

ABSTRACT

Coffee is not originally a Indonesian plant, coffee was brought by the VOC (Vereenigde Oostindische Compagnie) to compete Arab domination at the end of the 16th century. After Indonesian independence, coffee dishes became a trend in Indonesian society. Until 2020 the development of the coffee industry was very rapid, marked by increasing exports and domestic coffee consumption. Barista is a profession that emerged from the rapid development of the coffee industry. Baristas do not only make coffee drinks, but more than that they can also be the hero of a coffee shop. Kaktus Coffee is a coffee shop in Yogyakarta. Apart from make a cup of coffee, the baristas at Kaktus Coffee have varied tasks.

Job design is very useful to describe the competitive advantage a company has. The facts in this research show that the company runs without a proper job design. Whereas the concept offered by job design can greatly assist management in maximizing its competitive advantage, especially in an era of increasingly fierce business competition.

The main factor in the success of Kaktus Coffee is the barista's satisfying service to customers. In addition, Barista Kaktus Coffee also intensively carries out promotions on the barista's personal Instagram account, including activities as a barista or products from Kaktus Coffee. The competitive advantage of Kaktus Coffee also lies in the taste of the drink which has its own characteristics, a unique taste and cannot be found elsewhere in the claim by Kaktus Coffee, this is because the training carried out does not limit baristas to be creative in making new recipes. Baristas' awareness of the impact on the environment and workplace makes work situations more positive and forms a work culture that is difficult for other coffee shops to imitate.

Keywords: Job Design, Barista, competitive advantage

