

ABSTRACT

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Title : **“KOPI ES TAK KIE DULU DAN SEKARANG : KOPI SATU ABAD SEBELUM INDONESIA MERDEKA”**

Tourism is one of Indonesia’s largest foreign exchange income for the country, and culinary is an important part of a tourism trip. Jakarta is a city that has a lot of history in it and several legendary culinary attractions are in West Jakarta.

The purpose of this research is to find out how to maintain the existence of Kopi Es Tak Kie until now. It also provides insight for those who are interested in Legendary Culinary Objects and becomes a reference for business people in the culinary field, especially coffee.

Based on the research method used on this occasion, namely the qualitative method by interviewing several respondents, it was found that coffee one of the objects of high interest in Jakarta and is also equipped with an observation method which gives the result that Kopi Es Tak Kie has its own charm for its history and existence in the capital.

The appeal of Kopi Es Tak Kie itself is in terms of the interior of the shop, which deliberately maintains the title concept so that it can complement when drinking a lot of brewed coffee in two variants that we cannot find in coffee shops today. The age of this coffee shop which is almost a century old holds many memories, making this shop not just an ordinary coffee shop but also a nostalgic place for customers and people who have visited here to reminisce.

Kopi Es Tak Kie is part of the inspiring history of the city of Jakarta. In 1927, this coffee business started its history with a cart by an immigrant from China named Liong Kwie Tjong on the side of Glodok Streets. Thanks to the persistence of the Chinese family, this coffee business story is not only an inspiration, but also a motivation for all of us. Exactly this year, Kopi Es Tak Kie was established for 95 years of its existence in the capital as one of the legendary coffees who dared to take risks and challenges to maintain the character and philosophy of coffee as a simple old school coffee that will always be remembered by the public in the midst of this modern era.

Keywords:

History, Legendary, Existence, High Interest.

