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The Sustainability Preferences of Specialty Coffee Consumption Trends at Sa.Tuang Coffee

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ABSTRACT

The increase in specialty coffee consumption has become a global phenomenon that is attracting attention. This research aims to identify the factors driving this trend, focusing on the role of sustainability, ethical sourcing, and the third wave coffee shop experience. Through surveys of specialty coffee consumers and in-depth interviews with industry players, this research explores how these factors influence purchasing decisions and shape consumer perceptions of specialty coffee. By addressing a gap in the existing literature, the findings are expected to support the development of more effective marketing strategies for those in the specialty coffee industry, as well as provide recommendations for consumers who wish to make more sustainable choices.

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1. INTRODUCTION

According to [Siregar \(2018\)](#), coffee is a favorite beverage enjoyed by many people. Coffee is made from ripe coffee beans that undergo a drying process. The dried beans are then roasted until fragrant before being ground into powder. Historically, coffee is not native to the Indonesian archipelago. In the 16th century, when Indonesia was under Dutch colonial rule, the Dutch brought and introduced Arabica coffee seeds to be cultivated around Batavia (Jakarta) before spreading to other regions. The coffee plants successfully cultivated in Indonesia were sent to the Netherlands in 1706 for research. The research showed that Arabica coffee has superior quality. According to [Kembaren and Muchsin \(2021\)](#), the skin of the fruit in Arabica coffee is relatively easier to peel. This phenomenon encouraged plantations in various parts of Indonesia, including Central Java, East Java, Sumatra, Sulawesi, Flores, Bali, and other islands, to develop coffee cultivation.

Central Java began developing coffee plantations in the 19th century, starting from the city of Semarang and the Kedu District. The expansion of plantations continued to Besuki at the end of that century. During the colonial era, coffee became one of the largest sources of profit for the Dutch due to high demand in international markets ([Maspu, 2022](#)). At the end of the 19th century, an unexpected disaster struck the coffee industry, which had become the backbone of the Dutch colonial economy in the archipelago. Coffee pests, which spread quickly and were fatal, wiped out the vast coffee plantations across Indonesia, Sri Lanka, and Malaysia ([Fitri, M. A., Syahni, R., & Hendri, M., 2022](#)). This epidemic was like a devastating storm that destroyed the golden age of the coffee industry that had been built over time.

The Dutch colonial government made various efforts to save the coffee industry, which was on the brink of extinction. One of the steps taken was importing Liberica coffee seeds. This coffee variety was expected to be the savior, but that hope was soon dashed. Liberica coffee, which had once been a prime commodity, was also not immune to the same pest attack. As a result, the Dutch government decided to plant Robusta coffee varieties, which were more resistant to pests. To this day, Robusta remains the most widely cultivated coffee in Indonesia, accounting for 90% of total production ([Simorangkir, N. C., & Rosiana, N., 2022](#)). However, Indonesia also has a hidden treasure in the form of its Arabica coffee production. Indonesian Arabica coffee is known for its intense and unique flavor. Each sip offers an unforgettable sensory experience ([Maligan, J. M., Wibowo, A. T. E., & Zefanya, N., 2022](#)). This intense flavor is due to a combination of natural factors such as fertile volcanic soil, a supportive tropical climate, and careful processing methods ([Suud, H. M., Savitri, D. A., & Ismaya, S. R., 2021](#)). Interestingly, each region producing Arabica coffee in Indonesia offers different taste profiles, from bright acidity to rich sweetness, all found in a cup of Indonesian Arabica coffee.

Arabica coffee from Java is famous for its superior taste. Additionally, Java also produces Old Java, one of the best and oldest coffees in the world. Java even once monopolized the global coffee trade, to the point that the term "Java" became synonymous with "coffee" in general. Coffee beans from Java have a shelf life of up to three years, and the longer they are stored, the more the flavor of Indonesian Arabica coffee intensifies ([Gumulya, 2017](#)).

The coffee wave, which began in the 20th century, has revolutionized the way we enjoy and understand coffee. From instant coffee, which is practical, to specialty coffee made with distinctive and unique methods, each phase of the coffee wave reflects changing consumer preferences and expectations ([Sahabuddin, et al, 2023](#)). This phenomenon has transformed cafe culture and the way we consume this everyday beverage ([Fitriani, 2023](#)).

The coffee wave occurred when coffee-drinking culture developed in society. The coffee

wave then evolved into three phases, or what is known as the third wave coffee movement (Apresian, S. R., 2018). The first wave took place from the 15th to the 17th century, when coffee was first discovered and became popular in the Middle East. Industrialization in the coffee industry marked the first wave (Prakosa, 2019). During this period, coffee was still served simply, without sugar, and the coffee beans were of low quality. After the Dutch introduced Arabica coffee in the 17th century, the first coffee wave began in Indonesia. This first wave initiated the development of coffee in Indonesia but had little impact on coffee consumption culture.

The second wave occurred between the 18th and late 19th centuries, when coffee became popular in Europe and North America, especially among the upper class. During this period, coffee began to spread worldwide as coffee production technology developed, such as the invention of coffee roasting and grinding machines.

The introduction of Robusta coffee into the market by the Dutch in the 20th century marked the emergence of the second wave of coffee in Indonesia (Simorangkir, N. C., & Rosiana, N., 2022). Then came the third wave, which began in the 1960s and continues to this day. During this period, the way people enjoy coffee changed. Coffee evolved from a simple drink to a unique experience encompassing the quality of coffee beans, preparation methods, and ethical principles in coffee production. Various modern cafes began to emerge as the third wave of coffee evolved into the era of specialty coffee.

In Indonesia, cafes offering high-quality coffee experiences are rapidly growing. According to a report from the National Coffee Association (2024), Indonesia is now one of the most rapidly growing specialty coffee markets, driven by high interest in local coffee and innovative brewing methods. These cafes are not just places to enjoy coffee; they also serve as social spaces where coffee culture can develop and blend with various elements of society.

Furthermore, modern consumers are increasingly aware of the importance of sustainability in the coffee industry. They are paying more attention to how coffee is produced, with many seeking ethically sourced products. Sustainability in the coffee sector encompasses various aspects, including environmentally friendly farming practices, biodiversity protection, and the social welfare of coffee farmers. Consumers now tend to choose coffee backed by certifications such as Fair Trade and Rainforest Alliance, which ensure that farmers receive fair prices and work in good conditions. Fair Trade International report over 1.7 million farmers worldwide benefit from the Fair Trade program, highlighting how sustainability is becoming more than just a trend—it is a deciding factor for many consumers.

Moreover, research indicates that younger consumers, especially Millennials and Gen Z, are more likely to choose products that support sustainability and ethical values (Hasibuan, S. A. F., et al, 2021). In a survey conducted by the Food Marketing Institute, 60% of respondents said they were willing to pay more for products considered more sustainable. This suggests that sustainability is not just an option but a necessity for brands that want to remain relevant in today's market.

Although much research has highlighted the importance of sustainability in the specialty coffee industry, there remains a significant gap in understanding how consumer preferences for sustainable specialty coffee products are formed and evolve over time. The aim of this research is to address this gap by examining and exploring the factors that influence consumer preferences for sustainability in specialty coffee products at Sa.Tuang Coffee, as well as the impact of these preferences on purchase decisions and customer loyalty (Sahabuddin, et al, 2023).

2. LITERATURE REVIEW

According to the Ministry of Industry ([Kementerian Perindustrian, 2024](#)), Indonesia is currently undergoing the third wave of coffee consumption. This follows the first wave, which was dominated by packaged coffee, and the second wave, characterized by the expansion of global café chains using espresso machines. The third wave era has brought the popularity of specialty coffee, providing local coffee shops with the opportunity to compete with global brands by offering single-origin coffee brewed using various methods ([Marta, A. P., 2022](#)).

Specialty coffee is described as coffee that has high quality and a unique flavor profile. According to the [Specialty Coffee Association \(SCA\) \(2020\)](#), coffee is categorized as specialty if it scores over 80 points out of 100 in an evaluation conducted by coffee experts. The factors that determine the quality of specialty coffee include:

- a. Origin (Single Origin): Specialty coffee often comes from a specific region or plantation. Each region has distinct geographical conditions, climate, and soil, which can significantly influence the flavor of the coffee.
- b. Processing Method: The method used to process coffee beans (such as washed, natural, or honey) also affects the taste and aroma of the coffee.
- c. Brewing Method: In the context of third-wave coffee, brewing techniques are also given more attention, with methods like pour-over, siphon, and cold brew allowing for more precise and maximal extraction of flavors.

Other studies have further strengthened the findings regarding the third-wave coffee phenomenon. [Prakosa \(2019\)](#), in his study on the generation of third-wave coffee enthusiasts, emphasized that coffee consumption preferences among millennials, especially in Indonesia, are significantly influenced by the desire for high-quality flavor and a more personalized and unique coffee-drinking experience. He argued that millennials tend to seek coffee that not only satisfies their caffeine needs but also offers an experience that involves understanding the coffee's origin, brewing methods, and the story behind each cup they enjoy.

Additionally, [Gunawan \(2018\)](#) highlighted significant changes in the Indonesian coffee industry, particularly with the emergence of various coffee shops that emphasize sustainability and ethical practices in coffee production. His research points out that industry players in Indonesia are increasingly aware of the importance of social and environmental responsibility at every stage of coffee production, from selecting organically or fair trade certified beans to processing and distribution. According to [Gunawan \(2018\)](#), this shift reflects a growing consumer awareness, particularly among younger generations, about ethical and sustainability issues. This has led to a higher demand for coffee products that not only have exceptional flavor but also adhere to sustainability standards in terms of resource management and the welfare of coffee farmers. Consequently, consumers now consider not only the taste of the coffee they enjoy but also how the coffee is produced and its impact on the environment and the communities involved in its production.

3. METHODS

A qualitative approach was employed in this study to gain an in-depth understanding of sustainability preferences in the specialty coffee consumption trend at Sa.Tuang Coffee. Data were collected through in-depth interviews with regular customers who frequently visit the café, to gain a comprehensive understanding of the various factors influencing their decisions to choose sustainable specialty coffee. Furthermore, direct observations were made to identify the dynamics of customer interactions and the cafe environment, providing additional context to the sustainability preferences. The data obtained from the interviews and systematic analysis of the observations were used to identify dominant patterns and

themes, enabling a comprehensive understanding of how sustainability practices at Sa.Tuang Coffee are accepted and valued by consumers. The research was conducted at Sa.Tuang Coffee, located at Bulevar Raya Jl. Banjar Wijaya Kavling 03, RT 05 / RW 10, Poris Plawad Indah, Cipondoh, Tangerang City, Banten (15141). This location was chosen due to its support for the specialty coffee trend in the current third-wave coffee era. Systematic observation and recording of the phenomena under study were conducted to gain deeper insights into Sa.Tuang Coffee, including its history, coffee-making methods, and how it thrives in the third-wave coffee era. Data were collected through structured interviews in the form of written questions. The interview data focused on the history of Sa.Tuang Coffee, its coffee-making process, and the efforts made by Sa.Tuang Coffee to remain relevant in the third-wave coffee era. Data were also collected from documentation, including photos of the Aeropress and V60 coffee-making techniques.

4. RESULTS AND DISCUSSION

4.1. History of Sa.Tuang Coffee

Sa.Tuang Coffee was established in March 2021 by Wahyu Henry Hertanto and his team. Located in Poris Plawad Indah, Cipondoh, Tangerang City, Sa.Tuang Coffee adopts an industrial concept with an outdoor area dominated by concrete finishes. The name "Sa.Tuang" is derived from the Padang language, which means "One Pour." The café offers a variety of food and beverage options, including signature coffee, coffee-based drinks, manually brewed coffee, and non-coffee beverages. The food menu consists of toast, snacks, pasta, and main courses. Sa.Tuang Coffee has also become a popular spot for community gatherings, music events, birthday celebrations, and various other activities.

4.2. Third Wave Coffee: A Movement and Philosophy in the Coffee Industry

Third wave coffee refers to a movement and philosophy in the coffee industry that focuses on quality, transparency, and a holistic experience of enjoying coffee. This movement emerged in the early 2000s as a response to previous approaches that prioritized quantity over quality. Third wave coffee views coffee as an art form with cultural and gastronomic value, characterized by several key traits.

4.3. Key Characteristics of Third Wave Coffee

- a. **Quality Focus:** The primary focus is on high-quality specialty coffee, produced from top-grade beans, often scoring above 80 points on the [Specialty Coffee Association's \(SCA\) \(2020\)](#) cupping scale.
- b. **Transparency and Sustainability:** Third wave coffee emphasizes transparency in the supply chain, including information on coffee bean origin, processing methods, and direct relationships with farmers. Sustainability also plays a key role, considering environmental and ethical aspects of production.
- c. **Scientific Brewing Approach:** Third wave coffee applies a scientific approach to brewing, using tools like pour-over drippers, Aeropress, or high-quality espresso machines. Parameters such as water temperature, grind size, and extraction time are optimized to extract the best possible flavor.
- d. **Flavor Exploration:** The movement encourages the exploration of unique flavors in coffee, with an emphasis on tasting notes such as fruit, flowers, chocolate, or spices that reflect the terroir (growing environment) of the coffee beans' origin.
- e. **Cultural Experience:** Third wave coffee transforms the coffee-drinking experience into a

cultural journey, where consumers are encouraged to appreciate the journey of the coffee from bean to cup, often in an atmosphere that is both comfortable and educational.

4.4. Differences Between Waves in the Coffee Industry

Third wave coffee is an evolution from the previous waves of the coffee industry. In the First Wave, coffee was treated as a mass commodity, such as instant coffee commonly found in markets. The second wave introduced variations like lattes and cappuccinos and popularized large coffee shop chains like Starbucks, though it remained focused on quantity. In contrast, Third wave coffee prioritizes high quality, the origin of coffee beans, and precision in brewing techniques.

4.5. Objectives of Third Wave Coffee

The goal of third wave coffee is to elevate coffee as a cultural and gastronomic product, offer greater appreciation for coffee farmers and producers, and increase consumer awareness about the importance of selecting high-quality coffee that supports sustainability. Third wave coffee is not just about enjoying a cup of coffee, but about valuing the entire journey of the coffee from farm to brew, creating a more meaningful experience for coffee enthusiasts and contributing to the sustainability of the coffee industry.

4.6. Coffee Brewing Techniques

Coffee brewing techniques are an art that requires a blend of precision and creativity to produce the perfect cup. Each brewing method, from manual brewing to advanced machines, has its own characteristics and uniqueness that can influence the taste and aroma of coffee. Mastering these brewing techniques allows baristas and coffee lovers to explore and highlight the distinctive flavors of each coffee bean, creating a satisfying coffee-drinking experience.

The first technique is the *Aeropress*. The Aeropress was introduced in 2005 by Alan Adler as a practical and compact tool that has now spread worldwide. The Aeropress was created to bring out a delightful coffee flavor (Ottencoffee, 2023). Before its release in 2005, Alan Adler tested several designs, and the final version uses pressure to extract a stronger coffee flavor with more varied tastes. The process includes several stages: first, flushing the filter, then adding medium to fine-ground coffee with a ratio of 1:15, using 15 grams of coffee with 225 ml of hot water. This is followed by blooming, where 75 ml of water is poured over the grounds to release trapped gases, then pouring an additional 150 ml of hot water, and finally pressing before the water runs out. The resulting brew typically yields about 200-210 ml of coffee.



Figures 1. Blooming Process
Source: Data processed by the author, 2024



Figures 2. Pressing Process
Source: Data processed by the author, 2024



Figures 3. Final AeroPress Results
Source: Data processed by the author, 2024

The next technique is V60, a coffee brewing tool introduced in 2005. The name "V60" refers to the V-shaped dripper with a 60-degree angle (Ottencoffee, 2023). Over time, the design of the V60 dripper has evolved to meet market demands while maintaining the original essence of the product. The preparation of V60 coffee involves several steps. The first is grinding the coffee to suit the brewing temperature; the coarser the grind, the higher the water temperature should be. A popular brewing ratio for V60 is 1:18, meaning 1 gram of coffee for every 18 milliliters of hot water. The next step is to flush the coffee filter with hot water to remove any paper-like aroma. After that, coffee grounds are added to the filter, followed by blooming, where 75 milliliters of hot water is poured to release trapped gases in the coffee. The next step is the pour-over technique, where hot water is poured in several stages, resulting in a total brewing time of 2:30 to 3 minutes. The flavor profile produced by the V60 technique is characterized by a mild body and a bright, acidic taste.



Figures 4. Flushing Process
Source: Data processed by the author, 2024



Figures 5. Pour Over Process
Source: Data processed by the author, 2024



Figures 6. Final Result of the V60
Source: Data processed by the author, 2024

4.7. Coffee Preferences at Sa.Tuang Coffee

Sa.tuang Coffee is committed to becoming a café that serves high-quality coffee. In today's third wave coffee era, instant coffee is no longer a trend. Many cafes have stopped offering instant coffee due to low demand. Sa.tuang Coffee, however, chooses to offer and serve carefully selected Arabica beans using modern methods like V60 and drippers. Arabica coffee brewed with the V60 method results in a more complex flavor profile, with a fresh acidity and a characteristic sweet finish. Sa.tuang Coffee's signature drinks include lattes, cappuccinos, and americanos. These three beverages are based on espresso, with the latte made from a combination of espresso and milk, the cappuccino made with a double shot of espresso and milk, and the Americano consisting of double espresso with added water.

The classic menu items have been around for a long time and continue to be served in nearly every coffee shop. To offer a more transparent experience, Sa.tuang Coffee has implemented an open bar concept, allowing customers to see how the coffee is brewed. The baristas are also available to provide information about the types of coffee beans used and the brewing methods employed. This approach gives coffee lovers the opportunity to better understand the coffee-making process. Single origin coffee, sourced from specific regions, remains popular in the third wave coffee era, especially with methods like V60 and Aeropress. The Aeropress method is highly favored for producing authentic coffee.

As time passes, the coffee-drinking culture continues to develop rapidly. The coffee industry is advancing, and it is hoped that, in the future, drinking coffee will become a globally

accepted habit. According to interviews with several customers, many appreciate the service provided by the baristas at Sa.tuang Coffee. When customers are unsure about their coffee choices, the baristas patiently offer suggestions and explain the various coffee options available, even recommending enjoyable beverages to try. A signature drink at Sa.tuang Coffee is Kopi Bken, a milk coffee combined with palm sugar. The atmosphere at Sa.tuang Coffee is relaxed, making it ideal for hanging out with friends. However, the open space is less suited for family gatherings. Sa.tuang Coffee is also a popular spot for gamers. The café offers coffee at relatively affordable prices, ranging from Rp25,000 to Rp50,000. Many customers return to Sa.tuang due to the excellent service and comfortable ambiance. One of the most beloved drinks is Kopi Bken (Palm Sugar Milk Coffee), which almost always becomes the top choice for visitors.

5. CONCLUSION

Third wave coffee embraces the concept of coffee as an artisanal product, emphasizing quality, transparency, and sustainability. Focused on specialty coffee, the third wave movement highlights the importance of high-quality coffee beans, scientific brewing methods, and the exploration of flavor. Third wave coffee has also transformed the way consumers perceive coffee, turning it into a more meaningful cultural experience.

Sa.tuang Coffee has successfully implemented the principles of third wave coffee by offering high-quality coffee using modern brewing methods like V60 and Aeropress. The café no longer serves instant coffee but focuses on carefully brewed Arabica coffee. The open bar concept allows customers to directly witness the brewing process and gain a deeper understanding of the coffee they enjoy. Signature drinks such as lattes, cappuccinos, and americanos, as well as unique beverages like Kopi Bken (Palm Sugar Milk Coffee), attract customers to Sa.tuang Coffee. The cozy ambiance and excellent barista service are additional benefits that make Sa.tuang Coffee a popular destination.

The author hopes that Sa.tuang Coffee will continue to create innovative and creative menu offerings while maintaining the quality of coffee beans and precise brewing methods. It is also recommended that Sa.tuang Coffee increase its use of locally sourced beans from various regions in Indonesia to support local farmers and introduce the diversity of Indonesian coffee flavors to customers. Furthermore, the author encourages Sa.tuang Coffee to strengthen its commitment to sustainability by using environmentally friendly materials, reducing waste, and supporting sustainable farming practices.

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