

# The Culture of Drinking Coffee and the Halal Industry in Indonesia

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**Abstract.** Drinking coffee for some Indonesians has become part of the culture, from Aceh to Papua. The taste of Indonesian coffee is also well known in the world. Each region in Indonesia has a distinctive taste of coffee beans. The diversity of Indonesian coffee beans and the established coffee drinking culture can become a promising business industry. Moreover, with the development of the halal industry in Indonesia, the culture of drinking coffee can be an attraction to bring in foreign exchange. Unfortunately, the development of ideas and the creation of a coffee-drinking cultural ecosystem with the halal industry in Indonesia has not been worked out properly. Therefore, this study aims to describe the potential of coffee drinking culture and the halal industry in Indonesia. The theory used is a marketing mix that emphasizes the cultural side as a value that can be sold and attracts the attention of the world community. The method used is descriptive qualitative from literature sources related to the culture of drinking coffee and the halal industry in Indonesia. The results show that the uniqueness of Indonesian coffee which is known to the world can be a separate market share in the development of the halal industry in Indonesia. The culture of drinking coffee in Indonesia gets a lot of influence from other world cultures, such as Italian (European), Chinese, and Malay cultures. This cultural influence can be seen in the way coffee is processed and served in Indonesia. This culture can be an effective marketing tool to market Indonesian coffee in the halal industry in Indonesia. By using a marketing mix consisting of quality coffee products, attractive promotions with nuances of Indonesian culture and a halal logo, the natural beauty of Indonesia as a tourist spot for halal coffee, and affordable prices for domestic and foreign people, creating a coffee drinking culture and halal industry in Indonesia. Indonesia can develop rapidly. The halal industry in Indonesia is indeed not limited to the field of coffee drinks, but from this field it can be developed into the service and health sector. Products with halal certification in Indonesia can provide a sense of security for residents, including non-Muslim residents. Challenges in developing the halal industry in Indonesia must also be faced from the implementation of the development of the halal industry to the lack of promotion of the halal industry. Although on the one hand, halal consumption, including drinking coffee, has become a culture for Muslim communities in the world. The culture was formed because of the awareness to fulfil Islamic law.

**Keyword:** coffee drinking culture, halal industry, indonesia, marketing mix