyn and Palupi (2020) argue that the development of coffee-based rural destinations is thought to be capable

of achieving societal environmental, socio-cultural, and economic balance. As a result, the potential for developing Coffee Tourism will benefit not only tourism actors, but also other parties including stakeholders such as coffee farmers, coffee entrepreneurs, micro-businesses, and so on.

Each tourist area's physical characteristics of different food and beverage products make for an interesting tourist experience. Indonesian coffee products are currently fashionable. Indonesia is a country that drinks a lot of coffee. According to Nur (2021), at least 280,000 tons of coffee must be produced each year just for consumption.

Coffee is a popular beverage among people of all ages, and it is quickly becoming a popular beverage. This condition increases the global demand for coffee. The uniqueness of processing coffee before drinking it can be used as an intriguing tourist attraction. Travel enthusiasts can undoubtedly have a unique experience with activities like harvesting mature coffee beans—either by hand or by machine—processing them and drying them before they turn into coffee logs.

Coffee's existence extends beyond its use as a beverage; it also has a distinctive variety, history, and methods for growing, harvesting and processing it so that it can be combined and enjoyed by a wide range of consumers. All these things make coffee an intriguing feature to offer tourists. If a tour only concentrates on the experience of sipping coffee, this is significantly different from just being presented as one experience. history, and methods for growing, harvesting, and processing it so that it can be combined and enjoyed by a wide range of consumers.

According to Woyeza and Kumar's (2020) research in Ethiopia, coffee tourism is a subset of rural tourism, which provides long-term livelihoods and a source of income diversification. Given that the coffee plantations in the Banyuwangi area are primarily situated in rural areas, this condition is closely related to what is occurring there. The local economy will benefit from the inclusion of coffee plantations as a tourist attraction.

Another research was conducted by Hasyim et al (2020) and succeeded in examining the growth of coffee tourism in Toraja. The fact of coffee plantations in the area has transformed the Toraja identity into a tourist variant associated with traditional

culture. Similar circumstances exist in Banyuwangi, a place with strengths and distinctive cultural traditions that can naturally support the region's coffee tourism industry.

RESEARCH METHODS

Qualitative research methodology is the approach employed in this study. As stated by Almeida et al. (2017), The primary objective of the qualitative methodology is to generate comprehensive and illustrative data to comprehend the diverse aspects of the problem being examined.

A variety of techniques, including direct observation, documentation, and in-depth interviews with pertinent tourism stakeholders, are employed in this research's data collection instrument. In addition to direct visits to tourist destinations, coffee plantations, retail establishments, and neighborhood cafes that serve Banyuwangi coffee, the observational approach was used to gather data. Documentation techniques were also used while at the location and with recorded images during the visit and observation process.

This study used 15 samples from local communities related to coffee tourism to collect data. They are among the coffee tourism stakeholders in Banyuwangi Regency, which also includes local government, coffee farmers, coffee entrepreneurs, coffee communities, and tourists.

RESULTS AND DISCUSSION

Coffee plantations are used as tourist attractions which are packaged into promising tourism development. Banyuwangi is rich in coffee-related traditions and cultural rituals, such as the Village Cleaning Ceremony, Coffee Picking Ritual, Opening the Prime Grinding, Coffee Manten, Coffee Motif Batik, Basanan, and so on. However, unfortunately, it has not maximized the existence of coffee tourism.

Pondok Margo Utomo in Kalibaru, Banyuwangi Regency is the first area in Banyuwangi Regency to implement such a tourism program. There is no special program when visiting coffee plantations, because the main aim of this tour program is to understand coffee culture and enjoy coffee as a traditional drink. However, unfortunately until now, the number of tourists visiting coffee plantations has not been very significant.

Coffee tourism often suffers from a lack of information, hospitality, available infrastructure and facilities, as well as a lack of tourism programs. Farmers claim that tourism is a new culture, and rural communities lack the knowledge and skills needed to implement tourism. Local communities and coffee farmers are still focused on the coffee production process and have not maximized the potential income they can achieve from coffee tourism activities themselves. This issue appears to be widespread in tropical developing countries. A comprehensive approach with active participation of tourism stakeholders is essential to increase the capacity of local communities in tourism planning and implementation.

The difficulty of incorporating coffee into the recent rapid development of tourism stems from various sources. Recent pro-tourism local government policies have enabled socio-political support for coffee agroforestry landscapes as a tourist attraction. The Banyuwangi Regency Government, with the support of the Indonesian government and stakeholders, is very active in promoting tourism as a leading sector for economic income and a vehicle for stimulating regional development. According to reports, the recent increase in coffee lovers is a positive sign for incorporating coffee into tourism. This is helped by the spread of coffee shops in the Banyuwangi area.

Meanwhile, in analysing the fulfilment of an area in carrying out tourism activities, it is necessary to include a Tourism Attraction Component, also known as the "4A," which stands for Attraction, Accessibility, Amenities, and Ancillary Services (Cooper, 2018 in Safitri et al, 2021). Identified issues related to the integration of coffee into tourism development in Banyuwangi refer to the following aspects:

Tourist Attraction Component	Identification
Attraction	a) Banyuwangi has natural attractions as well as a strong culture tied to coffee. b) The best coffee plantations can be found in four sub-districts: Kalibaru, Songgon, Licin, and Kalipuro. c) Banyuwangi coffee plantations' geographical location: facing east (initial light), on the edge of the sea

	(saltwater overflow), and blowing sulphur steam (at night). d) Banyuwangi's original coffee: Osing Coffee, Jaran Goyang Coffee, Jukung Coffee, Lego Coffee. e) The majority of Banyuwangi's smallholder coffee plantations process coffee naturally. f) Traditional hand brewing techniques are still widely used (tumbler, French press, drip, and V60) g) There has been no incorporation of local coffee culture as a tourism product. h) Coffee shops and cafes, among other food and beverage establishments, are becoming more and more well-liked hangouts for people to enjoy coffee drinks. i) There is a coffee festival held every year: "Festival Ngopi Sepuluh Ewu" (Ten Thousand Coffee Festival). This event has a high potential for a coffee experience infused with Banyuwangi culture. This event has been noticed and frequented visit by the international tourist market. j) Tradition of collecting ancient coffee cups in Banyuwangi society (has been going on for 12 years). The majority of people who live in Banyuwangi have continued the family tradition of collecting antique coffee cups, and they take great pride in having an extensive collection displayed in their decorative cabinets. k) Genjah Arum Cultural Studio is a cultural studio that demonstrates and shows the local coffee experience. However, this studio currently only serves exclusive individuals.
Convenience	a) The cleanliness of the city and tourist attractions was very adequate and maintained. b) The number of tour guides who specialize in coffee tourism was extremely limited. c) There is still a lack of information about local coffee. d) There are only a few local coffee shops, cafés, and

	<p>restaurants that serve authentic Banyuwangi coffee.</p> <p>e) The availability of local homestays suitable for tourists but simple and managed individually/privately.</p> <p>f) The payment transaction system continues to favor cash and bank transfers.</p>
Accessibility	<p>a) Very adequate access via land, sea, and air. However, public transportation to tourist areas is still lacking.</p> <p>b) Public transport still does not reach all areas of Banyuwangi, particularly in rural areas. Currently, transportation services still depend on rented transportation.</p> <p>c) Infrastructure in the Banyuwangi area is quite adequate.</p> <p>d) Corridor access to coffee cultivation areas and local coffee shops is sufficient.</p> <p>e) The need for tourist maps, evacuation routes and disaster mitigation</p>
Ancillary Service	<p>a) There are coffee-based communities and associations, such as: Banyuwangi Coffee & Cocoa Community, Indigenous Peoples Coffee Association, etc.</p> <p>b) There is an active tourism awareness group (POKDARWIS).</p> <p>c) Tourist information regarding local tourism focuses more on village, natural and cultural tourism.</p> <p>d) The reservation system is not yet widespread and access to homestay bookings still traditionally relies on the local community.</p> <p>e) Coffee plantation tourism remains the exclusive focus of coffee tour packages. Coffee tours with themes are not preplanned.</p> <p>f) In Banyuwangi, a coffee and cocoa education centre has been operating and has great potential as a tourist attraction.</p>

CONCLUSION

By optimising tourism components, there is great potential to develop Coffee Tourism in the Banyuwangi district.

Strengthening coffee cultural identity by increasing public awareness of Banyuwangi coffee's existence is linked to Osing village tourism activities.

Coffee tour packages in Banyuwangi Regency are targeted and standardised (coffee tour itinerary, coffee plantation visits, coffee processing units, local coffee stalls & shops, coffee festivals, coffee-based workshops/training).

The significance of improving coffee serving quality for coffee drinkers/coffee shops/coffee shops. By collaborating with coffee enthusiasts and local stakeholders, Coffee Tourism can be used in branding, promotion, and tourism marketing in Banyuwangi.

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