

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Variants**

According to Kotler and Keller in cited Indrasari (2017) product variants (product mix) are collection from all of products and stuffs that certain sales offer to consumers. Product mix or product variants companies can be classified according to width, length, depth, and consistency. In the same line, Kotler in cited Indrasari (2009) says that the definition of product variants is a separate expert in a brand or product line that can be distinguished based on size, price, appearance or characteristics.

From the definition above, the writer concludes that product variants are kinds of products or choices of various kinds of products in one product, for example, variants of size, variants of taste and different color variants.

#### **2.2. Relationship between Coffee and Culture in Indonesia**

Discussing and drinking coffee in a long time is one of the cultures of Indonesian society, especially among adults to adolescents. The culture of drinking coffee in a stall, other public places have been going on for hundreds of years ago and also many people who consume coffee with various types such as Arabica and Robusta are well known in general. *Warung kopi* known as a place to drink coffee, but now it refers to coffee shop. Drinking coffee is not just a matter of taste, but some urban communities have become part of the lifestyle.

Indonesia has two provinces known as coffee centers, the province of Aceh and Special Region of Yogyakarta. Aceh coffee has its flavor and thickness which is the characteristic of this region, besides that Aceh is a producer of Arabica coffee in Indonesia and has exceptional coffee addicts. Arabica coffee has a very distinctive taste when compared with coffees originating from Java. The culture of drinking coffee in Aceh is like not knowing the time because it can take place from morning to meet again in the morning accompanied by enjoying fried

food and warm chat makes time pass so quickly. It is not surprising that coffee shops in Aceh will always look crowded.



Figure 2.1  
Coffee Joss

Source: <https://www.qraved.com/journal/travel/5-angkringan-kopi-joss-paling-top-di-jogja>

Yogyakarta also has coffee that is already so familiar to Javanese , that is *Kopi Joss* or Jos coffee. *Kopi Joss* is brewed coffee mixed with charcoal still burning. The combination of brewed coffee with charcoal is hot coffee that is so durable and makes it taste so delicious, suitable to be enjoyed for hours. Therefore it is easy for us to find *angkringan* stalls that provide joss coffee. While enjoying a cup of joss coffee, visitors can discuss and talk about various things. The culture of drinking joss coffee is one of the hallmarks of the warm city in maintaining kinship relations.

The culture of drinking coffee has existed from Sabang to Merauke and drink it in their own way. In Aceh drinking coffee is a must and has become a necessity. It is difficult to get rid of the dependency of Arabica coffee for the people of Aceh. Aceh is also different from Yogyakarta, and joss coffee is also different from Arabica coffee in Aceh. Ordinary people sip joss coffee to collect back lost bone cavity or the term to maintain kinship relations. Indeed, this is the culture of drinking coffee in Indonesia (Speciality Coffee Indonesia, n.d).

### 2.3. Coffee

In general, coffee is: a beverage produced by steeping coffee beans that have been roasted and smashed into powder. Coffee is a commodity in the world that is cultivated in more than 50 countries. Two varieties of coffee trees that are generally known, Robusta Coffee and Arabica Coffee.

According to Bhara (2005) that coffee is: a type of plant-made with psychostimulant drinks so that someone who drinks it will stay awake (insomnia), reduce fatigue or stress when working, and be able to provide physiological effects namely energy. Meanwhile, Prakasa (2017) Coffee is a type of beverage that comes from the processing of coffee beans. By definition of coffee, coffee is classified into the family Rubiaceae of the genus Coffee. Coffee only has two species namely Arabica Coffee and Robusta Coffee. Coffee can be classified as a psychostimulant drink that will cause people to survive, reduce, and provide physiological effects in the form of increased energy.

Based on the definition above, the writer concluded coffee is a kinds of plant that can be processed into drinks that contain lots of caffeine and some health benefits for the body. Coffee has three kinds, such as:

#### 2.3.1. Liberica

Liberica coffee is: coffee grown earlier than Robusta coffee. Liberica coffee was also not resistant to leaf rust attack. This coffee began to be planted in Indonesia in 1870. Historically there were many types of Liberica coffee producers in Indonesia. Liberica coffee produces the biggest fruit or bean compared to Arabica and Robusta.



Figure 2.2  
Kind of Liberica  
Source: jumalbumi.com



Figure 2.3  
Liberica Coffee

Source: <https://bp-guide.id/AXWB17wh>

Liberica coffee also has a very strong taste and color. This kind of coffee is usually made for sweet kinds of coffee drinks because Liberica coffee is very concentrated and bitter very suitable mixed with sweet mixes such as brown sugar. Usually, this coffee made, Espresso, Coffee Latte, and Coffee Brown Sugar. In the region or one of the countries, no one has made a special drink that uses Liberica coffee mixed with herb ingredients that are different from Robusta coffee and Arabica which has herbs typical drink from one region or country.



Figure 2.4  
Coffee Latte

Source: Mundooz.com



Figure 2.5  
Espresso

Source: interestingengineering.com

### 2.3.1. Robusta

Robusta coffee was only planted in 1900, so far it has been developed by many regions in Indonesia, especially in the mountains because the coffee situation is very suitable in the area. The characteristics of Robusta coffee are that it tastes like chocolate, has a rough texture, the aroma produced is distinctive and sweet different from Liberica coffee and Arabica coffee.



Figure 2.6  
Kind of Robusta  
Source: jumalbumi.com



Figure 2.7  
Robusta Coffee  
Source: [travelingyuk.com](http://travelingyuk.com)

This type of coffee is: usually made for a mixture of milk and Robusta coffee is usually mixed with Arabica coffee for use as a coffee latte, V6, etc. Robusta coffee is suitable for all types of coffee drinks that suit the taste of the connoisseurs, besides this coffee can be mixed with herbs such as ginger, cinnamon, cardamom, nutmeg, lemongrass, and pepper, etc. For example, Moroccan Spiced Coffee drinks from Maroco, and Ternate Spice Coffee drinks originating from Ternate, Indonesia. Like a Arabica coffee, this type of coffee can and is suitable mixed with herbal ingredients.



Figure 2.8  
Morrocan Spiced Coffee  
Source: [thehungrytravelerblog.com](http://thehungrytravelerblog.com)



Figure 2.9  
Ternate Spice Coffee

Source: <https://www.tokopedia.com/baronda/kopi-rempah-pakesang-with-sugar>

### 2.3.2. Arabica

Arabica Coffee is: the most widely developed coffee in the world and Indonesia in particular. This coffee is grown in the highlands which have a dry climate around 1,350 - 1,850 m above sea level. This coffee has a strong aroma and taste. The characteristics of this type of Arabica coffee as follows the aroma is fragrant and delicious, such as a combination of flowers and fruit, the taste of Arabica coffee is: smoother, has a sour taste that is not owned by Robusta coffee and the characteristics of Arabica coffee beans are larger and oval.



Figure 2.10  
Kind Of Arabica  
Source: jumalbumi.com





Figure 2.11  
Arabica Coffee  
Source: [teaandcoffe.com](http://teaandcoffe.com)

This kind of coffee is: usually made into coffee latte mixed with Robusta coffee, coffee drink V60, Cappuccino, and suitable for all types of coffee drinks to suit tastes of the connoisseurs. This kind of coffee can be mixed with herbs such as Ginger, Cinnamon, Cardamom, Nutmeg, Lemongrass, Pepper, and Sesame Seeds, etc. for example, Gahwa drinks or Arabic coffee originating from Arabic and Turkish Coffee originating from Turkey. Like a Robusta coffee, this kind of coffee can and can be mixed with herbal ingredients.



Figure 2.12  
Gahwa Coffee  
Source: <https://gawhauae.com/product/150-guest-package>





Figure 2.13  
Turkish Coffee

Source: <https://majalah.ottencoffee.co.id/tentang-turkish-coffee-apa-dan-bagaimana-meraciknya>

## 2.4. Herbs

Spices and herbs are biological resources that have long played an important role in human life. Herbs are part of plants which are used as a flavor enhancer, fragrance and food preservative which are used in a limited manner FAO in Hakim (2015). Herbs are aromatic plants or parts of plants that are used in food with the main function as flavoring. The use of herbs in culinary arts is widely known Duke in Hakim (2015). Apart from food, herbs have long been used as herbal medicine, cosmetics and antimicrobials. With the increasing human awareness of health and the important role of plant-based health, consumption of food and beverage based on herbs is now starting to emerge and become a culinary tour in the region including *bandrek hanjuang*, *bajigur hanjuang*, *sekoteng* and others Marliyati in Hakim (2015). Herbs has many kinds, one of them is:

### 2.4.1. Cardamom

Cardamom (*Amomun Cardamomum*) has long been cultivated in several regions in Indonesia. Cardamom seeds are taken from plants before ripe fruit can be used as medicine. Cardamom seeds contain terpineol, terpineolasetat, cineol, borneol, and efficacious.



Figure 2.14  
Cardamom

Source: <https://hellosehat.com/obatan-supleman/herbal/kapulaga-adalah/>

#### 2.4.2. Nutmeg

Nutmeg (*Myristica fragrans* Houtt) is: an important herb that is widely cultivated in gardens and planted in homes of rural society in Indonesia. Nutmeg has oval-shaped fruit, green when young and yellow before ripe. When ripe, the rind is split and you will see the seeds covered in red flowers. Nutmeg produces a distinctive aroma because it contains essential oils. Nutmeg seeds are used for digestive medicine, especially in the disturbed digestive system. Nutmeg, in particular, is known to be useful as a drug because of its ability and phytochemical content. Nutmeg has long been used by various local communities in the world for various purposes such as for food and drinks. Nutmeg is usually used as an additional spice for making traditional dishes such as curry, curry, and stew, while nutmeg drinks are usually used as a mixture of traditional drinks such as tea, herbal drinks, *wedang*, and *bandrek*.



Figure 2.15  
Nutmeg

Source: <https://hellosehat.com/hidup-sehat/nutrisi/nutrisi-manfaat-buah-pala>

### 2.4.3. Cloves

Cloves is: a small to medium-sized evergreen plant with an adult plant height reaching 8-25 m. Clove plants form a medium-sized canopy, so it is still suitable as an intercrop in the coffee agroforestry system. All parts of the clove plant, especially the scented leaves and flowers. Cloves are known as a source of phenolic compounds such as flavonoids, hydroxybenzoic acid, hydroxycinnamic acid, and hydroxyphenyl propyl. The health benefits of cloves include helping to overcome and treat toothache, inflammation, overcome nausea and vomiting, improve the digestive system, and relieve cough. Empirically, clove is also used as a cholera drug. Cloves are usually used as a spice in traditional cooking such as eating from East Java and cloves are also often mixed in drinks such as coffee and tea because it has a strong aroma.



Figure 2.16  
Cloves

Source: <https://hellosehat.com/hidup-sehat/tips-sehat/manfaat-cengkeh-untuk-kesehatan/>

### 2.4.4. Lemongrass

Lemongrass (*Cymbopogon Nardus L*) is a fairly abundant plant in Indonesia. This plant is easy to grow in various soils that have sufficient fertility and do not require special care. Lemongrass itself has many useful chemical contents including saponins, flavonoids, polyphenols, alkaloids, and essential oils. Lemongrass is a kind of grass plant whose leaves are long like straw. Besides, lemongrass is useful as an anti-inflammatory, relieving pain and blood circulation. Other benefits are relieving headaches, muscles, coughing, stomach aches,

irregular inflammation, and swelling. Lemongrass is usually used by many people for cooking spices and body warmers drinks. Drinks that usually use lemongrass are *wedang*, *bandrek*, tea, and coffee.



Figure 2.17  
Lemongrass

Source: <https://www.pertanianku.com/manfaat-daun-serai-yang-jarang-diketahui/>

#### 2.4.5. Palm Sugar

In Indonesia, there are many kinds of sugar produced by the society because one of the basic needs. Like brown sugar which has many kinds, *Aren sugar* and *Jawa sugar*. Brown sugar is famous for its taste which is usually used for food or drinks. People use brown sugar for traditional or modern cuisine because it tastes sweet and easy to find. Besides cooking, brown sugar is also made for mixed drinks such as *cendol ice*, bean ice, *wedang* and coffee.

*Aren sugar* is: sugar produced through the process of tapping the juice of palm water from the palm tree. The extracted sap is usually used male flowers from palm or palm trees. The process of making aren sugar uses more male flowers because the sap from male flowers produces more sap water than those produced by bentina flowers.

*Jawa sugar* is sugar made from palm trees. Jawa sugar is yellowish or not brownish with the sweet taste of coconut juice. Called jawa sugar because many of the craftsmen are mostly from the island of Java.



Figure 2.18  
Palm Sugar

Source: <https://www.hipwee.com/tips/bedanya-gula-jawa-dan-gula-aren/>

## 2.5. The Role of Technology to Promote Coffee

Technological developments have shown rapid progress. That progress has made humans easier to connect and interact with each other. People say search what information they are looking for and share information with other people with the information they are looking for and share information with other people with only one “enter” button so the information can be disseminated to other people throughout the world.

Technology is a whole means to provide goods needed for the survival and comfort of human life. The use of technology by humans begins with the conversion of natural resources into simple tools. According to Kewon in Adiputra (2020) technology is all forms of technology used to create, change, store and use information in all its forms.

The ease of accessing the internet makes information spread widely and quickly millions of internet users. In reading messages it is also not necessary to use expensive fees. This convenience is also coupled with the advantages of the internet that can provide a variety of information to each user specifically. People can actively only access the information they want. Nowadays, the internet can be easily accessed by all levels of society and all ages throughout the world. The role of technology is not only used to merely exchange information, but also can be used as a promotional medium to promote innovation beverage in an area that

people from outside the region know of the existence of innovation beverage. Innovation beverages can be promoted by uploading images and videos including the information on the innovation of coffee on the internet. Moreover, the writer will describe social media and Instagram to support the literature review in this report.

### **2.5.1. Social Media**

Social media is: media that is designed to expand human social interaction using the internet and web technology. There for, social media are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, others users and public Cohen (2015).

Based on the definition about social media above, it can concluded that social media is kind of platforms that people use share content, profile, opinion and etc. social media is one of kind platforms of the internet that has a function which is the media used to promote products and services, in this case can be used to promote innovation of coffee.

Based on national digital, Indonesia is one of countries with the most social media users, as well as from children until parents. In 2019 total social media users in Indonesia will be 150 million people or 56% of the total population in Indonesia. Social media that are often used in Indonesia are YouTube, WhatsApp, Facebook and Instagram. YouTube is first ranks with a total of 88%, WhatsApp 83%, Facebook 81% and Instagram 80% users. And there are still 12 social media that are used in Indonesia to the bottom of the list.



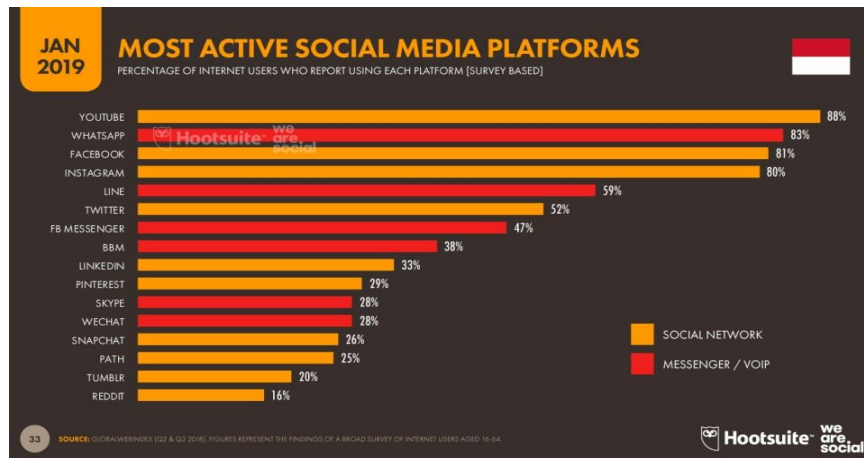


Figure 2.19

Graphic of Social Media Platforms in Indonesia

Source: <https://websindo.com/indonesia-digital-2019-media-sosial/>

Based on Digital 2020 that internet users worldwide have reached 4.5 billion people. This figure shows that internet users have reached more than 60% of the world's population or more than half of the earth's population. In social media rankings that are many and often used, first is Facebook with 2.449 billion accounts, second is YouTube with 2 billion user accounts, and third is Whatsapp with 1.6 billion users. And there are still 12 social media that are used to the bottom of the list.

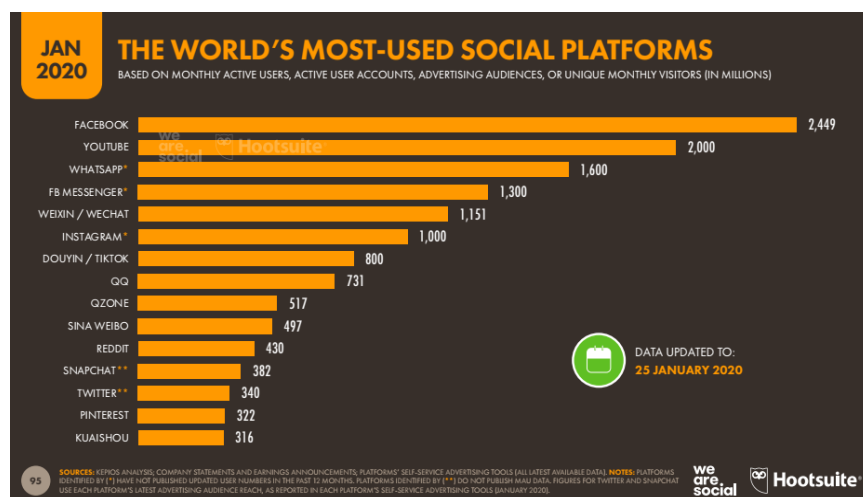


Figure 2.20

Graphic of Social Media Platforms In World

Source: <https://teknoia.com/data-pengguna-internet-dunia-ac03abc7476>

### **2.5.2. Instagram**

Nowadays, almost all ages use Instagram because Instagram is complete enough to be able to disseminate information by uploading video photos by using a variety of interesting filters and Instagram can also communicate with people far away. And Instagram is also very efficient to be used as a promotional media because everyone can see, hear what we spread through Instagram. Instagram can also be able to connect with social media such as Facebook, YouTube, Twitter, etc.

Instagram is an application used to share photos and videos. Instagram itself is still part of Facebook which allows our Facebook friends to follow - our Instagram account. Instagram social media is a messaging tool (application) to be able to communicate with a wide audience by sharing photos or videos, which also includes other features such as DM (direct message), comments, love, etc Kobis (2015). Instagram is a photo sharing service application that allows users to take pictures and provide filters and disseminate them on social media such as Facebook, Twitter, and others.

Based on the definitions of Instagram above the writer concludes that Instagram is the most suitable social media that can be used as a medium to promote innovation of coffee or innovation beverage of an area by making the video that show the tutorial to make the food and explain the detail about the innovation of coffee, and upload it on Instagram.

### **2.6. Scripts**

In general, the script is a story script that outlines the sequence of scenes, places, circumstances, and dialogues, which are arranged in the context of a dramatic structure to be a reference in the production process.

According to Dipodjojo (1996) script is all the results of handwriting that hold various expressions, inventions, tastes, and intentions of humans whose results are called literary works, which are classified in the general sense and in a special sense all of which are records of the nation's past knowledge script.

However Malinda (2019) said script is a plan that contains the design and structure of a character or a play in a film or drama. From the definition above can be concluded script is the results of the writing or script used to create a plot in a drama. Script is an important part of making videos. The idea of making a video was developed through a script to make a story.

### **2.6.1. Stages of Script Writing**

Script writing usually consists of some activities Hanifa (2011), such as:

#### **a. Formulating Idea**

*Kamus Besar Bahasa Indonesia (KBBI) “Ide adalah desain yang diatur dalam pikiran”* It means that idea is a design that is arranged in mind. As long as the idea has not been poured into a concept with real writing or images, then the idea still in the mind. Ideas lead to the emergence of a concept that is the basis of all kinds of knowledge, both science and philosophy. The idea is an intellectual property such as copyright or patent. The formulation of idea and writing a script of a story that will be made into a video and television program- can be taken from true story, nonfiction or fiction. There are so many sources of ideas that can inspire the making of video and television script, such as novels, real stories, etc.

#### **b. Doing Research**

Research is necessary once you have found an idea that will be made into a program. Research in this context is an attempt to learn and collect information related to the script to be written. Sources of information may be books, newspaper or other publications and persons or resource persons who can provide accurate information about the content or substance to be written.

#### **c. Writing Outline**

Outline is the framework, stretch, strokes, global synopsis, and summary of the whole story. Outline is a plan of writing by making outlines of an essay to be worked on; a series of ideas that are organized systematically, logically,

clearly, structured, and orderly. Outline is very important as a step-by-step guide in the writing process.

### 2.6.2. Script Regulations

Cover of script consists of the title, name of the writer and number of draft. All of them are written in capital letters. And there are ten regulations of script outline Kartawiyudha, Cendekia, Muchransyah, & Mandra (2017). They are:

#### a. Number of Scene

The scene number is created to find out the number of pages or scripts created in the scenario. The serial number of the scene is made sequentially from 01 onwards and the distance between the scene number and cut to, 2 spaces. And related to scene headings, because each scene heading contains a sequence of scene numbers.

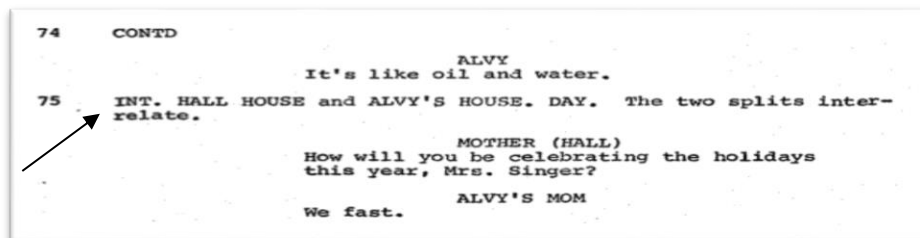


Figure 2.21  
Number of Scene

Source: <https://www.mentorless.com/2013/06/24/how-to-write-a-split-screen-scene-the-annie-hall-example/>

#### b. Scene Heading

Scene heading always consists of at least two elements first an interior or exterior indicator, and second a location or setting. Unless the scene is part of a continuous sequence, the heading also includes a time of day. Scene in a screenplay differs from a scene in a cutting room. To an editor, a scene and a shot are the same. A sequence in a film may consist of several scenes cut

together. In a screenplay, a sequence and a scene are often the same things. A screenwriter can, however, build a sequence using slug lines.

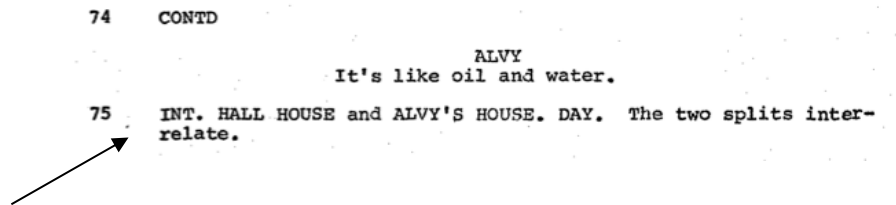


Figure 2.22  
Scene Heading

Source: <https://www.mentorless.com/2013/06/24/how-to-write-a-split-screen-scene-the-annie-hall-example/>

#### c. Name of Character

Name of character is written using capital letters which are placed directly under the Scene. Naming characters in a screenplay or script are simultaneously the best and worst part of writing. The best you get to make up are the names of the people who will live in your story. The dos choose names are that reflect the personality, choose a name by meaning, make the name age-appropriate, that combine common & sexual, and that fit the world/period. The don'ts avoid names is that too long, that sounds the same, that is too weird, that use cute spellings and that end with the letter

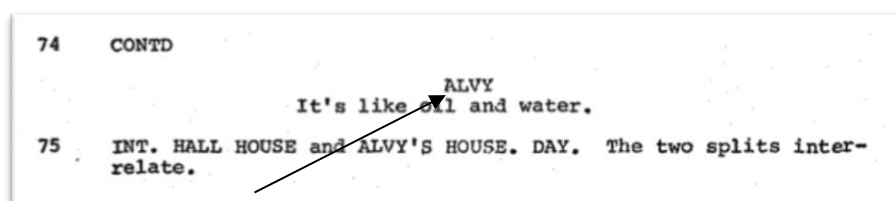


Figure 2.23  
Name of Character

Source: <https://www.mentorless.com/2013/06/24/how-to-write-a-split-screen-scene-the-annie-hall-example/>

#### d. Visual Description

In visual description, the writer should avoid using ambiguous and poetic words. Visual description only contains what will be seen later on a movie

screen such as the layout of objects inside, room, or movements and actions done by character.

```
VICTORIA
What brings you here?  Somebody
dead?

REE
I'm looking for my Dad.

Victoria holds the door for Ree and beckons her inside.

VICTORIA
Come on in.  Shake off the chill.

Ree enters the house, followed by Victoria.
```

Figure 2.24  
Visual Description

Source: <https://www.freelancevideocollective.com/how-to-format-a-screenplay/>

e. Voice Instructions

Voice instruction needs for certain sound effects as well as music to be used. In the visual description there is a voice description, for example, a PHONE RINGING, DOORBELL or MUSIC, this should be written in the Capital letter.

```
41 This video is automatically narrated from text.
42
43 Which means that you can easily change the contents of your video
44 just by editing a few words, instead of having to record and align
45 everything over and over.
46
47 (video:
48   file: auto-narration.mov
49   sync: match)
50
51 (image: voice-options.jpg)
52
53 There are many voices and languages you can use to personalise the
54 content, or provide translated versions.
```

Figure 2.25  
Voice Instructions

Source: <https://www.videopuppet.com/>

f. Parenthetical

Parenthetical is a mini scene description that is written in the dialogues. Usually, parenthetical will describe action, emotion or the way character delivers the dialogue. It is a useful and essential tool for a screenwriter to communicate their intent. Parentheticals are also used in some scripts as the (continuing) notation. If a character is speaking followed by an action line and then the same character continues speaking, this notation can be used, but the New Spec Script frowns on all such superfluously inserted notations.



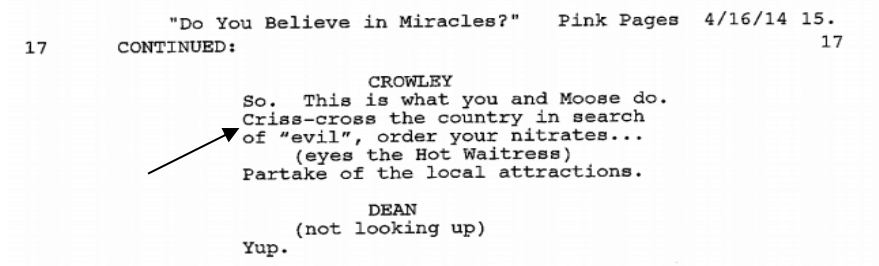


Figure 2.26

Parenthetical

Source: <https://writebeterscripts.com/parenthetical-script/>

### 2.6.3. Video Script

Video script is a chronological run-down of scenes, shots, action and dialogue specifying who is saying and doing what, and when they are saying or doing it. Each page of the script represents roughly one minute of screen time.

According to Norbury (2017) states that scripts can be defined as generic ordered sequences of actions or events. They capture the central themes in a narrative and can be matched against other scripts or situations. Video script is crucial to help readers and viewers comprehend of the text.

### 2.6.4. Qualification of Good Instagram Video Script

Instagram video script should contain at least these three sections Cristian (2018), such as:

#### a. Hook

Hook is the most important part of script and video. It needs to be catchy and grab people's attention so that they want to keep watching the video.

Some ways to do a good hook:

1. Tell the viewers what the video is about.
2. Reinforce that the video will answer or solve their question and problem.
3. Make the viewers watch the video until the end.
4. Give your videos funny and emotional so people don't get bored

b. Intro

In the intro, it is very important because it basically tells people about the biodata of the name, work and the purpose of making the video so that the viewer gets a little clue why the topic in the video is so important to them.

c. Body

This is the main section of the video. Draft the video script so that it will be in an organized, easy to understand. Make sure to put the ideas on paper in the right order.