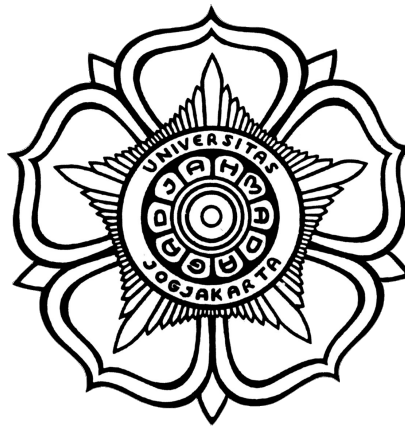


**LOCAL PERCEPTION ON ECONOMIC IMPACT OF COFFEE AS  
TOURISM PRODUCT IN DESA PENTINGSASRI**

**UNDERGRADUATE THESIS**



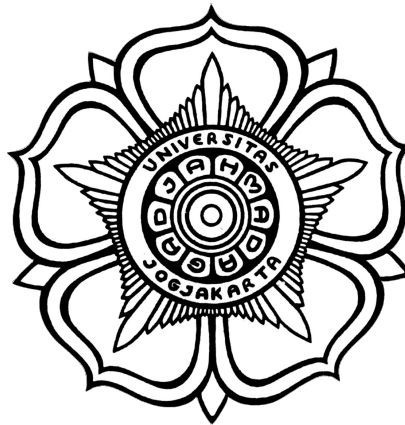
Garry Agassi

14/360094/SA/17309

TOURISM STUDIES PROGRAM  
DEPARTMENT OF ARCHAEOLOGY  
FACULTY OF CULTURAL SCIENCES  
UNIVERSITAS GADJAH MADA  
YOGYAKARTA

**PERSEPSI MASYARAKAT LOKAL TERHADAP DAMPAK EKONOMI  
KOPI SEBAGAI PRODUK WISATA DI DESA WISATA PENTINGSARI**

**SKRIPSI**



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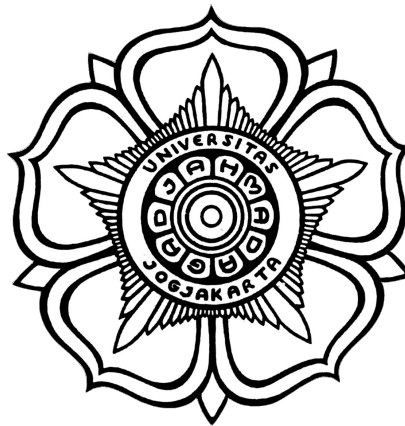
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DEPARTMENT OF ARCHAEOLOGY  
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UNIVERSITAS GADJAH MADA  
YOGYAKARTA

2019

## **APPROVAL SHEET**

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## STATEMENT OF ORIGINALITY

I hereby declare that this undergraduate thesis does not include, in whole or in part, works which have previously been completed in order to receive a bachelor degree at any college or university. To the best of my knowledge this work does not include, in whole part, works or opinion that have previously been written or published by others, in exception where cited in this work and written in the bibliography.

This declaration is made honestly. If, in the future, it is proven that I have violated this declaration or made it untruly, I recognized and accept any sanctions required by the applicable rules and guidelines.

Yogyakarta, December 2019

Garry Agassi  
14/360094/SA/17309

## **MOTTO**

“I've been having these weird thoughts lately...

.....like is any of this for real or not?”

## **DEDICATION**

This paper is dedicated to everybody in my life who pushed me to the fullest,  
especially for my parents who have never stopped supporting me.

## ACKNOWLEDGEMENT

I would like to express my gratitude for Jesus Christ, without Him, nothing would go the way it is, because of His guidance this assignment can be done.

This completion of ‘Economic Benefits of Coffee Tourism in Desa Pentingsari’ would not have been possible without any assistance, support, and guidance of particular special people. Therefore, I would like to convey my respect and gratitude to following:

1. Dr. Wening Sudasmoro, M.Hum, DEA as the Dean of Faculty of Cultural Science Universitas Gadjah Mada
2. Dr. Tular Sudarmadi, M.A as the Chairman of Tourism Studies Program and as my academic supervisor.
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In the end, I acknowledge that this undergraduate thesis is very far from perfection. Further criticism and suggestion are very welcomed this writing. Hopefully, this research will be able to be useful for all readers.

Garry Agassi

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## ABSTRACT

Desa Pentingsari is the most famous Tourism Village in Jogjakarta, it is famous because it is rich in culture, well managed, and the people are very kind. The village is considered as the best Tourism Village in Indonesia according to the Indonesian tourism ministry. In Desa Pentingsari, they have coffee tourism as one of the main attractions. Seeing the growth and popularity of coffee consumer in Indonesia for the past few years, a research is conducted to know the economic benefits of coffee tourism in Desa Pentingsari. The number of people who consume coffee are increasing, this means the demands of coffee beans are also increasing, which leads to an increase in the economy sector. The research is a qualitative study. The respondents are locals from RT 2 in Desa Pentingsari. The interviews and observations are done from 1<sup>st</sup> of June – 14<sup>th</sup> of June 2019. Semi-structured interview was conducted and questions are derived from Cohen (1984) socio-economic model. The result of the interviews are classified and discussed in a descriptive narrative method. It shows that the existence of coffee tourism does give economic benefit to the local community.

**Keywords: economic benefit, coffee tourism, agritourism**

## INTISARI

Desa Pentingsari adalah Desa Wisata yang paling terkenal di Jogjakarta, Desa ini terkenal dengan kekayaan budaya, kerapian, dan orang-orang yang sangat ramah. Desa ini adalah Desa Wisata terbaik di Indonesia menurut Kementerian Pariwisata Indonesia. Di Desa Pentingsari, mereka memiliki wisata kopi yang menjadi salah satu atraksi utama. Melihat bertumbuhnya popularitas orang mengkonsumsi kopi di Indonesia beberapa tahun belakangan, sebuah penelitian dilakukan di Desa Pentingsari untuk mengetahui keuntungan secara ekonomi dari wisata kopi. Angka orang-orang yang mengkonsumsi kopi semakin naik, yang berarti angkat kebutuhan kopi juga ikut naik, yang berpengaruh kepada kenaikan di sektor ekonomi. Penelitian ini menggunakan cara kualitatif. Para responden adalah warga sekitar RT 2 di Desa Pentingsari. Wawancara dan observasi dilakukan dari tanggal 1 Juni – 14 Juni 2019. Wawancara dilakukan dengan cara semi terstruktur, menggunakan pertanyaan yang berasal dari model social ekonomi milik Cohen (1984). Hasil dari wawancara ini terklasifikasi dan didiskusikan dengan cara deskriptif-naratif. Hasilnya menunjukkan bahwa keberadaan wisata kopi memberi keuntungan secara ekonomi kepada warga lokal.

**Kata kunci: benefit ekonomi, wisata kopi, wisata agro**

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

Coffee has been the most valuable commodity on a global scale for many years, second only to oil. The coffee beans can also create value in more ways than only as a finished coffee product. There is another extensive information to get about the subject of coffee tourism. Coffee tourism could work in favor of regional development derived from wine tourism projects, that in many cases around the world has worked as an effective tool for development boost (Hall & Mitchell 2000). Wine tourism has been considered as a way to create employment and economic growth, especially in rural areas where traditional industries diminishes – and coffee could make the same impact. The coffee bean has been especially important for the economy of many developing countries, where 90 % of the world production of coffee takes place. The consumption of coffee on the other hand is mostly concentrated on developed countries (Ponte 2002). Despite this fact, many smallholder coffee farmers face an economic crisis where they find it hard to make a living just by growing coffee (Baffes 2005). At the same time, tourism is becoming a more lucrative business in Indonesia, and it represents a big part of its economy (WTTC<sup>1</sup> 2018).

Indonesia is one of the biggest coffee-producing countries in the world. According to the data of International Coffee Organization (ICO), coffee

---

<sup>1</sup> World Travel and Tourism Council



production in Indonesia amounted up to 689,640 tons and was ranked 4th out of the world's top 10 coffee producers in 2016 below Vietnam, Colombia, and Brazil. This data shows that coffee consumers in the world depend heavily on Indonesian coffee. In fact, one of the famous Indonesian universities, *Institut Pertanian Bogor*, will build a new faculty for those who want to learn in depth about coffee. On top of that, Joko Widodo, the President of Indonesia suggested UKI (*Universitas Kristen Indonesia*) to create a Faculty to study coffee (Bangun Santoso, 2018).

In 2017, El Salvador has opened up a Coffee Tourism route. Supported by the El Salvador tourism board, the coffee route or “Ruta del café” is currently working closely with a range of farms, estates, and manufacturers linked closely with coffee production to further develop coffee tourism within the area. Depending on the season, visitors can learn about a range of aspects involved in the process, including teaching guests about cultivation, harvesting, pulping, washing, drying, roasting, and tasting. Introduced to the country by former president Gerardo Barrios, the development and commercialization of Arabica coffee has led El Salvador to becoming one of the leading coffee exporters and producers in Central America.

There are already some *Coffee Tourism Villages* in Jogjakarta in Desa Petung, Desa Pagerharjo, and the most famous one among them is Desa Pentingsari. Located at an altitude of 850 - 900 meters above sea level, Desa Pentingsari can be used to cultivate coffee, both arabica and robusta. Desa Pentingsari is in Cangkringan, Sleman, and located approximately 20 minutes to the north from the city. One of Desa Pentingsari's special characteristic is the Coffee Farm. Coffee beans is one of the mainstays in Desa Pentingsari because it has a unique flavor

from Merapi's Ash, creating a distinctive taste. The coffees grown in this area are Arabica and Robusta. In this village, visitors can learn several how-tos from coffee farmers: choosing coffee plants, cultivating coffee beans, processing them, and serving the coffee in cups. Desa Pentingsari has coffee tourism for one of their commodities. Since the coffees are cultivated from local farms and used by the local community, it gradually improves the economy growth of Desa Pentingsari.

The significance of this research is to understand the development of Coffee Tourism in Desa Pentingsari. In the future, this research can be used as an insight to gain more awareness in developing Coffee Tourism as an agritourism in Indonesia, so that coffee tourism in Indonesia can become as good as coffee tourism conducted in other coffee generating countries. Therefore, tourism can also contribute to the local economy from the tourist visiting and having an authentic coffee experience on site, rather than relying solely on exporting Indonesian Coffee to other countries.

## **1.2. Research Questions**

1.2.1 How is Agricultural Coffee Tourism conducted in Desa Petung, Cangkringan?

1.2.2 Are the people in Desa Pentingsari getting economic benefits from the coffee farm?

### **1.3. Research Objectives**

1.3.1 To understand the activity of Agriculture Coffee Tourism in Desa

Pentingsari, Cangkringan

1.3.2 To understand the economic benefits of Coffee Tourism in Desa

Pentingsari.

### **1.4. Research Benefit**

1.4.1 Theoretical

As an additional knowledge for tourism study, especially regarding to the study of agritourism and tourism economy. Coffee is widely consumed by the world population and has a potential to become as successful as the wine tourism.

1.4.2 Practical

The practical result of this research is to help Coffee Farmers in Desa Pentingsari, Yogyakarta to plan a better economy for their coffee tourism community.

### **1.5. Literature Review**

This research acknowledges two important key points: agritourism and tourism economy. The literature reviews below are some of the most relatable ideas and results by the previous researchers on the topic.

Lotte Duursma (2016) conducted study on Tourism and Coffee in Colombia. This research was done because Colombia is one of the biggest coffee producing

country, but the farming practice is not yet sustainable. Furthermore, the goal is to contribute to existing knowledge of the effects of increasing tourism in rural areas on the sustainability of coffee production. The method used in this study is qualitative. The research is based on qualitative research methods. This is very effective in giving participants the chance to speak up and provide detailed information about their lives and thoughts.

Next, a study about Coffee Tourism and Community Development in Guatemala is conducted by Lyon (2013). This paper uses qualitative research, involving semi-structured interviews and observation of participants, conducted in a Guatemalan community between 2001 and 2003 and in 2006. This research is a part of a longer-term project, which also included research on coffee tourism conducted in Mexico in 2010. Despite the renewed focus on host involvement in tourism development, there are still so many questions in terms of why and under what conditions residents may choose to, or may be driven to, become involved in tourism and the extent to which hosts act as decision makers in shaping the kinds of tourism that take place in their own communities. This research explores these themes in relation to the development of coffee tourism by *La Voz Que Clama en el Desierto* (A Voice Crying Out in the Wilderness) in San Juan, a small lakeside Guatemalan town that is working to catch up to neighboring towns with more firmly established tourism infrastructure. The result shows that farmers are drawn to agritourism as a source of additional income in the case of the coffee tour – income gains were lower than expected due to marketing failures and a lack of cooperation with other local tourism businesses and regional agritourism attractions. Like many

tourism enterprises, the coffee tour's costs and benefits were unevenly distributed across the resident population.

The next one is a research conducted by Karlsson (2009) on Coffee Tourism – a Community Development Tool. Coffee bean historically has generated much export earnings for Third World countries, one of them being Tanzania in East Africa. Despite this fact, many smallholder coffee farmers face an economic crisis where they find it hard to make a living just by growing coffee (Baffes 2005). At the same time, tourism is becoming a more lucrative business in Tanzania and represents a big part of its economy (Wade et al 2001). This study has been undertaken in the northern parts of Tanzania and has been searching for a combination of these two phenomena which together create the concept of coffee tourism. The objective of this study was to understand how coffee tourism works and contributes to the living standards for those involved in it and the surroundings as a whole. This research also did a comparison between wine tourism and coffee tourism, which consists of wine tourism in the first part of the research and coffee tourism in the second part. The thesis is that if wine tourism works as an effective regional development tool then coffee tourism can do the same. The strategy for the research is a case study using a qualitative method with an inductive approach. The information is mainly gathered through semi-structured interviews with a few respondents and informants. The conclusion of this research is that there were not many people who did coffee tourism as a business, and most of them did it in a smaller scale so it did not give a big impact to a larger region. However, coffee tourism has made a substantial impact on a smaller community level. Profits gained

from coffee tourism have increased gradually every year and now they make up a significant part of income earnings for those who are involved in it.

### **1.6. Theoretical / Conceptual Framework**

In a study on tourism and rural development in the rural Binga area of Zimbabwe, Matana (2013) notes that tourism is a key approach of rural development since tourism has less tariff and entry barriers, making it a cheaper new venture option with considerable linkages to other economic activities such as aqua-culture, hunting, and wildlife conservation. Tourists are naturally attracted to remote 'unspoilt' locations, it is labour intensive and hence has the potential has the potential to provide much needed employment in rural communities, and it is associated with infrastructure development such as roads, health facilities, and other amenities that would have otherwise not be developed in the area.

One of tourism activity conducted in rural areas is agritourism. Agritourism is the incorporation of tourism with agriculture. It promotes agriculture and allied activities as a tourism product. Agri-tourism is a rural enterprise which incorporates an operational farm along with a commercial tourism element. Farm based tourism is actually not a new phenomenon. Frater (1983) recognized that in certain parts of Europe, it has existed as a recognizable activity for over a hundred years (Busby and Rendle 2000). It has been practised since many centuries but it was theoretically conceptualised in the last few decades ( Borlikar , 2015)

There are few notable definitions offered in recent past. One of them is by Hupp (2009), who states that agritourism is 'the practice of touring agricultural

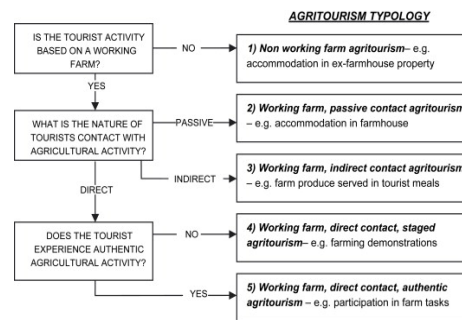
areas to see farms and often to participate in farm activities'. Whereas, Maetzold (2002) defined agritourism as an alternative enterprise, which is 'a set of activities occurred when people link travel with products, services, and experiences of agriculture'. Another definition given by Hilchery (1993) is, 'An agritourism enterprise is a business conducted by a farm operator for the enjoyment and education of the public, and to promote the products of the farm, and thereby generate additional farm income'. Mace D (2005) refers to UC Small Farms Programs to define Agritourism as 'a commercial enterprise at a working farm, ranch or agricultural plant conducted for the enjoyment of visitors that generates supplemental income for the owner'.

For the first time, Philip et al. (2010) gave a typology for defining agritourism, which was later refined by Flanigan et al. (2014). An integration of stakeholder perspectives is used to develop this refined typology. As shown in Figure 1, they defined five types of agritourism enterprises.

Desa Pentingsari is one of the villages in Yogyakarta that conducts agritourism, in form coffee tourism. Jolliffee (2010) explained that coffee tourism involves travel experiences related to coffee's consumption, history, traditions, products, and culture. Most commonly, coffee tourism centers on visits to coffee plantations or small producer cooperatives during which tourists learn about the history of coffee, the basics of the coffee market, coffee cultivation, and coffee processing. Generally, the tours end with an opportunity to sample the coffee produced on-site, and often visitors are offered bags of coffee for purchase. Coffee tours typically contribute to a plantation's or cooperative's economic diversification strategy (as an attempt to

capture additional revenue) and are sometimes designed to increase brand awareness among visitors.

*Figure 1 Revised Typology of Defining Agritourism*



*Source : Flanigan et al. (2014)*

Based on figure 1, Desa Pentingsari is considered as a “Working Farm direct and staged interaction agritourism”. This is because: a) The farm in Desa Pentingsari is an actual coffee farm that produce coffee, with or without tourist visitation; b) The tourist interacts directly with the farmers and the roasters on the site; and c) The activity is observing and not practicing, hence it is considered as staged rather than authentic.

Lo et al (2013) explained that tourism is capable of enhancing the quality of life in rural communities, while accruing other economic benefits such as infrastructure development (water supply, roads, and clinics). Similarly, Viljoen and Tlabela (2007) see tourism as an important part of economic development that drives economic growth.

As expected, the exploitation of any resources, natural or otherwise, creates debate about the cost-benefit of the utilization of the resources in question (Fretchling, 2011). One of the reasons developing countries promote and sustain



tourism is the expected economic growth (Surugiu, 2009; Fretchling, 1994). The role of the receiving community in tourism is very important since tourism affects the whole community in one way or another, be it benefits (value accrued to the community such as income and jobs) or costs (the negative effects tourism activities could have on a community such as environmental degradation, pollution, and crime).

In the case of tourism in rural communities, Rathore (2012); Honey and Gilpin (2009) and; Tsundoda and Mendlinger (2009) identify the benefits of tourism to include; **a)** Employment creation for the host community, **b)** Improvement and development of public services and infrastructure respectively, **c)** Increase in local income levels, **d)** Increase in demand for goods and services, and **e)** Improved standard of living for residents of the tourist area. However, there are also the costs of tourism which include; **a)** Exploitation of the rural populace, **b)** Urbanisation and repatriation of profits from the community, **c)** Underpayment of rural labour, **d)** Misuse of local infrastructure by visitors, **e)** Increase in the cost of housing and land in the area, and **f)** Increased immigration of labour.

On the other hand, poor agricultural commodity prices, rising production costs, globalization, industrialization, the encroachment of suburban development, and the loss of government-supported agriculture programs have led small and medium scale farmers to explore the viability of alternative economic strategies in an effort to preserve the family farms (McGehee and Kim 2004). Therefore, the most obvious and prevalent reasons for agritourism development are economically based: it brings farmers and ranchers diversification opportunities that can help

buffer fluctuating markets and enable farmer families to preserve their lifestyles and cultural values while making a profit (McGehee 2007).

The economic benefits of tourism represent a key research area in tourism studies, with tourism practitioners and scholars alike finding key quantitative data pointing to tourism being economically beneficial to host tourism destinations. However, as Thompson (2007) and Surugiu (2009) point out, a variety of methods have been utilised to explore the economic benefits of tourism ranging from simple guesswork to complex mathematical models and panel data to estimate the economic impact of tourism on tourism destinations.

Almost every literature review shows that the rise of tourism in an area brings positive impacts rather than negative ones. It is expected that tourism will give more income to the locals, increase in foreign exchange values, more job opportunities, more business opportunities, etc. Tourism is expected to give multiplier effect on the area that did not have tourism as a source of income before. The model that will be used in this research is a socio – economic model being used by Cohen (1984) as mentioned by Pitana (2005) Economic benefits in tourism to the locals are categorized to 7 elements. Hence, the elements that will be used in this research comprise (see table 1).

This socio – economic model by Cohen (1984) is chosen because Coffee Tourism in Desa Pentingsari is a local activity, and it directly links with the interrelationship between locals, which indicates the correlation between social and economic factors. There is a considerable agreement on the impact tourism has on them. It is well established that tourism generates foreign exchange (Gray 1982:29-



32; Varley 1978:37; Wall & Ali 1977:45- 46), income for the host country (Cleverdon 1979:32-36), and employment for the local population (e.g. Noronha 1977:52-60; Cleverdon 1979:39-42; de Kadt 1979:35-44). Tourism often becomes an important source of governmental revenue as well (Cleverdon 1979:45-48), which may be one of the reasons why many governments are eager to encourage its rapid development. Nonetheless, the positive economic effects of tourism frequently fall significantly short of expectations or predictions.

*Table 1 Cohen Social Economic Model*

Impact on foreign exchange.	<i>This will show if Coffee Tourism gives impact to foreign exchange.</i>
Impact on locals' income.	<i>This will show if Coffee Tourism gives impact to locals' income.</i>
Impact on employment.	<i>This will show whether tourism gives more job opportunities to locals or not.</i>
Impact on prices.	<i>This will show if tourism gives changes to prices.</i>
Impact on distribution of benefits.	<i>This will show if tourism has impact on distribution of benefits.</i>
Impact on ownership and controls.	<i>This will show how tourism impacts ownerships and controls over the business.</i>
Impact on local's social activities	<i>This will show if tourism gives more activities to locals regarding to coffee tourism.</i>

Source : Pitana (2005)

## **1.7. Methodology**

Based on the problem formulation, the method of this research is using descriptive-qualitative method.

### **1.7.1. Location and Time of Research**

The research about Study of Economic Impact of Coffee Tourism in Desa Pentingsari, Cangkringan, Yogyakarta, was conducted in Desa Pentingsari. The reason is because Desa Pentingsari has been running “Desa Wisata” business for a long time, and it is considered as one of the most succesful tourism village in Yogyakarta. The coffee agritourism is particularly run by the farmers who live in RT 2<sup>2</sup>, hence the activity happens within that area. The research is conducted from April 2019 to November 2019.

### **1.7.2. Source of Data**

There are two kinds of source data, Primary Data and Secondary Data, that are needed in this research.

#### **a. Primary Data**

Primary Data is data which are collected directly by the researcher. In this research, researcher will collect data in correlation to the subject, such as attractions, facilities, and other physical evidences. Interview is also conducted to locals in RT 2 who work in the coffee tourism industry.

---

<sup>2</sup> RT 2 = Local neighborhood group

## **b. Secondary Data**

Secondary Data is data which are collected indirectly to help this research. It can be obtained from books, journals, internet references, and others that are related to this research in order to complete Primary Data.

## **1.8. Data Collecting Method**

The methodology used in this study is qualitative research. According to Shank (2002), qualitative research is “a form of systematic empirical inquiry into meaning”. By *systematic* means “planned, ordered, and public”, while by *empirical*, he means that this type of inquiry is grounded in the world of experience. *Inquiry into meaning* means the researcher tries to understand how others make sense of their experience.

In order to conduct and obtain the research data, this research uses several data collecting methods as follows:

### **a. Literature Review**

The main purpose of this literature review is to gather information about the economic benefits of coffee tourism in Desa Pentingsari. The understanding of economic benefits in tourism is acquired through books and journal articles, while the information on the Coffee Tourism of Desa Pentingsari is obtained through internet resources, books, and articles. The literature review method was conducted from April 2019 to July 2019.

### **b. Observation**

In this research, researcher visited Desa Pentingsari on multiple occasions to conduct direct observation. This aims to observe the activity conducted towards the local farmers community in RT 2, obtaining information on the condition of the coffee workshop including the facilities, on how they produce the coffee and handle tourists purchasing their products. The observation is held from June 1<sup>st</sup> to June 14<sup>th</sup>, 2019.

### **c. Interviews**

According to Hollands & Edwards (2013), the major forms of qualitative interviews are semi- and unstructured interviews, however, the form of interview that is used in this research is semi- structured interview. This method is chosen because writer has a list of questions that needs to be covered in the interview, but there is flexibility in how and when the questions are put and how the interviewee can respond. Semi structured interview makes the interviewer able to probe answers, pursuing a line of discussion opened up by the interviewee, therefore a dialogue can ensue. There are 8 people who are actively involved in the coffee tourism industry. The interviews were done in each individual's home in Desa Pentingsari and recorded with a cellphone.

This research uses interview to collect data. There are two parts of questions in this interview. The first part is answering the characteristics of the respondents. The questions contain Demographic Information. The second part of questions consists of questions related to Economic Impact on Locals. This method of research is chosen because in order to understand the economic benefits of Coffee

Tourism in Desa Pentingsari, the researcher needs to ask directly to the locals on how it impacts them. The interviewees are locals who contribute to coffee production activities in Desa Pentingsari. The first interview was done on the 3<sup>rd</sup> of June 2019, and the second interview was done on the 12<sup>th</sup> of June 2019.

### **1.9. Data Analysis Technique**

Creswell (2007) mentioned that there are 3 steps on how to analyze data in qualitative research: preparing and organizing the data, reducing the data into themes through a process of coding, and representing the data through a discussion. The themes and highlighted information are explained through the descriptive narrative method. The data is analyzed through these steps:

#### **a. Organizing and Editing**

Preparing and organizing data in this qualitative research includes providing text data like transcripts and image data like photographs. The transcripts are obtained from the semi-structured interviews with the locals who became interviewees on location. These data went through editing, which is a process of examining the collected raw data to detect errors and omissions and to correct these data.

#### **b. Coding**

Coding refers to the process of assigning numerals or other symbols to answers so that responses can be put into a limited number of categories or classes. Coding is needed so that the analysis can be efficient and thorough. The several replies may be reduced to a small number of classes which contain the critical



information required for analysis. For this research, the coding is done on the text data of the interview conducted with the management of Desa Pentingsari's coffee tourism. These text data were grouped according to the questions which deliver items by Cohen (1984) that were previously mentioned in the theoretical framework. These data are then classified into several themes within each of the items based on the keywords.

### **c. Discussion**

The text data that has already been processed through coding will be discussed. The discussion assessed the informants' opinion on how coffee tourism benefits the locals in Desa Pentingsari economically. The result and highlighted information then are explained through the descriptive narrative method.

### **1.10. Writing Systematics**

This paper will be divided into four chapters. Eventually, chapter 1 until chapter 4 will create comprehensive statements answering the research questions stated above.

**Chapter I :** Introduction: Explaining the background on writer's decision on choosing Yogyakarta Coffee Tourism as the topic. Breaking down the research questions. Explaining the objectives and benefits of the research. Also showing the Theoretical framework, Research method, and writing systematics used for the research.

**Chapter II** : General Overview of Desa Pentingsari – Consists of general information, history of coffee agritourism in Desa Pentingsari, and the tourism profile consisting of attraction, amenities, accessibility, and ancillary facilities.

**Chapter III** : Results and Data Analysis on coffee agritourism economy impact in Desa Pentingsari, Yogyakarta.

**Chapter IV** : Conclusion and Suggestion. It is the descriptive overview from chapter 1, chapter 2, and chapter 3 research and also suggestions for the future.

## CHAPTER II

### GENERAL OVERVIEW OF DESA PENTINGSARI

This part discusses general overview of Desa Pentingsari based on the general information, background history, attractions, amenities, accessibility, and ancillary facilities towards and inside Desa Pentingsari.

#### 2.1. General Information

##### 2.1.1 Location

Desa Pentingsari is located in Umbulharjo, Kecamatan Cangkringan, Kabupaten Sleman, Daerah Istimewa Yogyakarta. It is located 600 meters above surface levels.

##### 2.1.2 Operational Hours

Desa Pentingsari's agritourism activity is conducted upon prior reservation. The operational hour is between 10.00 am to 05.00 pm.

#### 2.2. History

Desa Pentingsari has become *Desa Wisata* (tourism village) since 2008, however the coffee tourism did not exist until 2009. Coffee farming has been a part of Pentingsari's culture since 1980. The majority of people in RT 2 Desa Pentingsari have been working as coffee farmers since then. The coffee beans produced will be sold to local roasters to be processed further. In the beginning, the tourism village did not plan to include coffee as part of their attraction. However, once there were tourists who encountered locals transferring a bag of green coffee beans, and asked if they could make coffee in the village. Luckily, the locals just received a training

in coffee producing and they granted the tourist's request. That particular experience with the tourists made the managements of Desa Pentingsari realized that coffee could be a part of their tourism industry too, in form of agritourism. The farmers from RT 2, mainly female farmers led by Mrs. Iin, have become more and more enthusiastic about the coffee potentially becoming an agritourism in Desa Wisata and involved in the tourism industry of Desa Pentingsari as well. Therefore, they learned about coffee processing starting from cultivating, peeling, roasting, grinding, and serving coffee so it can be presented as an agriculture activity. They also receive guidance and training from Dinas Pertanian Kabupaten Sleman to constantly improve their quality of coffee.

In current days, coffee tourism in Desa Pentingsari is managed by a farmer association named 'Tunggaksemi'. The process of coffee agritourism is divided into two divisions; agriculture division and processing division. Agriculture division activity is within the coffee farm from planting to cultivating, while processing handles the rest of the process which includes peeling, roasting, grinding, coffee serving, and coffee selling.

## **2.3. Tourism Profile**

### **2.3.1. Attractions**

The main attraction in Desa Pentingsari coffee agritourism is exploring the coffee making process from the farm, to the workshop, and to actually tasting the product. The main purpose of the activity is to educate the visitors about the process of making coffee and eventually creating sales on the actual coffee

product. The attraction is divided into 3 main parts: coffee farming, coffee processing, and coffee tasting.

### **2.3.1.1 Coffee Farming**

*Figure 2 Robusta Coffee from Pentingsari*



Source : Agassi (2019)

In the first part of the tour, the tourists will be taken to a Coffee Farming trip. However, this part of the tour is not available on all time because the process of coffee cherry picking happens seasonally. Coffee cherries can only be harvested in specific time of the year, between June to August, hence rarely becomes part of the tour. In addition, the location of the farm is quite distant from the main coffee workshop where the rest of the tour happens. These coffee farms are owned privately by local farmers of Desa Pentingsari, and located in various places around the slope of Mount Merapi. However, despite short amount of time for harvesting, the total amount of coffee cherry harvested during the three months actually suffice for a whole year of selling. They can pick up to 200 kg of coffee every harvesting season. These coffee cherries eventually becomes the coffee

beans used further on the workshop for the materials of the agriculture activity throughout the year.

#### **2.3.1.2. Coffee Processing**

The next part of the tour introduces the activities that are mainly conducted in the workshop located in RT 2 Desa Pentingsari (see figure 3). First, the tourist will be shown different kinds of coffee beans. There are two types of coffee beans produced by the coffee farmers of Desa Pentingsari: Arabica and Robusta. Both of the beans visually look alike, however arabica beans are denser in weight. Arabica beans also has a distinctive flavor depending on each area where they are cultivated.

*Figure 3 Coffee Workshop*



Source : Agassi (2019)

On the other hand, robusta beans taste more similar to one another. In Desa Pentingsari, the main product is Robusta, because the soil of the slope of Mount Merapi is not suitable of producing a qualified Arabica beans due to its

temperature and humidity. After explaining the difference, the tourists will be shown how to separate between the good and bad beans. The characteristics of good beans include bigger, fuller, and brighter color of the beans.

*Figure 4 Anglo in Coffee Workshop*



Source : Agassi (2019)

The second part of the coffee processing is coffee roasting. From the green beans (raw beans), the coffee beans require a process of roasting to become ready-to-consume roasted beans (cooked beans). Desa Pentingsari showcases a traditional roasting process by using a tool called *anglo* and frying pan (see figure 4). This is called manual roasting. The process duration of each roasting session is indefinite, because there are several different aspects that could influence the roasting time. In general, the roasting process is considered done when the second ‘crack’ is heard from the coffee beans. As an additional information, the Tunggaksemi farm group does have a modern version of manual roaster which is able to create a better bean roasting process which led to a better quality of roasted

beans. But for the agritourism, the traditional process is one of the strengths to showcase the locals' way of roasting beans.

#### **2.3.1.3. Coffee Tasting**

The trip ends with tourists tasting the robusta coffee harvested from the slope of Mount Merapi and produced by Desa Pentingsari 'Tunggaksemi' farm group. The coffee tasting is conducted in the coffeeshop area (see figure 5) and included as part of the tour without any additional cost. The coffee beans brewed for the coffee tasting is different from the beans being shown previously on the roasting process. That is because a freshly roasted coffee will not taste good if it is directly processed into a drink. The new roasted coffee beans have gas in it, and it requires approximately 4 days to release the gas, or they will give a bitter taste to the coffee otherwise. It is important to note that the coffee tasting process conducted in Desa Pentingsari is only drinking the coffee, whereas usually in roasteries the normal coffee tasting session consist of several steps, such as comparing the taste of coffees, cupping (smelling the aroma), etc.

*Figure 5 Coffeeshop Area*



Source : Agassi (2019)



Pentingsari is located in the Umbulharjo village, Cangkringan, Sleman, Yogyakarta. Dusun Umbulharjo consists of two *Dusuns* namely Bonorejo and Pentingsari. The village is located on the slopes of Mount Merapi with a distance about 12.5 km from the summit of Mount Merapi and at an altitude of 700 m above sea level. As an agriculture tourism destination, Pentingsari is located in a pristine location, surrounded by forests in Umbulharjo area. Entering the area, tourists will see several extremely steep valleys which end with different river on each ends. On the west area, there is Kali Kuning on the bottom. On the south of the area, the valley is a home to two caves, namely Goa Ledok/Goa Ponteng and Goa Gondoran. On the east, there is another river named Sungai Pawon. Last, on the north area,

there is a plain field which connects directly between lands within the Umbulharjo Village and the court of Mount Merapi (see figure 6).

*Figure 7 Road to Desa Pentingsari*



Source : Agassi (2019)

The village is located 22.5 km away from the downtown of Yogyakarta. Currently, there is no public transportation available to reach Desa Pentingsari. The options that the visitor has to reach the location is by using private cars, private motorbike, or tour bus. The village is located a little bit far from big crowd, and to reach the place, there is not many directions on the road on how to reach the location, but the location is accessible on google maps. Despite the lack of direction guides, all of the road is asphalt/cemented (see figure 7), hence the location is accessible by any land transportation including bus.

### 2.3.3. Amenities

#### 2.3.3.1. Toilet

*Figure 8 Toilet in Coffee Workshop*



Source : Agassi (2019)

There are several toilets in Pentingsari area. However, in the coffee workshop, there are two available toilets. One is located in the back of the house of the coffee keeper (see figure 8) and another toilet that can be used located next to the mosque. On the day of the visit, the toilets in the area are clean because the coffee keeper mentioned they regularly clean the toilet. However, the toilet is in form of a traditional squatting toilet. While it might be unusual for western tourists, it may portray the locals' way of living in an agricultural tourism destination.

### 2.3.3.2 Information Center

*Figure 9 Tourist Information Center in Desa Pentingsari*



Source : Agassi (2019)

The information center of Desa Pentingsari is located about 500m to the east from the coffee workshop's basecamp. There is only one information center, and the attendant is not available at all time because the system that runs in Desa Pentingsari agritourism village is by pre-booking in advance. However, in front of the information center, a banner was located with the contact person's number so the direct visitor is able to call for information if the attendant is not available on site (see figure 9).

### 2.3.3.3. Parking Lot

*Figure 10 Parking Area in Coffee Workshop*



Source : Agassi (2019)

Parking lot is available in several places. In the workshop area, visitors can park up to 2 cars or 10 motorcycles (see figure 10). However, most of the time, visitors park about 250 meters to the east from the coffee workshop which is the main parking area of Desa Pentingsari. This parking area offers a larger space with the capacity up to 4 buses. There is no additional fee for parking charge.

### 2.3.3.4. Coffee shop

Next to the coffee workshop, there is a coffee shop which provides fresh coffee to be consumed on the location. The coffee shop has 2 methods of brewing; traditional tubruk style and coffee maker. The price for a cup of coffee tubruk style costs IDR 10.000/cup and for the coffee maker costs IDR 12.500. As mentioned



before, both coffees are single origin Robusta beans from the Mount Merapi slope ground. Occasionally, the coffee shop offers Arabica coffee but only when it is available as the soil is not always optimal for planting Arabica.

Besides fresh brewed coffee, the coffee shop also sells coffee beans and coffee ground. The beans being sold are already sorted out and chosen before the processing. The big coffee beans are being sold as the official robusta beans, and the smaller beans are being processed as 'Kopi Rempah' (see figure 11) mixed with other components such as ginger, cardamom, cinnamon, and cloves. However, the Kopi Rempah is a separate business ran privately by the coffeeshop keeper outside Tunggaksemi farm group. Here, visitors can also choose to have coffee beans or coffee grounds. The coffee beans cost IDR 125.000 per kilogram and coffee grounds cost IDR 125.000 per kilogram, while Kopi Rempah costs IDR 100.000 per kilogram.

*Figure 11 Kopi Rempah of Desa Pentingsari*



Source : Agassi (2019)

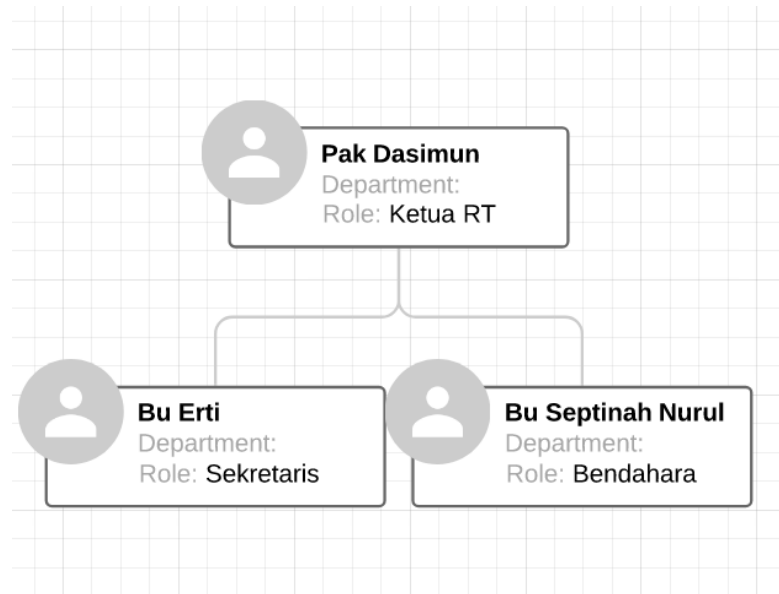
As this coffee shop is a farm group work with minimal budgeting, the form is not as ideal as they planned yet. They are slowly but surely creating improvements in different aspects, such as upgrading roasting machine from traditional with *anglo* and frying pan to currently a manual roaster, to an automatic machine in the near future. As a place, currently the coffeeshop utilized the shop keeper front porch. They added a gazebo for visitors to drink coffee while enjoying the rural ambience. They are also planning to improve this in the future.

#### **2.3.4 Ancillary**

Coffee agritourism conducted in is handled by the locals in RT 2 Desa Pentingsari. It is a local community program. The leader of this program is a couple of husband and wife named Mr. Dasimun and Mrs. Endang Tri Hendarti (Iin). As mentioned, the coffee agritourism is also divided into 2 divisions: coffee producing and coffee farming. Therefore, there will be 3 organizational structures shown in this part of the research: the main organizational structure for RT 2, the organizational structure for coffee producing division in RT 2, and the last one is the organizational structure for coffee farming division in RT 2.

As this activity is under the program of RT 2, here is shown the organization chart of RT 2 (see figure 12). The current *Ketua RT* in RT 2 of Desa Pentingsari is Mr. Dasimun, the Secretary is Mrs. Erti, and the Treasurer is Mrs. Septinah Nurul. All of the locals who live in RT 2 are included as members of Coffee Agritourism in Desa Pentingsari.

*Figure 12 RT 2 Organizational Chart*

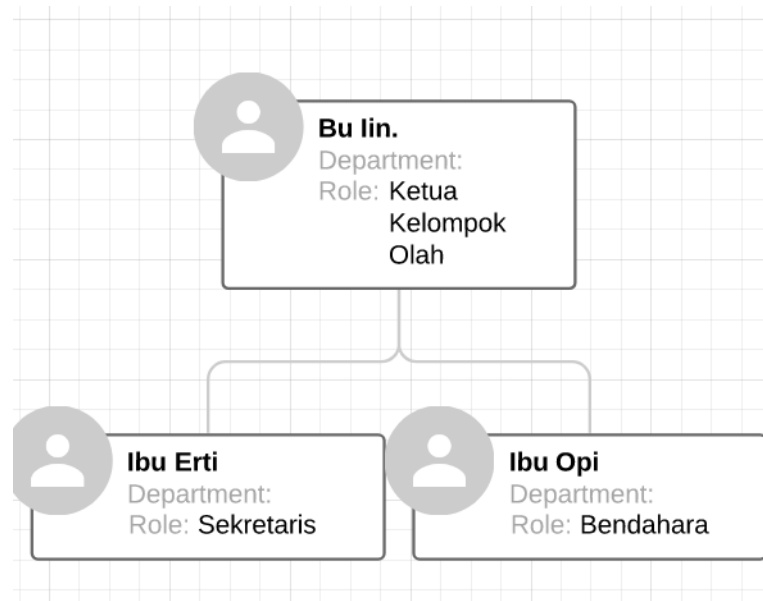


Source: Agassi (2019)

The first division of the Coffee Agritourism is producing division. It is led by Mrs. Iin, who is also the wife of Mr. Dasimun. All of the coffee producing process, including coffee workshop, coffee roasting, and coffee shop are located in their house. The Secretary of this division is Mrs. Erti and the Treasurer is Mrs. Opi.



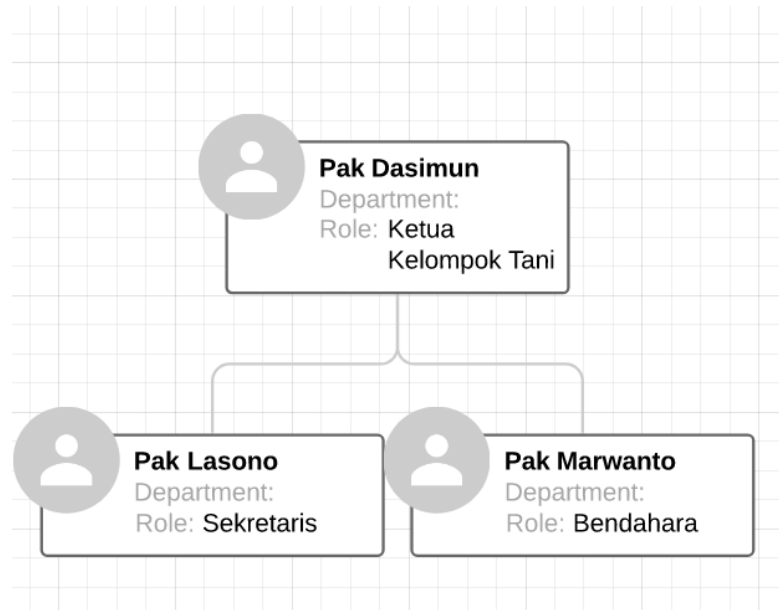
*Figure 13 Producing Division Organizational Chart*



Source : Agassi (2019)

The second division in Coffee Agritourism is farming division. It is led by Mr. Dasimun, who is also the head of RT 2, along with the secretary, Mr. Lasono, and the treasurer, Mr. Marwanto. They coordinate between different farmers in Mount Merapi slopes to gather the coffee beans available to be processed, and also take care of the farm plantations.

*Figure 14 Farming Division Organizational Chart*



Source : Agassi (2019)

## CHAPTER III

### RESULT AND DATA ANALYSIS

There are 8 respondents who participated in the research, who are chosen from 4 local groups in Desa Pentingsari. The respondents consist of 6 women and 2 men; Not all respondents were born in Desa Pentingsari, some of them are newcomers. The job description of each person also varies from one another, but they all work in the coffee farming industry.

#### **3.1. “It increases foreign exchange values.”**

One of several aspects to increase international exchange values is to have foreigners buying products from local industries. This aspect is the one that is shown to increase the foreign exchange values in Desa Pentingsari, as they also have a lot of international tourists coming, and buying their local coffee products, sometimes even joining the coffee tour. Only 2 out of 8 people were sure that coffee tourism does increase the foreign exchange values. As stated by one of them :

“ Tourists are interested in our coffee product, because most tourists who come here also have great coffee culture among them, the biggest demographic that comes from other country is Japanese people, we have a lot of Japanese visitors here, and they really enjoy buying coffee beans instead of ground coffee.”<sup>3</sup>

Not only do foreign tourists like to buy coffee from the locals, they also give a different price for the foreigners, the price difference is not that much if

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<sup>3</sup> “Turis tuh suka kopi kita, soalnya mereka juga punya budaya kopi yang kuat kan mas, yang paling sering datang ke sini itu turis dari Jepang, banyak banget tamu jepang yang datang ke sini, tapi mereka lebih suka beli biji kopi daripada bubuk.” – Interview with Mr. Dasimun on 12<sup>th</sup> of June 2019

bought in a small batch, but tourists like to buy a lot of coffee , whether it's as souvenirs for their families and friends, or just to enjoy it themselves. The keeper at the coffeeshop mentioned:

“We have different price for foreign tourists. Normally, we give locals IDR 100.000 per kilogram of coffee beans, and IDR 125.000 per kilogram of coffee beans for foreigners. It might not seem a lot if they only buy 1 kilogram, but they never bought just 1 kilogram – they usually bulk-buy.”<sup>4</sup>

The other six people aren't sure whether the existence of coffee tourism does give an increase in foreign exchange values or not. They admit that they do not understand how foreign exchange works, and all they know is that ever since coffee tourism started, there are more foreigners who come and purchase the products. For example, this is an answer by one of the respondents ;

“I'm not sure what that means, but if you are talking about the amount of tourists coming to our place and purchasing coffee, sure, there has been more and more foreign tourists coming and purchasing our coffee. Of course, the price is not the same with what we give to the locals, we offer them a slightly higher price.”<sup>5</sup>

According to the interviews and observations, the existence of coffee tourism in Desa Pentingsari does give an increase in the foreign exchange values, because to buy the coffee beans or join the local tours they would have exchanged their money to Indonesian Rupiah and that is the way to increase Foreign Exchange Values.

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<sup>4</sup> “Beda harga untuk turis luar mas, kalau dalam negeri kita kasih harga 100.000 per kilo, sama 125 kalo buat turis asing, ketoke ga banyak nek per kilo, tapi mereka biasanya langsung ambil akeh mas.” – Interview with Mrs. Iin on 12<sup>th</sup> of June 2012

<sup>5</sup> “Wah aku gak mudeng kalau yang seperti itu mas, tapi ya jumlah turis yang beli kopi kita semakin banyak lah, tapi ya harga dalem sama luar negeri gak sama mas, kita kasih orang luar harga sedikit lebih mahal.” – Interview with Mrs. Erni , 3<sup>rd</sup> of June 2019

### 3.2. "It increases the income of locals"

From 8 respondents interviewed, all of the respondents agreed that their income has increased because of the Coffee Tourism itself. However, Coffee Tourism is not the only job that the locals are doing. Four of them have daily jobs/business/income that they have been doing before the coffee tourism in Pentingsari was started. There are days where tourists do not come at all due to the weather or season, but once tourists come to visit, they come in a big group, which immediately covers the emptiness of the other days.

"The coffee tourism in this Desa Wisata is one of the most popular attractions, but there are days like today that it's not visited as much because it's a fasting season, and people don't consume coffee while they are fasting."<sup>6</sup>

One of the managements who work in Desa Pentingsari's coffee tourism also works regularly in nearby high school, SMAN 1 Cangkringan. To him, Coffee tourism is a way of getting additional income for the family, because his wife and him both work as the managements of Desa Pentingsari's coffee tourism. This is his statement:

"From day to day, I work in the school cooperative of SMAN 1 Cangkringan, but I also help to manage the Coffee Tourism in Desa Pentingsari. To me, this is just an additional income for the family, because the income is not steady, sometimes people come, and sometimes people don't."<sup>7</sup>

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<sup>6</sup> "Kalau kopi di sini salah satu yang favorit mas, tapi kadang- kadang ya gak nentu, kayak sekarang lagi puasa orang pada gak minum kopi." – Interview with Mr. Lasono, 3<sup>rd</sup> of June 2019

<sup>7</sup> " Kalau kita di sini belajarnya sendiri secara tradisional, kita juga pakai *maker* di sini soalnya kadang bule gak suka kopi tubruk" – Interview with Mrs.Iin on 12<sup>th</sup> of June 2019

On the other hand, his wife is also one of the managements in Desa Pentingsari coffee tourism, but she also has business that is coffee related. She sells *Kopi Rempah* that is made by a mix of some local spices and small coffee beans that have been separated beforehand in the sorting process. This coffee selling business was started because she thought it would be a waste to throw away the small-sized coffee beans, and then she decided to learn on how to combine the small coffee beans with some local spices. She mentioned :

“I just started this business a few weeks ago, so there is still trial and error. I still ask my customers about the taste, and I think there is always room for improvement. I’m only using the small beans that we separated in the sorting process, because normally we don’t sell the small ones. That’s why I decided to try and use the small beans, turned out it was drinkable even though the taste is still changing.”<sup>8</sup>

One of the locals who help manage the coffee tourism is a widow, who does not work anywhere else other than in the Coffee Tourism in Pentingsari, but she still gets monthly income from her late husband’s inheritance. She mentioned that the inheritance was enough to support her everyday, but the coffee tourism actually helps her to pay her grandchild’s tuition fee.

“I still have inheritance from my late husband that supports me for my daily needs, but for the past few years, the income I get from Coffee Tourism has been helping me to pay for my grandchild’s tuition fee.”<sup>9</sup>

Most of the tourists that visit the coffee tourism are foreign tourists, and

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<sup>8</sup> “Saya baru nyoba bisnis ini beberapa minggu lalu mas, jadi masih minta minta masukan sama pembeli juga biasanya. Biasanya biji yang tak pake itu biji bij kecil yang kurang pas dijual, makanya saya pikir daripada dibuang, mending coba saya olah, ternyata bisa diminum walaupun rasanya masih belum stabil.” – Interview with Mrs. Iin on 12<sup>th</sup> of June 2019

<sup>9</sup> “Kalau aku masih ada warisan dari almarhum suami saya buat keseharian, tapi semenjak cucu saya masuk TK, uang dari kopi ya saya buat bantu nombok sekolah cucu saya.” – Interview with Mrs. Murjiyah on 12<sup>th</sup> of June 2019

most of them come from group tours. They like to see how coffees are cultivated and treated in Indonesia because Indonesia is one of the biggest coffee producing countries in the world, and in Desa Pentingsari they still do it traditionally (roasting it on a pan instead of a big coffee roasting machine) – which gives a different taste to the coffee. Another respondent also expresses a similar statement, stating that international tourists are more likely to buy from them instead of local tourists:

“Locals would come and drink coffee in our coffeeshop once in a while, but international tourists like to take the full course. They like to see us cultivating the coffee beans, roasting it, and following the whole process until they can drink it.”<sup>10</sup>

Seeing the increase of interest of coffee in Desa Pentingsari, one of the locals decided to open their own coffee roastery business next to the village owned coffee roastery. The beans picked are also from the slopes of mount Merapi, but they have more ways of processing, since it's a private owned business. One of the respondents who is the head of the coffee processing said:

“People often mistake them as the village's coffee roastery, but it's fine. Here, we don't aim for a lot of money. Sure we do get money, but the most important thing is how we can share and teach about coffee to the local and foreign tourists. We want them to know how every single bean has its own process from the farm to the cup that they are sipping.”<sup>11</sup>

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<sup>10</sup> “Kalau orang sekitar suka ngopi di sini juga sesekali, tapi kalau dari luar negeri suka ambil pakatnya, dari metik kopi, sangrai, sampai diminum.”- Interview with Mr Dasimun on 12<sup>th</sup> of June 2019

<sup>11</sup> “Orang suka salah ngira, mereka pikir yang di sebrang sana itu punya desa, tapi gak papa, kalau kami mah di sini uang bukan yang utama, yang penting itu bisa bagi ilmu tentang kopi sama orang orang mas. Maunya mereka ngerti proses dari awal pembuatan kopi itu seperti apa.” Interview with Mrs. Iin on 12<sup>th</sup> of June 2019

It can be seen that the existence of coffee tourism in Desa Pentingsari has pushed some people towards becoming an entrepreneur by seeing the potential of coffee as a tourist attraction, and people are supportive about this.

The respondents conclude that the Coffee Tourism industry has helped their income massively. As one of them said:

“It has helped our income a lot, especially us from RT 2, because we are the main pillar for the coffee tourism. Before coffee tourism we only had income from selling green coffee beans. Now, our coffee goes to international level and we are getting so much more than we used to.”<sup>12</sup>

Coffee Tourism in Desa Pentingsari does help increase the income of respondents in Desa Pentingsari, whether it is their main income or they have other streams of incomes like business or working outside coffee tourism. Additionally, the people who have been working there before the era of coffee tourism also feel the increase of income because they have more markets now. Before, they were only able to sell green beans after cultivating them, but now they can sell the roasted beans, up to a whole tour dedicated to processing coffee beans from cultivating them to serving them in cups. Along with the arrival of coffee tourism, they also get more support from the local governments, and now they have more classes about coffee roasting, processing, etc.

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<sup>12</sup> “ Untuk RT 2 sangat membantu mas, karena ini kan program utamanya RT 2 ya, sebelum ada wisata kopi ini kita cuma bisa jual biji kopi mentah nya ke luar, tapi sekarang kopi kita sampai dibeli orang luar negeri, ya dapetnya jadi lebih banyak.” Intervier with Mrs. Iin on 3<sup>rd</sup> of June 2019



### **3.3. “It opens more job opportunities to the locals.”**

Coffee tourism did not exist in Desa Pentingsari when the title ‘Desa Wisata’ was first established. It only started 1 year after the Desa Wisata was established. Even so, the people had already been working in the coffee industry. They would go to the coffee farm to take care and cultivate the coffee plantations. All respondents agreed that coffee tourism open more job opportunities to the locals, as one respondent said:

“Back in 2008, coffee tourism wasn’t considered as an attraction yet, but coffee farmers already existed and all we did was farm the coffee beans without producing it. But in 2009, the women in RT 2 decided that they also want the Coffee Farm to be a part of Desa Wisata too.”<sup>13</sup>

The first year when Desa Pentingsari was established as Desa Wisata, Coffee Tourism wasn’t seen as an attraction yet because the people didn’t think it could be a good enough attraction for the tourists. One day, a group of tourists from Japan came and see some of the ladies were farming the coffee fruit in the farm, and they were interested to try it. The people on RT 2 had to do an impromptu to learn how to roast it with their little knowledge of coffee roasting back in the day. Hence, coffee tourism was formed in Desa Pentingsari. Fortunately, after the rise of Coffee Tourism in Desa Pentingsari, it became one of the main attractions there, and it has raised the number of people working because it opened a whole new vacancy, as some of them also mentioned:

“The locals in RT 2 have gotten more vigorous ever since the Coffee

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<sup>13</sup> “Dulu tahun 2008 ini kopi belum termasuk desa wisata, tapi kami petani kopi sudah ada sejak lama, tapi belum tau cara olah kopinya, tapi semenjak tahun 2010, kami wanita dari RT 2 pingin juga menjadi bagian dari desa wisata.” Interview with MRS. Murjiyah on 12<sup>th</sup> of June 2019

Tourism was established, and it was becoming more and more common for Indonesians to drink fresh coffee for the past few years. “<sup>14</sup>

Before coffee tourism was established in Desa Pentingsari, locals in RT 2 were not included much on any tourism activities, and the women group of RT 2 in Desa Pentingsari did not like to just sit around and watch people from RT 1, 2, and 3 work in the tourism industry, so they decided to talk to the village head at the moment, and then they decided that coffee tourism would also become an attraction in Pentingsari. Now that coffee tourism is a part of the activities in Desa Pentingsari, they are more involved in the Tourism Industry. However, not only locals are included in the activities. One respondent from another village mentioned that she now lives in Pentingsari to help with the Coffee Tourism:

“I moved to Pentingsari in 2016 and at first I only helped my aunt in the coffee farm sometimes, but after a while I decided to work full time in the Coffee Tourism industry. I help with the farming, roasting, even serving a cup of coffee.”<sup>15</sup>

Even though according to the locals, coffee tourism does open more job opportunities, but not many people are interested working in the coffee tourism industry, especially the young ones. According to one of the people who work in the coffee industry, this is due to the portrayal of working in a farm and this does not exactly fit what the young people like to do. Also, in reality, 7 out of 8 people who work in the coffee tourism industry in Desa Pentingsari are the

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<sup>14</sup> “Warga RT 2 jadi semakin semangat setelah ada wisata kopi, dan pas sekali waktu itu orang Indonesia semakin suka minum kopi yang *fresh*.”- Interview with Mrs. Umi on 3<sup>rd</sup> of June 2019

<sup>15</sup> “Saya pindah ke Desa Pentingsari tahun 2016, awalnya saya hanya membantu tante saya aja mas, tapi akhirnya saya ikut bekerja di ranah wisata kopi juga, saya bantu bantu di semuanya, dari metik kopi sampai ngolahnya.”- Interview with Mrs. Ovi 3<sup>rd</sup> of June 2019

elders whose age is more than 50 years old. This is mentioned by one of them :

“We accept everybody who wants to work in this area with us. But sadly even after coffee tourism was established in Desa Pentingsari, not many people are interested in helping. They did help in the beginning, but after a while they got bored and got jobs somewhere else. We don’t have problems with that, besides we have been working in this area for a long time, so nothing really changes.”<sup>16</sup>

It can be concluded that coffee tourism does give more job opportunities to the locals, as all respondents agreed so. Despite this fact, people are not that interested in working in the coffee tourism area because of the negative portrayal. However, everybody is allowed to work in the coffee tourism area, especially locals in RT 2, because coffee tourism is a project made for RT 2. But this does not mean people from other RT cannot help, they can also help and even join the production of coffee in RT 2.

#### **3.4. “It distributes benefits equally.”**

Everybody who works in Desa Pentingsari has their own shares of farms and income. All participants interviewed agreed that they get the benefits from coffee tourism equally. The system is that people get what they deserve, depending on how many sales are there on the farm, and also how much work they are doing in the community. One of them said:

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<sup>16</sup> “ Kami sih terima semuanya yang mau kerja di sini mas. Tapi sayangnya gak banyak yang minat kerja sini, walaupun udah jadi tempat wisata. Awalnya ngebantu sih, Cuma ya anget-anget tai ayam terus dapet kerja di tempat lain. Kita sih ga masalah, lagipula kami sudah kerja di bidang ini lama sekali, ga ada yang berubah.” Interview with Mr. Dasimun on 12<sup>th</sup> of June 2019

“The money is not shared evenly, but we get what we worked for. The system in this place is ‘you get your part’, because we sell what we can cultivate from our own coffee farm. But we also get paid for our works.”<sup>17</sup>

This means if somebody from RT 2 does not work on a certain day, or certain event that has coffee tourism included, they are not getting the money obtained that day. Every month, there is always income for each of them from the coffee tourism whether it is from sales of coffee beans, coffee farming, or the coffee tour itself. All respondents who got interviewed do not only rely on Coffee Tourism as their main income, they also have other businesses, which include a tourism program from the main village, i.e. the homestay. This is what one of the respondents said:

“My income from the coffee business is enough to feed me and my husband, because we both work in the same field, right? And that is sufficient for us, as our kids already have their own jobs in Jakarta. There is also a homestay program from the village, so we earn more than enough monthly.”<sup>18</sup>

This statement was said by Mrs. Erni, one of the elders in RT 2 who has worked in the coffee farm for a long time with her husband. She mentioned that the amount of income she gets from coffee tourism, homestay, and their kids is more than enough for just her and her husband. On the other hand, there is one person in RT 2 who works in the coffee tourism area, but does not take any money from the coffee farm. She only helps her aunt’s coffee farm, and also helps on the coffee tour

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<sup>17</sup> Kalo pembagian uangnya gak sama mas, tapi kita baginya sesuai, ya kita dapet bagian dari yang bisa kita panen dan jual dr kebun kopi masing masing juga. – Interview with Ms.Ovi on 3<sup>rd</sup> of June 2019

<sup>18</sup> “Pendapatan saya di kopi ini cukup lah mas untuk saya dan suami, kami berdua kan sama sama kerja di situ, toh? Udah cuku buat kita, anak anak j uga udah ada kerjaan di Jakarta, homestaynya juga kasih makan kok mas.” – Interview with Mrs. Erni 3<sup>rd</sup> of June 2019

when there are tourists visiting. On a daily basis, she works in a restaurant nearby and that is where she gets her daily income. The respondent mentioned:

"I get my part from the coffee tourism, but since it's not my main source of income that feeds me everyday, I don't get that much. But I am pretty active in helping the coffee tourism."<sup>19</sup>

Ms. Opi is the youngest one in the coffee tourism management in RT 2 of Desa Pentingsari, she works in a restaurant nearby for her daily jobs, and works in the coffee tourism when needed. The amount of money she received from the coffee tourism is not as much as the others, because she is new and she does not work as much as the others in the area, so she only gets the part she is working on, and she thinks that the decision is fair for everybody. Unlike the others, Ms. Opi does not own any homestay because she is still a newcomer in Desa Pentingsari and is still building her house.

In conclusion, the locals in RT 2 do not obtain equal amount of money, as they do not always get the same amount of money from the coffee tourism alone. But the money they get from it is just, because everybody gets money from the part of their work in the area. If they work a lot, they get paid a lot. If they do not, then they do not obtain much. The amount of benefits might not be divided equally, but everybody gets and feels the benefits of coffee tourism, both socially and economically. All of them get income every month from the coffee, and most of

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<sup>19</sup> "Dapet mas kalo dari sini, tapi ya ini juga bukan pendapatan utama saya yang kasih makan dapetnya say aga banyak. Tapi saya cukup banyak bantu sih mas." Interview with Ms. Ovi on 3<sup>rd</sup> of June 2019

them even agreed that it is enough to cover for their daily needs, like food, electricity, water, etc.

### **3.5. “It gives impact to ownerships and controls”**

The existence of coffee tourism made the locals in RT 2 realized that the coffee producing and coffee farm need a good management team. Therefore, in 2010, people who were active in the coffee tourism industry held a meeting and decided to have management team in the coffee tourism area, resulting in a management that is led by a couple of husband and wife ( Mr. Dasimun and Mrs. Iin). The management’s organization structure has not changed since the 1<sup>st</sup> day of establishment and everything is holding up well, even improving day by day. As one of them said :

“The leaders of the coffee farm and coffee production are Mr. Dasimun and Mrs. Iin. Mr. Dasimun takes care on the process in the farm, starting from the beginning to cultivating. After that, Mrs. Iin will take care of the rest of the process. She will sort the bad and good coffee beans, and also take care of the rest of the process like roasting, grinding, etc.”<sup>20</sup>

Seven out of 8 people interviewed said that they have their own coffee farm that they own. All of them are family farms that have been around for decades and the people are just continuing to manage the farm. The farm is located on the slope of Mount Merapi, in which the owners are not only those from RT 2 in Desa

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<sup>20</sup> Ketua dari produksi kopi sama kebun kopi itu pak dasimun dan istrinya. Pak Dasimun ngurus yang ada di sawah, dari awa sampai akhir, nah bua Iin urus yang sisanya. Dian anti pilih pilihin tuh mas biji yang bagus sama yang jelek, abis itu dia yg giling, dsb.” – Interview with Mrs. Murjiyah on 12<sup>th</sup> of June 2019

Pentingsari. There are also a lot of farms owned by other farmers on the slope of Mount Merapi. One of them does not own any farm, and the respondent explained:

“I do not own any coffee farms, as my family and I didn’t grow up in Desa Pentingsari and I just moved here a couple years ago. But I do help in my aunt’s farm (Mrs. Murjiyah) to cultivate coffee.”<sup>21</sup>

It was explained in the previous point that Ms. Opi does not have any share of farm in Desa Pentingsari, but she does have family that has been a residence of Desa Pentingsari and has had coffee farm for generations. Mrs. Murjiyah is the aunt of Ms. Opi, therefore Ms. Opi can help in her coffee farm because she is a family.

When asked about the ownership of the farm, this is the respondent’s answer:

“Ms. Opi is a close family of mine, and my son works in Jakarta currently. I expect him to have a career in Jakarta and not to continue the coffee farm. I believe enough in Ms. Opi to continue my coffee farm, so when someday I pass away, I will inherit parts of the coffee farm to her.”<sup>22</sup>

Mrs. Murjiyah explained that her part of the coffee farms will be inherited to her closest family that is Ms. Opi, and that is how it normally works with coffee farms in Desa Pentingsari. Two of the respondents who are in charge of the coffee producing and coffee farming gave different responses from Mrs. Murjiyah’s. Unlike Mrs. Mujiyah, the couple has not decided what to do with the coffee farm that they own. As one of the respondents stated:

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<sup>21</sup> Saya gak punya kebun mas, keluarga saya gak tinggal di sini dulu, say abaru pindah beberapa tahun lalu. Tapi saya bantu di kebun tante saya.” Interview with Ms.Ovi on 3<sup>rd</sup> of June2019

<sup>22</sup> “Mba Opi itu keluarga karib mas, anak saya udah kerja di Jakarta, saya maunya dia lanjut aja udah kerja di Jakarta gausah balik balik lagi urus kebun. Saya percaya sama mba opi bisa ngurus kebu kopi saya, kalau saya meninggal nanti sata wariskan beberapa ke dia.” - Interview with Mrs. Murjiyah on 12<sup>th</sup> of June 2019

“My son already has his own job outside of this village, and my grandchildren are still way too young to understand any of this. I am not sure if my son wants to continue this, but I still want this to be ran by our family because that’s how it has always been for years.”<sup>23</sup>

As expected, the respondents still want to have the coffee farms as family business, and Mr. Dasimun explained that their son already knows how to take care of the farm because they taught him when he was a kid. He hopes that even if the son does not want to continue taking care of the farm, the ownership of the farm will still continue to be in the family instead of being sold to other people.

One of the respondents explained that ever since coffee tourism is established in RT 2, things become more organized and structured. The ownership of the farm is now also divided in a better way. The respondent explained :

“Not everybody cared about their coffee farm, some of them were just abandoned and not taken care of. Ever since the management in the coffee tourism was established, we took care of the ones that weren’t managed well. If the person didn’t want to farm anymore, we would negotiate whether we can barter the farm or just buy it. Because the more coffee farm that is active, the more money we can get from this.”<sup>24</sup>

This is due to the history of the village itself, most of the people in RT 2 were coffee farmers back then. Now that people are becoming more modern, not many of them like to farm anymore, and just abandon the ownership of their coffee farms. That is why the coffee tourism management was established, which also

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<sup>23</sup> “ Anak saya sudah punya kerjaan di luar desa, dan cucu cucu saya juga masih terlalu muda kalo diajarin. Saya gak yakin anak saya mau lanjutin sih mas, padahal saya pinginnya ini dilanjutin sama keluarga juga.” – Interview with Mrs. Erni on 12<sup>th</sup> of June 2019

<sup>24</sup> “ Gak semua orang ngurusi mas kebun kopinya, ada juga yang Cuma didiemin aja dan ga diurus. Semenjak ada management nya di sini, kami kami ini urus kebun mana yang mau dipakai, daripada nganggur to ya mending kita beli. Kalau lebih banyak kebun kopi yang aktif, lebih banyak lagi duitnya.” Interview with Mr. Dasimun on 12<sup>th</sup> of June 2019



functions to take care and make clear which farm is still being used and which one is not anymore, therefore they can make the best out of the unused coffee farms.

This indicates that the existence of coffee tourism in RT 2 Desa Pentingsari does give an impact to ownerships and controls. It was told that since the coffee tourism management was assembled, the ownership status of farm lands in the slope of Mount Merapi is now clearer. It is also easier to control now because they have a management team in each division.

### **3.6. “It gives impact to general infrastructure.”**

All respondents agreed that the infrastructure of Desa Pentingsari have improved a lot, the road was really smooth, and even bus was able to go in. Electricity was running well in all of the houses. These show that the infrastructure is so much better compared to other Desa Wisata. But when asked, some of them do not even understand what infrastructure is, as one of them said:

“I don’t understand about infrastructure, but we have definitely helped this Desa Wisata to the better. Some of our money in Coffee Tourism also goes to Desa Wisata, that’s why I think it helps with the growth of this place.”<sup>25</sup>

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<sup>25</sup> Saya kurang paham kalau hal kayak gitu, tapi pokoknya wisata kopi ini membantu perkembangan desa wisata ini, kan penghasilan dari sini juga sebagian masuk desa.” Interview with Mrs. Erni on 12<sup>th</sup> of June 2019

“11 types of economic infrastructures”<sup>26</sup> were also asked, which include Transportation, Energy, Water, Safety & Resilience, Financial, Health & Education, Standard & Rules, Public Space, Culture, Technology, and Environment. One of the interviewees said that they have these 11 elements in the village.

“I am sure we have all of that covered, since we are the role model of Desa Wisata in Indonesia. Our standard is supposed to be that of international tourism, thus we must have all of that covered.”<sup>27</sup>

One of the respondents was pretty confident when she was asked about the eleven structures. However, when she was asked about the proof, she could not really explain what the changes are. On the other hand, her husband who was also being interviewed at the time could give a proper response to the question:

“You can see that the road is so good now that even bus can enter this area. It wasn’t like this before. Electricity and water are also not a hard thing to get anymore, even we are going to have some coffee roasters that will use a big electricity. The village is very safe too, we (locals) are very caring about our own village, that’s why a lot of people are certain about staying at our homestays. If you don’t know yet, almost every house in this village is a homestay.”<sup>28</sup>

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<sup>26</sup> <https://simplicable.com/new/economic-infrastructure>

<sup>27</sup> “Saya yakin itu semua sudah bagus mas di sini, kita kan Desa Wisata panutan ya, standard kita juga internasional sekarang, seharusnya semuanya sudah tersedia.” Interview with Mrs. Erni on 3<sup>rd</sup> of June 2019

<sup>28</sup> “Ya mas lihat saja, jalanannya sekarang sudah bagus lho mas, bis saja bisa masuk. Dulu tidak seperti ini. Listrik dan air juga udah gak susah, kita aja mau beli roastingan kopi yang otomatis, listriknya gede itu. Kalau mas belum ahu, hamper semua rumah di sini kan homestay.” – Interview with Mr. Lasmono on 3<sup>rd</sup> of June 2019

The respondent responded with high enthusiasm and pride, later he also explained how the rest of the 11 infrastructures have been fulfilled :

“Obviously, financial impact is probably one of the most obvious impact we feel here. Health and education... we do get a lot of trainings about coffee now from the government. I don’t know if that counts. We now have standard for the coffee beans, that’s why we sort the beans before actually selling it or making it into a drink. We now have a gazebo where people can hang out and drink coffee. Also, we are going to buy a machine to automatically roast our coffee so we don’t fall asleep anymore while roasting.”<sup>29</sup>

Thus, the eleven economic infrastructures elements are explained very clearly by one of the respondents. All eleven elements are impacted by the existence of coffee tourism in a positive way. Before coffee tourism existed, the infrastructures were not as good as it is now. Coffee Tourism definitely takes part in improving the infrastructures of Desa Wisata Pentingsari.

### **3.7. “It increases social activities of the locals”**

Coffee culture has manifested in Desa Pentingsari long before the Tourism arrived, but ever since it became a part of Tourism, people from other RT also started to help. All respondents agreed that social activities are increasing due to the increase of interests in coffee tourism of Desa Pentingsari, in which one respondent mentioned:

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<sup>29</sup> Oh ya jelas secara keuangan yang paling jelas kerasa sih mas. Kalau kesehatan dan edukasi.. ya kita banyak didatengi untuk diajari soal perkopian sih mas dari pemerintah. Sekarang kita sudah ada standarnya kalau pilihan biji kopi. Kita bahkan ada gazebo, orang orang bisa itu nek mau nongkrong-nongkrong di situ mas. Kita juga mau beli roastingan otomatis biar gak ketiduran mas pas roasting.” – Interview with Mr. Lasmono on 3<sup>rd</sup> of June 2019

“Coffee Culture has always been a thing in RT 2, and it is still something that’s exclusively done by people in RT 2. But people like to come and help now, since it’s a part of Desa Wisata today.”<sup>30</sup>

Despite the growth of Coffee Tourism in the area, some people are also newcomers in the village, and they are not active in the coffee tourism area. This is due to the background of their family, they do not have a family living in Desa Pentingsari and only moved to have a house in Desa Pentingsari. They are also included as locals in RT 2, but they do not contribute in social activities, as one of them explained :

“Some people, like those from across the road just moved here a couple years ago, don’t help at all with the coffee industry because they are newcomers. And I think they also have fulltime jobs outside this place.”<sup>31</sup>

Those who have been living in Desa Pentingsari their whole life, however, always help when tourists come. Even if some of them do not know how to produce and farm coffee, they would help by arranging the parking area and helping the tourists when they need something.

Sometimes the head of the coffee production lets them drink the coffee from the kitchen, because most of the time there are beans that are not too good to be sold, but also cannot be thrown away. The existence of coffee tourism makes locals

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<sup>30</sup> Kopi dari dulu tuh kerjaannya RT 2 mas, sampe sekarang juga biasanya masih warga RT 2 yang ngelakuin, tapi sekarang orang dari RT lain juga bantu bantu. – Interview with Mrs. Murjiyah, on 12<sup>th</sup> of June 2019

<sup>31</sup> Beberapa orang baru pindah ke sini belum lama mas, itu kayak mbak nya yang di sebrang, baru pindah sini kapan ya, beberapa tahun lah, mereka gak bantu soalnya mereka orang baru di sini, dan kayaknya mereka juga ada pekerjaan di luar desa, biasanya keluar pagi pulang malem.- Interview with Mr Dasimun on 12<sup>th</sup> of June 2019

hang out in the Gazebo located in front of the coffee shop. They often sit down and talk with each other while drinking coffee from the local coffeeshop there. This is mentioned by one of the respondents:

“Before we were considered as coffee tourism, there was no place for us to hang out other than in each other’s houses, but now we can hang out in the coffeeshop and talk with each other. We can drink the coffee while night patrolling.”<sup>32</sup>

The respondent said that coffee tourism gives impact to social activities of the locals, but another respondent contradicts it by saying that the locals do not like to be active in any kind of coffee tourism activities:

“Hm, I would say that there are a lot more activities can be done, especially in this coffee tourism area. A lot of people are part of the coffee tourism society in RT 2, but from about, I don’t know, 50, I think there are only 8 to 10 people who are active in this sector.”<sup>33</sup>

The respondent said that there are a lot of activities regarding to coffee tourism area such as coffee cultivating, roasting, processing, etc. But the locals in RT 2 are not that interested in joining it, once in a while they do help with the coffee tourism, but other times they do not feel obligated.

In conclusion, coffee tourism does give impact in social activities, while it is only in a small amount, because tourism has existed in Desa Pentingsari before. But

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<sup>32</sup> “Sebelum jadi wisata kopi, dulu kami gabisa kumpul kumpul di gazebo, ya paling di rumah masing masing mas, sekarang kita bisa nongkrong di warung sambal ngobrol. Bisa ngopi sambal ronda juga.” Interview with Mr . Lasmono on 3d of June 2019

<sup>33</sup> “Menurut saya sih sekarang lebih banyak aktivitas yang bisa dilakukan mas, apalagi di daerah kopi. Banyak orang di RT 2 itu anggota dari wisata kopi, tapi dari sekitar... 50 orangan lah, paling Cuma 8- 10 orang yang aktif di sini.”- Interview with Mr Lasmono 3<sup>rd</sup> of JUNE 2019



to the people of RT 2, coffee tourism does give them much more social activities that can be done, yet most of them decided to exclude themselves from the activities.

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

This research discusses the economic benefits of coffee tourism in Desa Pentingsari. This research acknowledges how the rise of Coffee Tourism in Indonesia, especially in Yogyakarta, affects the economics of the locals in Desa Pentingsari. This research analyzes by using 7 items by Cohen (1984) that influence the respondent in understanding the economic benefits of coffee tourism in Desa Pentingsari.

The research resolves that coffee tourism does give economic benefits to Desa Pentingsari, especially RT 2. Coffee tourism increases the value of foreign exchanges indirectly, because tourists are doing transactions which require them to exchange their currency from their origin countries into Indonesian currency which is rupiah. The income of locals in Desa Pentingsari is also increasing due to Coffee Tourism, because before coffee tourism existed, they only got money from selling coffee beans and cherry. Now, they can sell a whole tour to introduce the coffee in Desa Pentingsari and this gives them more income. Jobs opportunities are more open now, since people can choose to work in the coffee tourism industry, not only as farmers, but they can also help produce coffee in the roastery and coffee shop. The distribution of benefits cannot be said to be distributed equally because not everybody gets the same amount of money, but the amount received is depending

on how much they work. Ownership and controls are also impacted, as coffee tourism in Desa Pentingsari has a management team today. Coffee tourism also affects the infrastructure, with all 11 types of economic infrastructures improving after the coffee tourism started. The locals have more social activities now that there is a tourism sector in RT 2.

In conclusion, all 7 items from Cohen's Economic Impact on Tourism match the condition in RT 2 of Desa Wisata Pentingsari after the establishment of coffee tourism. All of the items were responded positively by the respondents, except for social activities. The people responded positively that they do have more social activities regarding to Coffee Tourism in RT 2, but most of the people do not want to be included in the activities.

## **4.2 Suggestion**

This research provides information on economic benefits of coffee tourism in Desa Pentingsari. From the research, there are several suggestions for the following researcher which are:

1. First, a further research that investigates the obstacles of growing Arabica Beans in Desa Pentingsari, because Arabica sells better and might give them more economic benefits. Second, a research on how to manage the Coffee Tourism better, maybe even a workshop on how to correctly roast the beans.





2. The limitation in this research is the amount of respondents. There are not many people who are involved in the Coffee Tourism industry, so the researcher could not interview more people. But because of the lesser people there were, the interview could be done longer for each person, which in turns provide the researcher more information about the industry.

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### List of Questions

No	Variabel	Sub-Variabel	Indikator	Item	Keterangan
1	Demografis Responden		1. Nama  2. Jenis Kelamin  3. Umur  4. Tingkat Pendidikan  5. Status perkawinan  6. Lama tinggal  7. Terlibat dalam kegiatan pariwisata atau tidak		Ditanyakan kepada semua responden.
2	Dampak ekonomi pariwisata. (Cohen)		1. Dampak terhadap	11. Apakah pendapatan bertambah dengan	Ditanyakan kepada warga yang terlibat



			pendapatan masyarakat.	adanya pariwisata kopi ?  1.2 Apakah standar kehidupan meningkat semenjak adanya pariwisata kopi?	dalam kegiatan pariwisata di RT 2.
			2. Dampak terhadap kesempatan kerja.	2.1 Apakah pariwisata kopi memberikan peluang kerja baru untuk masyarakat  2.2. Bagaimana minat masyarakat dalam berpartisipasi di dalam pariwisata kopi ?	Ditanyakan kepada warga yang terlibat pariwisata di RT 2 dan Pengurus Inti pariwisata kopi.
			3. Dampak terhadap harga-harga.	3.1. Apakah harga dasar biji kopi berubah setelah	Ditanyakan kepada pengurus inti pariwisata kopi.



				adanya pariwisata kopi ?	
			4. Dampak terhadap distribusi manfaat atau keuntungan.	4.1 Apakah keuntungan dari pariwisata kopi dibagi secara rata di Desa Pentingsari ?	Ditanyakan kepada pengurus inti pariwisata kopi dan warga RT 2.
			5. Dampak terhadap kepemilikan/kontrol.	5.1. Bagaimana pembagian lahan kopi di Desa Pentingsari terkait adanya pariwisata kopi?	Ditanyakan kepada warga RT 2 yang terlibat dalam pariwisata.
			6. Dampak terhadap pembangunan pada umumnya.	6.1 .Apakah pariwisata membuat infrastruktur semakin baik?  6.2. Apakah pengurus lokal di	Ditanyakan kepada pengurus inti pariwisata kopi.  Ditanyakan kepada warga yang terlibat pariwisata di RT 2.



				daerah dapat berbuat lebih banyak karena adanya pariwisata?	
3	Dampak Sosial Pariwisata (Cohen)		1. Dampak terhadap keterkaitan dan keterlibatan antara masyarakat setempat dengan masyarakat yang lebih luas.	1.1. Apakah dengan adanya pariwisata kopi, masyarakat RT 2 menjadi semakin sering bersosialisasi ?	Ditanyakan kepada pengurus inti pariwisata kopi dan warga RT 2.
			2. Dampak terhadap hubungan interpersonal antara anggota masyarakat.	2.1. Apakah pariwisata memberikan dampak negatif kepada masyarakat dalam aspek sosial ?  2.2. Bagaimana cara mengatasi masalah ketiak terjadi sebuah	Ditanyakan kepada pengurus inti pariwisata kopi dan warga yang terlibat pariwisata di RT 2.





				masalah di dalam komunitas?	
			3, Dampak terhadap dasar - dasar organisasi / kelembagaan sosial.	3.1. Apakah pariwisata kopi bisa menjadi sarana untuk memabntu organisasi sosial di dalam RT 2?	Ditanyakan kepada pengurus inti pariwisata kopi
			4. Dampak terhadap migrasi dari dan ke daerah pariwisata.	4.1. Apakah dengan adanya pariwisata kopi, semakin banyak orang yang pindah ke Desa Pentingsari ?  4.2. Apakah dengan adanya pariwisata kopi, semakin banyak orang yang meninggalkan Desa Pentingsari ?	Ditanyakan kepada pengurus inti pariwisata kopi dan warga yang terlibat pariwisata di RT 2



			5. Dampak terhadap pola pembagian kerja.	5.1. Bagaimana pola pembagian kerja dalam Pariwisata Kopi di Desa Pentingsari ?	Ditanyakan kepada pengurus inti pariwisata kopi dan warga RT 2.
			6. Dampak terhadap stratifikasi dan mobilitas sosial.	6.1 Apakah semenjak adanya Pariwisata Kopi, terjadi perbedaan golongan antara pekerja dan warga sekitar?	Ditanyakan kepada pengurus inti pariwisata kopi dan warga RT 2.
			7. Dampak terhadap distribusi pengaruh dan kekuasaan.	7.1. Apakah Pariwisata Kopi membatasi warga yang ingin terlibat ?  7.2. Bagaimana pembagian kebun kopi yang ada di Desa Pentingsari ?	Ditanyakan kepada pengurus inti pariwisata kopi dan warga RT 2.