

# **Branding Lanang Jarangoyang Banyuwangi Coffee on Instagram @Warkop\_Jarangoyang**

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***Abstract.** This study aims to analyze the branding of Lanang Coffee through Instagram @warkop\_jarangoyang. Lanang Coffee has become an important part of rural culture and economy in Kemiren Village, Glagah District, Banyuwangi Regency, Indonesia. Village. This research explores the relationship between brand awareness, brand engagement, and brand loyalty in the context of the technology industry. Using a quantitative approach through observation and in-depth interviews with coffee managers and local consumers. The research found that high brand awareness significantly increases brand engagement, which in turn strengthens brand loyalty. The result of this research is the importance of understanding and supporting local practices such as branding @warkop\_jarangoyang using Instagram social media as an integral part of sustainable development in Kemiren Village, Glagah District, Banyuwangi Regency. The practice of branding is also an important economic strategy for farmers to obtain a stable income and improve their welfare. By using digital branding theory and from the results of this study is the importance of understanding and supporting local practices such as branding @warkop\_jarangoyang using Instagram social media as an integral part of sustainable development in Kemiren Village, Glagah District, Banyuwangi Regency.*

**Keywords:** Branding, Kopi Lanang, Kedai Jaran Goyang, Instagram

## **I. INTRODUCTION**

Banyuwangi is a city located at the eastern tip of Java Island because its location coincides with the most tip, Banyuwangi is also known as the Gate of Java Island (Hariyadi, 2022). Banyuwangi is inhabited by various ethnic groups, the majority of whom are the Osing Tribe. With various characteristics of the city of Banyuwangi, ranging from arts, customs, natural tourist destinations and typical snacks, there is one village that is a tourist attraction, namely Kemiren Village, Glagah District, Banyuwangi Regency. Kemiren is a village that has many unique features because the majority of its people are Osing and is famous for its coffee shop called Kedai Jaran Goyang. This Kedai Jaran Goyang produces various types of coffee and is an icon for the village of Kemiren. Kedai Jaran Goyang has superior products, namely Arabica Coffee, Robusta Coffee and Lanang Coffee, which are types of coffee made from pure coffee from Banyuwangi.

Coffee from Indonesia has become a major product in international trade as stated in the International Coffee Agreement 2007, which shows that Indonesia is one of the four largest coffee producing countries in the world, with East Java, especially Banyuwangi City, being one of the significant coffee production locations (Indonesian Coffee Statistics Data 2017). Coffee is a drink made from the process of brewing roasted and ground coffee beans into powder. It is very popular among people from various levels. Currently, coffee is the second most consumed drink in the world, after water. (Sofiana, 2011). Usually, coffee lovers consume coffee 3-4 times a day. (Maramis et al., 2013). Coffee provides many health benefits when consumed in the right portions, including relieving headaches, reducing stress with its distinctive aroma, preventing cavities thanks to its caffeine content, and providing comfort for asthma sufferers. In addition, coffee is also rich in antioxidants that help protect the body, care for the skin, and can help prevent Parkinson's disease and stimulate

brain activity, and various other benefits. (Sofiana, 2011).

Jaran Goyang Shop was established in 2013 in Kemiren Village, Glagah District, Banyuwangi Regency, the shop is a local business owned by Mr. Mastuki, a native of Kemiren Village. The presence of Jaran Goyang Shop in Kemiren Village has become one of the successful UMKM and job opportunities in the coffee sector. The success of the products sold can make Kemiren Village a more prominent village compared to other villages, because everyone who is still unfamiliar with the phrase "Jaran Goyang" will immediately think that the shop sells amulets or other unique items. Generally, "Jaran Goyang" is a phrase in Javanese which literally means "rocking horse" in Javanese.

Indonesia, this term is used to refer to an energetic East Javanese traditional dance that is often performed at various celebration events. There are also those who believe that Jaran Goyang is a love spell to charm or attract someone's attention. But in fact, the owner of the shop deliberately named the shop Kedai Jaran Goyang, because it is unique and rarely used by other people as the name of the shop.

The development of technology is also an important factor in the running of a business and enterprise. The use of the internet is increasingly widespread, including among companies, government agencies and also business people as a marketing and promotional media. The easily accessible nature of the internet can reach an unlimited audience, that's why business people like Kedai Jaran Goyang have started to use social media to spread information and shape the image of their products or services.

Kedai Jaran Goyang uses Instagram social media to market and promote its products. Instagram is an application for sharing photos or videos and sharing them to various social networking services, including Instagram itself. The application is a promising medium for various accounts, such as information accounts, news, entertainment, online shops and promotional events. (Aprilya, 2017) said that the use of Instagram as an online marketing promotion media is a reality that is happening today.

Brand Awareness carried out by @warkop\_jarangoyang, namely by giving a unique name in the brand, can be used as one of the strong branding factors, especially if the coffee shop has an attractive aesthetic and can be immortalized in Instagram uploads. Therefore, the segmentation of Kedai Jaran Goyang targets various groups with various interests and backgrounds, and tries to highlight its visual appeal. The existence of the Kopi Lanang name branding also creates consumer views that sometimes have their own meanings to interpret the name Kopi Lanang. They interpret Kopi Lanang as coffee that can only be enjoyed by men, while some consider Kopi Lanang to increase stamina for men. But in fact, Kopi Lanang can be enjoyed by various groups and not only for men.

Instagram @warkop\_jarangoyang currently has 348 Instagram followers. Not only local people follow the social media of the jaran goyang shop, but also many people from outside Banyuwangi. The enthusiasm of the community sometimes becomes a good opportunity in developing the jaran goyang shop, because the more people are curious, the more insight visits will increase on Instagram @warkop\_jarangoyang.



**Gambar 1.** Profil dari Instagram Jaran Goyang

Kedai Jaran Goyang forms a brand image by displaying several photos and videos that they upload such as the atmosphere, comfort, and crowds of the shop that can be seen on Instagram posts and stories. Not only the comfort of the place is emphasized, the shop also shares its activities while processing coffee or sharing knowledge with Barista.

Brand engagement carried out by @warkop\_jarangoyang is by reposting stories of consumers who are visiting Kedai Jaran Goyang, this is a form of direct interaction with consumers. Not only that, sometimes consumers or tourists who visit also participate in the coffee making process. In addition to the strong characteristics of the coffee sold, Kedai Jaran Goyang also provides an interesting experience for consumers, namely being able to share directly with the barista at the shop. This helps to establish deeper relationships with consumers and build trust.

To help strengthen branding, you can also observe the comments, views, and reach features on the Instagram application, this can help us to find out the consumer experience when visiting Kedai Jaran Goyang through comments containing positive and negative impressions and messages. In addition, viewers and reach also play an important role in knowing how many people see our posts and how far our posts are known to consumers.

The presence of Kedai Jaran Goyang in Kemiren Village is one of the successful MSMEs and jobs in the coffee sector. The success of the products sold can make Kemiren Village a village that stands out more than other villages, because everyone who is still unfamiliar with the phrase "Jaran Goyang" will immediately think that the shop sells amulets or other unique items. Generally, "Jaran Goyang" is a phrase in Javanese which literally means "rocking horse" in Indonesian, this term is used to refer to the energetic traditional East Javanese dance that is often performed at various celebration events. There are also those who argue that Jaran Goyang is a love spell to charm or attract someone's attention. But in fact, the shop owner deliberately named the shop Kedai Jaran Goyang, because it is unique and rarely used by other people as the name of the shop.

The word "branding" according to the Big Indonesian Dictionary refers to a term derived from the word "brand", which means brand. Keller and Swaminathan (2019) added that branding can create a mental image in the minds of consumers regarding the brand in question, so that branding can influence consumer decisions in choosing products or services. As for branding, according to Anholt, he stated that branding is a process of design, planning, and communication of names and identities that have the aim of building or managing a reputation. These branding activities include creating

logos, brands, taglines or packaging that are used to develop a product (Anholt, 2003). In this case, all elements that are part of branding can be utilized to innovate and develop so as to be able to compete.

Branding is the process of giving a name, term, sign, symbol, design, or a combination of all these elements, with the aim of identifying goods or services, as well as a group of sellers, and to differentiate them from the goods or services offered by competitors. In addition, branding can also be said to be a process and strategy to create and maintain a positive image, identity, and perception of a product, service, company, or individual in the minds of consumers. This involves elements such as logos, colors, designs, messages, and the overall brand experience.

The branding of Lanang Banyuwangi coffee reflects the local identity and culture of Banyuwangi coffee. This is reflected in the use of the word "Lanang," which is Javanese for "man," perhaps referring to the courage and strength of the coffee. In addition, Banyuwangi is known as one of the leading coffee producing regions in Indonesia, thus symbolizing significant local quality and heritage. Lanang coffee is one of Banyuwangi's specialty coffee varieties that has unique characteristics. Lanang coffee branding does not only cover aspects of taste and aroma, but also refers to the cultural values and traditions associated with the coffee. In addition, Lanang coffee branding can also describe product excellence, production processes, and contributions to the local economy.

Research conducted by Alfi Isa Mulyadi (2020) entitled Analysis of Brand Image Strategy of Moeng Kopi Coffee Shop Through Instagram Social Media. This study uses a qualitative descriptive method and the results of this study show good results in forming brand image elements by applying brand elements and brand image strategies to Moeng Kopi shops. Meanwhile, research conducted by Muchammad Faisal Ramadhan (2021) entitled Kewadanan Coffee Branding Strategy in Facing Competition. The method used in this study uses a qualitative method with the results of utilizing Instagram social media as a branding medium by using the photo, video, and Instagram story upload features to create content according to the concept, continued with research conducted by Dammandtyo Tegar Samudra (2023) entitled Strategy for Increasing the Appeal of Pak Tuwo Pure Coffee MSME Products Using Instagram Social Media, this study involves a qualitative approach method with the results of the study that the use of Instagram as a branding platform can provide significant benefits for MSMEs, continued with research conducted by Ulfah Setia Iswara (2022) entitled Strategy for Increasing Sales Through Digital Marketing for MSMEs, this study uses interview methods, observations, and continuous training and mentoring with research results showing that there is potential for increased sales through digital marketing carried out by Marco Coffee. In addition, research by Reta Giyanti Supratman (2021) entitled Implementation of People's Economy Through the Development of Kemiren Traditional Tourism Villages, Banyuwangi Regency and uses a literature study research method with a qualitative approach. The results of this study are that the implementation of the people's economy in Kemiren Tourism Village is strengthened by the existence of Bumdes and the creative economy which are closely related to MSMEs.

By publishing through photos and videos, Kedai Jaran Goyang can build their shop's brand image and attract the public or consumers to visit the shop. In addition to photos and videos on their Instagram posts, through Instagram they can do Real Time Updates using the Story feature. By using the Story feature on Instagram, users can provide direct information to their Followers or visitors to their Instagram accounts. The story activities carried out can be direct information for consumers to

visit and relax at the shop.

Since its inception, Kedai Jaran Goyang has been focused on coffee production. The shop makes its existence as a Kedai producing Kemiren's specialty coffee, which from the name Kedai Jaran Goyang becomes a branding that is widely heard by the general public. Coffee production that has been carried out for years still has a consistent taste, this can attract visitors or customers to continue buying the same product. Good experiences and satisfying service also make customers feel appreciated and want to continue visiting Kedai Jaran Goyang. This memorable experience makes word of mouth notification and a direct invitation for consumers who are curious about Kedai Jaran Goyang to visit the shop. The price of coffee marketed also has a big influence in getting regular customers. @warkop\_jarangoyang provides a relatively cheap price so that all groups can afford it. This is the brand loyalty in Kedai Jaran Goyang

Instagram social media users themselves can enjoy Instagram features to the maximum through their respective cellphones, but that does not mean that Instagram cannot be accessed via Personal Computer or PC, but not optimally, or only see the content, Comment, and give Likes.

Digital branding theory is a marketing strategy that utilizes digital platforms to build visibility, identity, and credibility of a brand. According to Kotler & Keller (2015), branding creates brand strength that differentiates products from competitors. Marty Neumeier (2014) emphasizes that branding aims to increase value and avoid commoditization. Landa (2006) added that branding involves more than just a name, including credibility and visual image. Digital branding focuses on consumer interaction through social media and websites, different from digital marketing which is more about direct sales.

The author's purpose is to conduct research on the meaning of branding of lanang coffee as the image and brand identity of the coffee product. Typically, branding includes elements such as name, logo, packaging, and marketing messages aimed at attracting customers. "Lanang" in this context refers to the characteristics of the coffee, such as its strength and masculinity or can be part of a story or myth built around the brand to attract customers.

## **II.METHODS**

This study adopts a qualitative approach using digital branding theory. Branding is not always related to the trademark of a product or service from the company. However, branding is not limited to product differentiation, but is related to the brand, credibility, visual characteristics, logo, image, impression and character of a brand (Landa, 2006). The subject of this study is Branding Kopi Lanang while the object is Kedai Jaran Goyang Banyuwangi. The location of this study is at the Lanang coffee shop, Kemiren Village, Glagah District, Banyuwangi Regency. Data collection techniques in this study include interview, observation, and documentation methods. This study applies these data collection techniques for purposive sampling. According to Margono & Gantino (2021) purposive sampling where the selection of subjects is based on certain characteristics that are relevant to the population to be studied (Mahira et al., 2021). This aims to select informants who have met certain criteria and have been determined by researchers. The informants in question consist of the owner of the Jaran Goyang shop, employees and consumers at the Jaran Goyang shop in Banyuwangi.

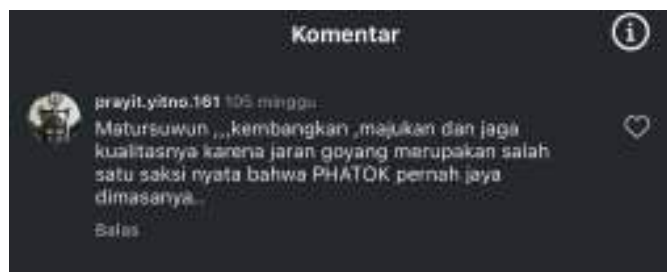
### **III.FINDINGS AND DISCUSSION**

To improve the branding of Kopi Lanang, this study will focus on marketing strategies through social media Instagram. On this platform, interesting and educational visual content about the uniqueness of Kopi Lanang will be produced. For example, videos of the coffee picking process to serving, related historical and cultural stories, and testimonials from coffee lovers who enjoy Kopi Lanang. Through Instagram, high-quality photos of coffee beans, processing, and serving coffee can attract users' attention, while interesting stories behind Kopi Lanang can be shared in the form of captions or stories.



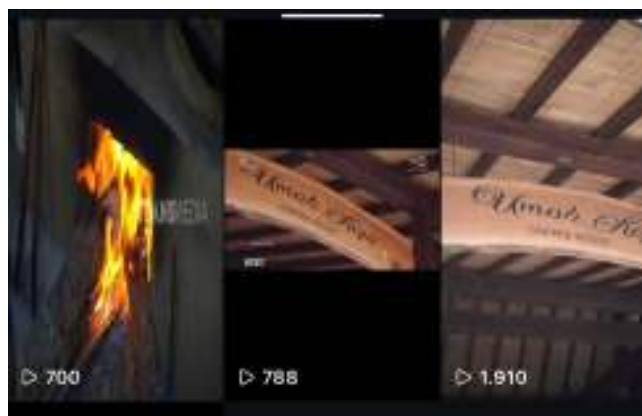
**Gambar 2.** Informasi konten visual pada Instagram Jaran Goyang

Kedai Jaran Goyang carries an innovative and unique concept for the people of Banyuwangi City who love coffee, by providing a different experience from other coffee shops. The difference that is highlighted lies in the interior and exterior design which is made in such a way as to create a unique atmosphere for consumers. In addition, Kedai Jaran Goyang offers premium quality coffee but still maintains competitive prices compared to other coffee shops. The diversity of coffee bean choices is the main attraction, ranging from quality local beans to imported coffee varieties from other countries. This can attract the attention of coffee lovers who are looking for a different experience and guaranteed coffee quality. The branding strategy for Kopi Lanang will also utilize the power of reviews or comments on social media. These reviews or comments provide detailed reviews of the taste and quality of Kopi Lanang, which is known for its unique characteristics and distinctive taste. In addition, they can also share their personal experiences when visiting the place of origin of Kopi Lanang, such as Kemiren Village in Banyuwangi, which is famous for the Osing Tribe culture and the beauty of its coffee plantations.



**Gambar 3.** Komentar salah satu konsumen di postingan Kedai Jaran Goyang

With these comments, it can have a significant impact on sales that can increase account popularity, attract potential customers, and function as testimonials that can influence buyer decisions. In addition, active interaction through comments can increase content visibility, making it easier for new audiences to find. Thus, positive comments not only strengthen brand image but also contribute to increased sales directly.



**Gambar 4.** Jumlah tayangan vidio di Instagram Kedai Jaran Goyang

The number of views can be said to be greater than the number of flowers on Instagram @warkop\_jarangoyang, it can be stated that Kedai Jaran Goyang viewers are not only from its followers, but also from non-followers. By looking at the results of the views, you can find out the reach of Instagram activity. The positive impact of video viewers on Instagram on sales is very significant. Research shows that this social media can increase product awareness, attract consumer interest, and drive sales. For example, Instagram is able to have a positive influence on online sales. In addition, interesting video content can increase consumer interaction and trust, which in turn contributes to an increase in the number of followers and product sales.

Collaboration with e-commerce platforms such as Tokopedia and Shopee is a strategic step to expand the marketing reach of Kopi Lanang. By utilizing the popularity and ease of access offered by these platforms, Kopi Lanang can be more easily reached by consumers throughout Indonesia. Online stores allow buyers to get Kopi Lanang without having to visit a physical location, thus facilitating distribution and increasing sales. Information about Kopi Lanang, including reviews from influencers, can be displayed on the product page to attract consumer interest and trust.



In addition, promotional campaigns on social media can be designed to support this branding effort. For example, holding a competition or giveaway involving Kopi Lanang, where participants must share their reviews or experiences about Kopi Lanang on their social media. This will not only increase product exposure but also encourage user interaction and engagement with the brand. Using a specific hashtag associated with Kopi Lanang can help consolidate marketing campaigns and make it easier to find related content on social media.

Kedai Jaran Goyang always serves its superior coffee at various moments, in addition to being provided in the shop for the general public to enjoy, Kedai Jaran Goyang always promotes its products when holding big events in the city of Banyuwangi, such as during Kopi Sepuluhewu, Banyuwangi's anniversary, and during other traditional performances. Not only that, in Banyuwangi, especially Kemiren Village, it is often visited by various guests from outside the city, because Kemiren Village is famous for the Osing Tribe which is very interesting to visit. Lanang Coffee, which is a typical coffee in Kemiren Village, is one example of coffee that has a delicious taste. Lanang Coffee is a coffee product managed by one of the residents of Kemiren Village, which is a traditional tourist village known for its coffee plantations. Kemiren Village has the potential to be developed into a tourist attraction, both in the form of cultural potential, natural potential, and culinary potential.

To market coffee products, not only using direct sales or face to face, Kedai Jaran Goyang also markets its products through social media and online stores. The large number of people who use social media via smartphones has made it easier for producers to market their products by simply uploading products via Instagram @warkop\_jarangoyang and assisted by platforms such as Tokopedia, Shopee, and others to consumers. One of the cities in Indonesia, namely Banyuwangi, also relies heavily on social media as a means of buying and selling products or goods. Banyuwangi has become a hit tourist destination for local and foreign tourists. Not only does it have extraordinary natural scenery, Banyuwangi is also famous for its natural products that are in demand by tourists, such as coffee. Kedai Jaran Goyang provides quite affordable prices for various types of coffee that are marketed. Although the price is relatively cheap, there is no need to doubt the taste and quality of the coffee. Kedai Jaran Goyang always maintains product quality while maintaining the unique taste of each coffee produced, because maintaining this quality can be an advantage for Kedai Jaran Goyang. Product quality is an important aspect that must be considered by every company if they want their products to be able to compete in the market. Good competitiveness tends to be more in demand by consumers than low-quality products. Therefore, maintaining product quality can help improve the company's competitiveness in the market. In addition, getting a good reputation in the eyes of consumers can help build a positive reputation for the brand being marketed. Customers who are satisfied with quality products tend to be loyal customers who return to buy in the future. Consumers tend to trust brands that are known for their high-quality products. This can make Kedai Jaran Goyang as a coffee shop that produces various types of coffee more familiar to consumers and guests from various cities who visit Kemiren Village.

The branding of Kopi Lanang at Kedai Kopi Jaran Goyang in Banyuwangi is a deliberate strategy to attract consumer interest and strengthen the identity of the shop. The owner of Kedai Kopi



Jaran Goyang chose Kopi Lanang not only as a superior product, but also as a brand that has a deep meaning. Kopi Lanang, which is known as coffee with single beans due to a natural process, is considered capable of representing the uniqueness and high quality carried by this shop. This branding not only attracts buyers, but also functions as education to the public, especially coffee lovers, about the specialties of Kopi Lanang. To develop the Kopi Lanang branding, Kedai Kopi Jaran Goyang utilizes various social media platforms, especially Instagram through the @warkop\_jarangoyang account. Through Instagram, this shop consistently builds the image of Kopi Lanang as a premium product with traditional uniqueness. The content posted includes photos of authentic Lanang coffee beans, the distinctive brewing process, and testimonials from customers. In addition to Instagram, the branding strategy is also strengthened through other platforms such as Facebook and TikTok, which are used to share stories and videos about the coffee making process and the culture behind Kopi Lanang. In this way, Kopi Lanang branding is not only focused on selling the product, but also on forming a strong narrative about the tradition and quality of the coffee.

Through branding that focuses on Kopi Lanang, Kedai Kopi Jaran Goyang also strives to preserve traditional coffee which is part of Banyuwangi's cultural heritage. This branding has a positive impact, not only in maintaining local cultural identity, but also in supporting local coffee farmers who practice traditional farming methods. By promoting Kopi Lanang through Instagram, Kedai Kopi Jaran Goyang contributes to the preservation of biodiversity and sustainable farming practices. This ultimately also supports the local economy, increases appreciation for high-quality coffee, and makes traditional coffee culture a significant tourist attraction.

With a strong and planned branding approach on social media, Kedai Kopi Jaran Goyang has succeeded in positioning Kopi Lanang as a product that is not only delicious, but also thick with traditional values and quality. Through this strategy, this shop not only attracts the attention of local consumers, but also educates and inspires coffee lovers to appreciate and support Banyuwangi's traditional coffee heritage.

#### **IV.CONCLUSION**

Branding done by Kedai Jaran Goyang through Instagram social media creates a strong identity for consumers by combining superior coffee quality with rich local stories. Kopi Lanang branding is done by following the times in order to maintain relevance to the market to stay competitive and maintain customer loyalty. And the help of Instagram social media also greatly supports the success of the branding carried out. Through a planned branding strategy, @warkop\_jarangoyang combines brand awareness, brand engagement, and brand loyalty to maintain its position in the market.

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