

Abstract

Name: DENZEL ALEX, KATHLEEN VICTORIA, MARIO

Study Program: Hotel Business

Title: **“NGGONE MBAHMU” SEHIDUP SEKOPI**

Along with the development of the coffee industry in Indonesia, majority of Indonesian people still uphold the principle that coffee produced or sold by foreign companies hold higher qualities of coffee than locally produced coffee. Therefore, this study aims to change the stigma that Indonesian coffee beans can compete with international coffee bean. This is where Nggone Mbahmu appears, this roastery has a platform to help break the stigma. The unique concept of Nggone Mbahmu makes many people and especially coffee enthusiast notice and interested in finding more information about the coffee served. The background of this thesis also aims to further cover how coffee in Indonesia has a very high potential to enter the international market. Indonesia has an opportunity in developing the coffee processing industry. In the midst of the booming coffee business that continues to grow, this thesis hopes to have an impact on the knowledge of Indonesians about local coffee beans. The research method used is descriptive analytical reaserch method and data collection techniques through library studies and field studies which includes observation, invterviews and questionnaires. In this case, the research will involve people behind the success of Nggone Mbahmu and the perspective views of people from the Indonesian coffee industry today. The information will be processed in order to produce a relevant and weighty information.

Keywords: Local Coffee, Nggone Mbahmu, Klaten Coffee, Arabica, Coffee

