

Abstract

Name : Catherine Chinthia Fiorenza, Sheren Chinthia Laurentchia,
Wilbert Giovanni

Study Program : Hotel Business

Faculty : School of Entrepreneurship and Business

Title : AFTERNOON TEA: THE QUINTESSENTIAL TRADITION

Tea is a beverage with its own unique drinking culture, which can be considered a non-material culture of a country, often embodying the values of its people's habits. The United Kingdom, in particular, has a distinct tea tradition rooted in historical class divisions, namely Afternoon Tea and High Tea. However, it is not uncommon for individuals outside of the United Kingdom to mistakenly equate these two traditions. Therefore, this storytelling project aims to explore the true essence of Afternoon Tea and how it is conducted through a cinematic documentary video. Utilizing a qualitative approach involving observation and interviews, this project seeks to uncover the fundamental differences between Afternoon Tea and High Tea and how each is authentically practiced. The research findings highlight that Afternoon Tea and High Tea are indeed distinct. Furthermore, through the research we found out that there are differences in the adaptation of Afternoon Tea in Indonesia from the service style and the practice .

Key words: Afternoon tea, Tea tradition ,Tea culture, Culture, Britain