

ABSTRACT

Name : Hani Dwili Muli Liu
Vonny Lewy

Study Program : *Hotel Business*

Title : ***The Inovation of Rumah Kopi Ranin in Bogor.***

The purpose of Storytelling is to provide information about the role of Rumah Kopi Ranin in the process of advancing coffee in Indonesia. Primary Data is used by the writers through interviews with owners and other parties which related to Rumah Kopi Ranin. Here, with Descriptive Research Method, the writer tells a story about the history of Rumah Kopi Ranin, specialties of Rumah Kopi Ranin, how Rumah Kopi Ranin perserve the quality of coffee they sell, obstacles in promoting coffee in Indonesia, collaboration with local specialty coffee farmers, coffee potential in Indonesia, and innovations thats been done by Rumah Kopi Ranin. Results from this Story telling shows the variety in Indonesian coffee, however information and flavour is still a main obstacle in promoting Indonesian coffee. The success of Rumah Kopi Ranin in creating an interlocking space and culture can create motivation to other coffee entrepreneurs and coffee lovers in Indonesia.

Keyword : *Inovation, Descriptive, Coffee, Rumah Kopi Ranin, Bogor.*