
Brewing a Sustainable Future: Exploring Standardisation and Cultural Diversity in Saudi Arabia and Indonesia's Specialty Coffee Industry through Indonesian Coffee Professionals' Lens

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***Abstract:** This article offers a unique perspective on the specialty coffee industry by exploring the intersection of standardisation and cultural diversity in Saudi Arabia and Indonesia. It fills a gap in the existing literature by focusing on the experiences of Indonesian coffee professionals working in Saudi Arabia. This study's qualitative research includes interviews with Indonesian coffee professionals working in Saudi Arabia's growing cities, observations, and literature reviews. The research findings highlight the importance of balancing standardisation and cultural diversity in the specialty coffee industry. Indonesian coffee professionals recognise the significance of standardising specific parameters in the coffee brewing process to ensure consistency and quality while respecting consumers' cultural differences and preferences. The study's insights provide valuable guidance for coffee professionals, industry stakeholders, and policymakers interested in promoting a sustainable and diverse specialty coffee industry in the region. This article contributes to the growing literature on the intersection of coffee sociology, offering a fresh perspective on the complex relationships between culture, identity, and work practices in the coffee industry. Ultimately, this article aims to promote diversity, inclusivity, and sustainability in the specialty coffee industry, creating a more equitable and sustainable future for coffee professionals, consumers, and the environment.*

INTRODUCTION

The specialty coffee industry is a vibrant and diverse field that prizes quality, sustainability, and cultural diversity. With the growth in countries such as Saudi Arabia and Indonesia, where coffee has a rich cultural heritage and is gaining popularity among consumers, it is essential to explore the balance between standardisation and cultural diversity. Standardisation can ensure consistency and quality in the coffee experience, but respecting cultural differences and individual

preferences is equally essential. In Saudi Arabia, a country with solid coffee culture, the traditional import sources include Ethiopia and Yemen. However, in recent years, there has been a surge in demand for specialty coffee from Indonesia, with the country emerging as one of the top coffee exporters to Saudi Arabia. As the coffee trade between Indonesia and Saudi Arabia grows, it's crucial to explore the intersection of standardisation and cultural diversity in creating a sustainable future for the coffee industry (Ponte, 2004; Maspul, 2022).

This article aims to investigate the specialty coffee industries of Saudi Arabia and Indonesia, specifically focusing on the role of standardisation and cultural diversity in creating a sustainable future. Additionally, it will highlight the experiences of Indonesian coffee professionals working in Saudi Arabia and their contributions to the growth and development of the specialty coffee industry in the region. Indonesian coffee professionals have established a unique presence in the Saudi Arabian coffee scene, introducing Indonesian coffee culture and consumption practices to the local market. However, they face challenges such as cultural differences, language barriers, and adapting to different work practices. By exploring the experiences of Indonesian coffee professionals working in Saudi Arabia, we can better understand the complex relationships between culture, identity, and work practices in the coffee industry.

This research will explore various research areas at the intersection of coffee and sociology, such as how these professionals navigate their cultural identity and how it affects their work experience. It is crucial to examine how Indonesian coffee professionals in Saudi Arabia guide transnationalism and how it affects their work practices and identity. Additionally, we can investigate how they form social connections and networks with other coffee professionals in Saudi Arabia. The coffee trade between Indonesia and Saudi Arabia presents an exciting opportunity for the specialty coffee industry to promote standardisation while respecting cultural diversity. By balancing these two factors, the industry can create a sustainable future that values quality, sustainability, and cultural diversity. Ultimately, this research aims to show how the coffee industry can foster a sustainable future while promoting cultural diversity and inclusivity.

METHOD

This study aimed to explore the balance between standardisation and cultural diversity in the specialty coffee industry by conducting qualitative research; interviewed 15 Indonesian coffee professionals working in coffee roasteries in Saudi Arabia's most growing cities, including Riyadh, Jeddah, Buraydah, Madinah, and Dammam. Additionally, observations and literature reviews were conducted to enrich the study's findings, which indicated that Indonesian coffee professionals valued standardisation and cultural diversity; recognised the importance of standardising specific parameters in the coffee brewing process, such as the coffee-to-water ratio and brewing time, to ensure consistency and quality in the coffee experience and so on.

RESULT AND DISCUSSION

Unique Perspectives on the Specialty Coffee Industry in Saudi Arabia and Indonesia

Saudi Arabia and Indonesia have unique backgrounds and perspectives on the specialty coffee industry. In Indonesia, coffee is more dynamic and diverse, with various varieties and brewing methods. The country is known for its high-quality beans, which are sought after by coffee lovers around the world. On the other hand, Saudi Arabia has a strong coffee culture that is deeply rooted in local traditions and Islamic values. Hospitality is a crucial aspect of the Saudi coffee experience, with coffee often served to guests as a sign of welcome and generosity. However, there are challenges to the specialty coffee industry in Saudi Arabia, such as language barriers and the

need to adapt to different cultural norms (Maspul, 2022).

The specialty coffee industry has rapidly grown in recent years and has become a global phenomenon. Saudi Arabia and Indonesia are two countries that have unique backgrounds and perspectives on this industry. Indonesia is the fourth-largest coffee producer in the world and is known for its diverse coffee varieties and brewing methods. The country has a long-standing tradition of coffee cultivation, with coffee being a significant part of the Indonesian culture and economy. Indonesia's coffee industry is diverse, with various types of coffee beans, such as Sumatran, Javanese, and Sulawesi, each with its unique flavour profile. The country is also known for producing specialty coffee, such as Arabica, one of the most expensive coffees in the world. The coffee culture in Indonesia is deeply ingrained in people's daily lives, and coffee shops can be found in almost every corner of the country, catering to a diverse range of coffee enthusiasts (Adhi & Yunus, 2022).

On the other hand, Saudi Arabia has a strong coffee culture that is deeply rooted in local traditions and Islamic values. Coffee is an essential part of Saudi hospitality and social culture, with coffee being served as a sign of welcome and generosity to guests. Traditional Saudi coffee, also known as "Arabic coffee," is made by roasting and grinding green coffee beans, brewed in a unique pot called a "Dallah." The coffee is usually served with dates, symbolising hospitality in Saudi culture (Maspul, 2022a). The specialty coffee industry in Saudi Arabia is still in its early stages of development, and several challenges need to be addressed. One of the significant challenges is the language barrier, as many specialty coffee terms and concepts are in English, which is not widely spoken in Saudi Arabia. Additionally, there is a need to adapt to different cultural norms, as the Saudi coffee culture is different from the Western coffee culture.



Picture 1. Captures the vibrant celebration of the *Dallah* at the Saudi Coffee Festival in Riyadh (September 29th, 2022), showcasing its rich cultural significance as the foundation of Arabian coffee serving and its revered recognition as a UNESCO world cultural emblem in the Middle East

While there are challenges to developing the specialty coffee industry in Saudi Arabia, there is a growing interest in this industry, and initiatives are being taken to support its growth. Despite these challenges, there is an increasing interest in specialty coffee in Saudi Arabia, with more coffee shops and roasters opening up in the country (Maspul *et al.*, 2022). The Saudi government has also recognised the potential of the specialty coffee industry and has launched several initiatives to support its growth. For example, the Saudi Coffee Festival is an annual event that brings together coffee enthusiasts, roasters, and baristas worldwide to showcase the best Saudi coffee. In conclusion, Saudi Arabia and Indonesia have unique perspectives on the specialty coffee industry,

with Indonesia's coffee industry being diverse and dynamic and Saudi Arabia's coffee culture being deeply rooted in local traditions and hospitality.

A Tale of Two Coffee Industries: Growth and Challenges in Saudi Arabia and Indonesia's Specialty Coffee Industry

One of the unique aspects of the coffee industry in Saudi Arabia is its rapid development and growth. The country has invested heavily in education and training for coffee professionals, creating a solid foundation for the industry to thrive. Additionally, the government has supported the development of specialty coffee shops and roasters, providing resources and opportunities for local entrepreneurs. In Indonesia, the specialty coffee industry faces challenges, such as limited access to resources and funding for small businesses. However, the country's rich coffee heritage and diverse range of beans and brewing methods continue to attract the attention of coffee enthusiasts.



Picture 2. Provides a captivating glimpse into the timeless allure of Al Balad Jeddah, a UNESCO World Heritage site, where the art of Arabic coffee serving is celebrated with utmost reverence. Against the backdrop of the historic old town, the traditional Arabian coffee serving embodies the Islamic values of generosity and hospitality and serves as a poignant reminder of the region's vibrant cultural heritage, steeped in a tapestry of diverse influences and traditions

The specialty coffee industry in Saudi Arabia has experienced rapid growth and development in recent years, with the country investing heavily in education and training for coffee professionals. This investment has created a solid foundation for the industry to thrive, with a growing number of specialty coffee shops and roasters opening nationwide. The Saudi government has also supported this growth by providing resources and opportunities for local entrepreneurs, such as establishing the Saudi Coffee Company under Saudi Arabia's Public Investment Fund (PIF) 2022 (Arabnews, 2022).

One of the critical initiatives of the Saudi Coffee Company is to develop and certify coffee professionals in the specialty coffee industry. The association offers a range of training programs, including barista training and certification, coffee roasting, and cupping courses. These programs aim to improve the quality of Saudi coffee and promote the country's coffee culture to the world.

The growth of the specialty coffee industry in Saudi Arabia has also been supported by the government's efforts to attract foreign investment. In 2019, the Saudi Arabian General Investment Authority (SAGIA) launched the "Invest Saudi" campaign, highlighting the country's potential as an investment destination for the specialty coffee industry. The campaign showcased the country's rich coffee heritage and the growing demand for specialty coffee among Saudi consumers (MISA, 2020).

In contrast, the specialty coffee industry in Indonesia faces several challenges, such as limited access to resources and funding for small businesses; many coffee farmers and small-scale roasters struggle to access financing and technical support to improve the quality of their coffee and expand their businesses. The lack of infrastructure and resources makes it difficult for Indonesian coffee farmers to compete globally. Despite these challenges, Indonesia's rich coffee heritage and diverse range of beans and brewing methods continue to attract the attention of coffee enthusiasts. The country has many unique coffee varieties, such as the floral and fruity Aceh Gayo and the spicy and earthy Toraja Sulawesi. Indonesian coffee is also known for its unique processing methods, such as the wet-hulled process used for Sumatran coffee (Arifin, 2013; Vicol *et al.*, 2018). Various initiatives and programs have been launched to support the growth of the specialty coffee industry in Indonesia. For example, the Indonesia Coffee and Cocoa Research Institute (ICCRI) provides technical support and research for coffee farmers. At the same time, the Specialty Coffee Association of Indonesia (SCAI) promotes the country's specialty coffee to the world and provides training and certification programs for coffee professionals; the specialty coffee industry in Saudi Arabia and Indonesia has unique challenges and opportunities. While Saudi Arabia has invested heavily in education and training for coffee professionals and attracted foreign investment, Indonesia's rich coffee heritage and diverse range of beans and brewing methods continue to attract the attention of coffee enthusiasts. Both countries have initiatives and programs to support the growth of the specialty coffee industry and promote their unique coffee cultures to the world.

Exploring the Intersection of Saudi Arabian Coffee and Indonesian Kopi Tubruk in the Fourth Wave of Specialty Coffee

Saudi Arabian coffee and Indonesian "*Kopi Tubruk*" are distinct coffee cultures with unique brewing methods, taste profiles, and cultural significance. However, these two coffee cultures have intersected in recent years due to the rise of specialty coffee in Saudi Arabia and globally, leading to a growing appreciation for the diversity of coffee traditions worldwide. Saudi Arabian coffee, also known as "Arabic coffee", is a staple in the Middle East and is often served during social gatherings such as weddings and business meetings. It is made by roasting green coffee beans and grinding them into a fine powder. The coffee is then brewed in a unique pot called a "*dallah*" and served in small cups called "finjan". It is usually sweetened with sugar and flavoured with cardamom or other spices.



Picture 3. Amidst the aromatic ambience of Sulalat Coffee Riyadh, a mesmerising scene unfolds as an Indonesian Barista, adorned in traditional Southern Saudi attire, meticulously prepares and serves the exquisite Jazan coffee crops. This poignant visual not only embodies the remarkable growth of coffee farming in Saudi Arabia over the past decade but also serves as a compelling testimony to the transcendent power of coffee in fostering intercultural connections and appreciation

Indonesian "*Kopi Tubruk*" is a popular coffee brewing method in Indonesia that involves brewing coffee grounds directly in a cup using hot water. The coffee is usually strong and has a bold flavour profile with a gritty texture due to the unfiltered nature of the brewing method. *Kopi Tubruk* is a traditional coffee often consumed in daily life in Indonesia and is an integral part of the country's coffee culture (Asiah *et al.*, 2017). The intersection between Saudi Arabian coffee and Indonesian *Kopi Tubruk* can be seen in the growing popularity of specialty coffee in Saudi Arabia and globally. Specialty coffee is a term used to describe high-quality coffee grown, roasted, and brewed with care and attention to detail. The fourth wave of specialty coffee, which focuses on transparency, sustainability, and innovation, has gained traction in Saudi Arabia and other parts of the world in recent years (Maspul, 2023).

As part of this fourth wave, coffee enthusiasts in Saudi Arabia and beyond are increasingly interested in exploring different coffee brewing methods, including traditional methods like *Kopi Tubruk*. This has led to a renewed appreciation for the diversity of coffee cultures worldwide and a recognition that there is no one "right" way to brew or enjoy coffee. In Saudi Arabia, specialty coffee shops have started incorporating traditional brewing methods like the "*dallah*" into their offerings, alongside more modern brewing methods like espresso machines and pour-over devices. This has created a unique fusion of traditional and contemporary coffee cultures and has helped showcase Saudi Arabian coffee's rich history to a global audience (Maspul, 2022).

Indonesian coffee roasters and cafes have started experimenting with different brewing methods and flavour profiles while honouring the country's unique coffee traditions. Similarly, in Indonesia, there has been a growing interest in specialty coffee and a recognition that traditional brewing methods like *Kopi Tubruk* are essential in the global coffee landscape. The intersection between Saudi Arabian coffee and Indonesian *Kopi Tubruk* reflects the growing appreciation for diverse coffee cultures and the importance of traditional brewing methods in the specialty coffee industry. As the fourth wave of specialty coffee continues gaining momentum, we will likely see more examples of these intersections worldwide as coffee enthusiasts seek new and exciting ways to experience the global coffee culture.

Embracing Sustainability and Community: The Specialty Coffee Industry in Saudi Arabia and Indonesia

Despite the differences between Saudi Arabia and Indonesia, both countries are committed to sustainability and ethical practices in the coffee industry. This includes focusing on organic and fair-trade coffee and sustainable farming practices that protect the environment and support local communities. Moreover, the specialty coffee industry in Saudi Arabia and Indonesia reflects each country's unique cultural and historical backgrounds. While there are challenges to overcome, both countries have embraced the values of sustainability and community that make specialty coffee truly special. Sustainability and ethical practices are becoming increasingly important worldwide in the specialty coffee industry. Saudi Arabia and Indonesia are committed to promoting sustainable and ethical practices in their coffee industries. This involves focusing on organic and fair-trade coffee and sustainable farming practices that protect the environment and support local communities (Krishnan, 2017).



Picture 4. In this captivating visual, we witness the sheer mastery of an Indonesian coffee roaster at Ashjar Coffee Riyadh as they embark on the daily production of one-of-a-kind roasts, expertly crafting specialty coffee and traditional Arabic coffee. This moment not only highlights the remarkable artistry and precision involved in coffee roasting but also speaks to the profound impact of cross-cultural collaboration and knowledge-sharing within coffee's dynamic and ever-evolving world

In Saudi Arabia, the specialty coffee industry is committed to sustainable practices that respect the environment and promote social responsibility. The Saudi Coffee Company has launched several initiatives to promote sustainable coffee practices, such as the "Sustainable Coffee Challenge," which aims to improve the environmental and social impact of the coffee industry in the country. The Saudi Coffee Company also works with local coffee farmers to promote sustainable farming practices, such as reducing water usage and using organic fertilisers (Arabnews, 2023).

Similarly, Indonesia's coffee industry is committed to promoting sustainability and ethical practices. The country is home to several fair-trade and organic coffee producers, such as the Gayo Organic Coffee Farmers Association, which produces organic and fair-trade coffee in the Aceh Province. The Specialty Coffee Association of Indonesia (SCAI) has also launched several initiatives to promote sustainable coffee practices, such as the "Indonesia Sustainable Coffee Platform," which aims to improve the livelihoods of coffee farmers and promote sustainable farming practices (Global Coffee Platform, 2016).

Moreover, the specialty coffee industry in Saudi Arabia and Indonesia reflects each country's unique cultural and historical backgrounds. In Saudi Arabia, the traditional coffee culture values hospitality and social connections, where coffee is often served as a sign of welcome and generosity to guests. In Indonesia, coffee is deeply ingrained in people's daily lives, where coffee shops are community hubs, and coffee is a significant part of the country's history and culture. Despite their differences, both countries share the values of sustainability and community that make specialty coffee truly special. However, challenges exist to overcome, such as limited resources and funding for small-scale coffee producers, language barriers, and the need to adapt to different cultural norms.



Picture 5. In a momentous display of cultural exchange, % Arabica Japan's Riyadh outpost has emerged as the world's largest coffee roastery, firmly cementing the global specialty coffee movement within the heart of Saudi society. This remarkable achievement reflects the dynamic growth and innovation of the coffee industry and celebrates the transformative power of cross-cultural collaboration, which continues to shape and elevate the future of coffee on a global scale

Both countries' unique cultural and historical backgrounds are reflected in their coffee industries, and initiatives and programs have been launched to promote sustainable coffee practices. Moreover, the specialty coffee industry in Saudi Arabia and Indonesia is committed to promoting sustainable and ethical practices that protect the environment and support local communities. While there are challenges to overcome, the values of sustainability and community that make specialty coffee truly special are embraced by both countries.

Overcoming Challenges and Embracing Growth in the Specialty Coffee Industry

Meanwhile, continuing this discussion and exploring the world of specialty coffee together. As Indonesian coffee practitioners in Saudi Arabia, coffee professionals face various challenges in their profession, regardless of where coffee professionals are. These challenges can only be overcome by continuously developing and adapting to their surroundings. Some individuals may choose to follow the footsteps of others, while others prefer to carve a unique path for themselves. Some Indonesian coffee professionals in Saudi Arabia found language is one of the most significant challenges, as it is essential to communicate effectively with their customers and colleagues. Even if coffee professionals have extensive knowledge and skills, the inability to convey them can hinder their success. Financial situations and family obligations also significantly influence their ability to develop and adapt to new environments. However, coffee professionals must find ways to overcome these challenges and continue to learn and grow.



Picture 6. Caffeine Lab Jeddah has redefined the art of coffee roasting, blending the finest specialty beans with the cultural values of the Arabic world to create a truly unique and immersive coffee experience. This captivating scene not only celebrates the remarkable innovation and artistry involved in coffee production but also underscores the transformative power of cultural acculturation in shaping the global coffee industry. With its unwavering commitment to excellence and intercultural exchange, Caffeine Lab Jeddah has set a new benchmark for coffee roasteries worldwide, inspiring a new generation of coffee professionals and enthusiasts

As the specialty coffee industry continues to grow, coffee professionals face various challenges in their profession, regardless of their location. These challenges can only be overcome by continuously developing and adapting to their surroundings. While some coffee professionals may choose to follow in the footsteps of others, others prefer to carve out a unique path for themselves. Language is one of the most significant challenges coffee professionals face, as

effective communication with customers and colleagues is essential. Effective communication is crucial in the coffee industry, as it builds relationships with customers and colleagues and provides a positive coffee experience. This is particularly true for Indonesian baristas and coffee roasters working in Saudi Arabia, where language barriers can significantly hinder success.

Even if coffee professionals have extensive knowledge and skills, the inability to convey them effectively can hinder their success. Therefore, it's essential to continuously improve communication skills, especially when working in a multicultural environment. Financial situations and family obligations can also significantly influence the ability of coffee professionals to develop and adapt to new environments. For example, starting a specialty coffee shop or roastery requires significant investment, and not everyone can access the necessary funds. Family obligations, such as caring for young children or elderly relatives, can also limit the time available for coffee professionals to develop their skills and knowledge.

However, coffee professionals must find ways to overcome these challenges and continue to learn and grow. This can include seeking educational opportunities, such as attending coffee courses and workshops or participating in online forums and communities to connect with other coffee professionals. Networking is also crucial, as it allows coffee professionals to build relationships with others in the industry, share knowledge and best practices, and stay up-to-date with the latest trends and developments. Moreover, Indonesian coffee professionals must prioritise sustainable and ethical rules. This includes sourcing coffee from sustainable and ethical producers, reducing waste, and minimising the environmental impact of their operations.



Picture 7. Kiffa Coffee Madinah, an industry-leading coffee roastery in Saudi Arabia, has established a remarkable presence at the second-holiest site in Islam with one of its branches. This awe-inspiring moment not only celebrates the exceptional growth and innovation of the coffee industry but also underscores the profound cultural significance and impact of coffee within the Islamic world. Through its unwavering commitment to excellence and cultural immersion, Kiffa Coffee Madinah has become a beacon of inspiration and progress for coffee enthusiasts and professionals alike

Furthermore, the specialty coffee industry presents various challenges for coffee professionals, including language barriers, financial limitations, and family obligations. However, coffee professionals must find ways to overcome these challenges and continue to learn and grow. Effective communication, seeking educational opportunities, networking, and prioritising sustainable and ethical practices are crucial to success in the specialty coffee industry. By working together and sharing knowledge and best practices, coffee professionals can continue to drive the industry forward and provide memorable coffee experiences for customers worldwide.

Introducing New Products and Standardising Coffee: Navigating Customer Preferences in the Specialty Coffee Industry

Introducing new products and educating customers about various brewing methods is crucial in the specialty coffee industry. However, it is equally important to understand the customers' preferences and tastes; coffee professionals should not impose their preferences on others but introduce them to various options and let them decide what they like (Manzo, 2015). Standardisation is also vital in the specialty coffee industry. The standardisation of coffee is not to limit creativity but to make it easier for customers to understand what they are receiving. While there is room for variability and individual preferences, having a standard range can minimise confusion and ensure quality.

Indonesian coffee professionals explained that it's essential not to impose their preferences on others but to introduce them to various options and let them decide what they like. This approach allows customers to explore and develop their taste preferences, creating a more enjoyable coffee experience. Standardisation is also vital in the specialty coffee industry. The standardisation of coffee is not to limit creativity but to make it easier for customers to understand what they are receiving. Having a standard range can also minimise confusion and ensure quality. For example, standardising the coffee-to-water ratio and the brewing time can ensure consistency in the coffee's flavour and strength. This consistency is essential in specialty coffee shops or roasteries, where customers expect a high-quality coffee experience every visit.



Picture 8. Bash Coffee has emerged as a beacon of excellence and innovation in the heart of Buraydah, Al Qassim, captivating the local coffee community with its bustling location on Utsman bin Affan Road. This compelling visual not only celebrates the exceptional quality and craftsmanship of Bash Coffee's specialty blends but also speaks to the profound impact of coffee in fostering a sense of community and connection. With its unwavering commitment to excellence and community engagement, Bash Coffee has become a true cultural icon and leader within the global coffee industry, inspiring a new generation of coffee professionals and enthusiasts to push the boundaries of what is possible

However, standardisation does mean no room for variability or individual preferences. Specialty coffee shops and roasteries can still offer a range of coffee varieties and brewing methods to cater to different tastes and preferences. For example, offering a range of single origin coffees, blends, and brewing methods, such as pour-over, French press or espresso, can provide customers with a diverse coffee-tasting experience. Furthermore, coffee professionals must stay current with industry trends and developments. Keeping up with emerging trends such as cold brew, nitro coffee, and plant-based milk alternatives can help specialty coffee shops and roasteries appeal to a broader range of customers.

Moreover, introducing new products, educating customers about various brewing methods,

understanding customers' preferences and tastes, and standardising coffee is crucial in the specialty coffee industry. Offering a range of coffee varieties and brewing methods can give customers a diverse coffee-tasting experience. While standardisation ensures consistency and quality, there is still room for variability and individual preferences. Staying up-to-date with emerging trends and developments is essential in appealing to a broader range of customers. Ultimately, providing a positive coffee experience and catering to customers' preferences and tastes is necessary for the specialty coffee industry.

Cultural Sensitivity and Adaptation in the Specialty Coffee Industry

The coffee culture in one country may differ significantly from another, and coffee professionals must appreciate these differences. When coffee professionals encounter differences in cultural tastes and preferences, coffee professionals must respect and understand them. Coffee professionals should strive to unify their understanding of the essential principles while respecting individual choices and cultural differences; they must consider language, financial situations, family obligations, and cultural differences. In conclusion, the specialty coffee industry is full of challenges, but coffee professionals can overcome them by continuously developing themselves and adapting to their surroundings. However, introducing new products, educating customers, and standardising their practices can help us succeed in this dynamic and ever-changing industry.

The specialty coffee industry is global, and the coffee culture in one country may differ significantly from another. Coffee professionals must appreciate these differences and understand the importance of cultural sensitivity and respect. When coffee professionals encounter differences in artistic tastes and preferences, we must respect and understand them. It's essential to unify their understanding of the specialty coffee industry's critical principles while respecting individual choices and cultural differences. This includes understanding the different brewing methods, types of coffee beans, and the importance of sustainability and ethical practices. However, it's also important to recognise that cultural differences may influence how people enjoy coffee. For example, in some cultures, coffee is traditionally served with sugar or spices; in others, it's served black or with milk. By understanding and respecting these cultural differences, coffee professionals can provide a positive coffee experience that caters to individual preferences and artistic tastes.



Picture 9. Muhammadiyah Quarter in Madinah is a coffee lover's haven, offering a unique and immersive coffee experience in the second-holiest city in Islam. This enchanting scene not only celebrates the exceptional quality and diversity of coffee served in the Muhammadiyah Quarter but also underscores coffee's profound cultural significance and impact within the Islamic world. With its reputation as a one-stop coffee destination, Muhammadiyah Quarter has captured the hearts and minds of coffee enthusiasts and professionals, serving as a true cultural icon and inspiration for the global coffee community

Moreover, the specialty coffee industry is full of challenges, and coffee professionals must continuously develop themselves and adapt to their surroundings. Coffee professionals must

consider language, financial situations, family obligations, and cultural differences. However, introducing new products, educating customers, and standardising their practices can help us succeed in this dynamic and ever-changing industry. By raising new products and educating customers on various brewing methods, coffee professionals can provide a diverse coffee experience that caters to different tastes and preferences. Standardising their practices can ensure consistency and quality while allowing room for variability and individual preferences.

In conclusion, the specialty coffee industry is global and requires cultural sensitivity and respect. By understanding and respecting cultural differences, coffee professionals can provide a positive coffee experience that caters to individual preferences and artistic tastes. Additionally, coffee professionals must continuously develop themselves and adapt to their surroundings to overcome language barriers, financial limitations, and family obligations; introducing such new coffee products, educating customers, and standardising their practices can help us succeed in this dynamic and ever-changing industry.

Standardisation in the Specialty Coffee Industry: Striking a Balance between Consistency and Creativity

The world of coffee is vast and varied, with different taste characters and preferences. The world of coffee is enormous and varied, with varying characteristics of taste and preferences. Standardisation of coffee can be challenging, as natural variations in the coffee plant and the region it is grown in can impact its flavour. However, standardisation can help optimise the taste of coffee while respecting individual preferences. The Specialty Coffee Association promotes the standardisation of coffee, but it is essential to understand that standards are dynamic and can change over time. Averages are based on a shared understanding of vital principles and are not meant to limit creativity or individual intentions. Standardisation of coffee can be challenging, as natural variations in the coffee plant and the region it is grown in can impact its taste. However, standardisation can help optimise the taste of coffee while respecting individual preferences.

The Specialty Coffee Association (SCA) promotes the standardisation of coffee, providing guidelines for specific parameters such as coffee-to-water ratio, brewing time, and water temperature. The SCA regularly revises its procedures to adapt to the latest research and best practices. These guidelines can help ensure consistency and quality in the coffee industry (Maspul, 2022b). However, it's essential to understand that standards are dynamic and can change over time. Moreover, it's critical to recognise that measures are not meant to limit creativity or individual preferences. Instead, they are based on a shared understanding of vital principles, such as the importance of sourcing high-quality beans, using proper brewing techniques, and prioritising sustainable and ethical practices. These principles can serve as a baseline for coffee professionals to build upon and create unique and innovative coffee experiences.



Picture 10. In a bold and visionary move, the Saudi Coffee Initiatives have made history by declaring 2022 as the year of Saudi coffee and organising the world's first International Forum for Saudi Coffee Sustainability in Jazan on October 1st, 2022, officially marking Global Coffee Day. This historic moment not only celebrates the remarkable growth and innovation of the Saudi coffee industry but also underscores the country's unwavering commitment to sustainability, social responsibility, and cultural preservation in coffee production. Through its bold and visionary leadership, Saudi Arabia has emerged as a beacon of inspiration and progress within the global coffee community, setting a new standard for excellence and impact in the world of coffee

Also, standardisation can benefit customers, as it can help them understand what they are receiving and make informed choices. Customers can better understand their coffee's strength and flavour by standardising specific parameters, such as the coffee-to-water ratio. However, it's also important to recognise that there is room for variability and individual preferences in the specialty coffee industry. Specialty coffee shops and roasteries can still offer a range of coffee varieties, blends, and brewing methods to cater to different tastes and preferences. By submitting a diverse coffee experience, coffee professionals can provide customers with a unique and memorable experience.

Furthermore, standardisation of coffee can be challenging in the specialty coffee industry, but it can help optimise the taste of coffee while respecting individual preferences. The SCA promotes standardisation, but it's essential to understand that standards are dynamic and can change over time. Measures are not meant to limit creativity or individual preferences but are based on a shared understanding of vital principles. By offering a diverse coffee experience, coffee professionals can provide customers with a unique and memorable experience while still adhering to essential principles.

The Intersection of Science and Culture in the Specialty Coffee Industry

Cultural differences can also influence coffee preferences; respecting and understanding them is essential. Coffee history is fascinating, with its origins in Arabia and its spread to Europe and the rest of the world. The rise of cafes and the emergence of artisanal coffee shops in places like Melbourne have contributed to the standardisation and optimisation of coffee. Maximising the taste and benefits of coffee is possible through scientific methods, such as studying the structure of the white descriptor and using sensory analysis. It is crucial to consider the natural variations in coffee, such as different brewing methods and processes like honey processing. The standardisation of coffee is not just about taste but also about ensuring quality and promoting its benefits. It is essential to understand the science behind coffee and its impact on their health; standardisation in coffee is a dynamic process that balances natural variations with shared principles and scientific methods. It is crucial to respect cultural differences and individual preferences while maximising the taste and benefits of coffee. By understanding the history and science of coffee, coffee professionals can continue to innovate and improve the coffee experience for all.

The history of coffee is fascinating, with its origins in Arabia and its spread to Europe and the rest of the world; cultural differences can significantly influence coffee preferences, and respecting and understanding them is essential in the specialty coffee industry (Tucker, 2017). The rise of cafes and the emergence of artisanal coffee shops in places like Melbourne have contributed to the standardisation and optimisation of coffee. Maximising the taste and benefits of coffee is possible through scientific methods, such as studying the structure of the white descriptor and using sensory analysis. Understanding the science behind coffee can help coffee professionals optimise the taste of coffee and provide a better coffee experience for consumers.

It's crucial to consider the natural variations in coffee, such as different brewing methods

and processes like honey processing. These natural variations can significantly impact the taste and quality of coffee. By considering these variations, coffee professionals can optimise the taste of coffee while still respecting individual preferences and cultural differences. Moreover, the standardisation of coffee is not just about taste but also about ensuring quality and promoting its benefits. For example, standardising the brewing process can ensure that coffee is free from contaminants and safe for consumers. Additionally, promoting the benefits of coffee, such as its antioxidant properties and potential health benefits, can help consumers make more informed choices about their coffee consumption.



Picture 10. Riyadh's specialty coffee scene is a melting pot of cultural values and multinational coffee professionals, reflecting the city's dynamic and diverse spirit. This captivating visual not only celebrates the exceptional growth and innovation of the coffee industry in Riyadh but also underscores the profound impact of sustainability and social responsibility in shaping the future of coffee. Through its unwavering commitment to excellence and cultural exchange, Riyadh has become a true cultural force and inspiration within the global coffee community, inspiring a new generation of coffee professionals and enthusiasts to embrace the limitless potential of coffee as a catalyst for intercultural connection and positive change

However, it's essential to recognise that standardisation in coffee is a dynamic process that balances natural variations with shared principles and scientific methods. The SCA promotes standardisation but also recognises the importance of individual preferences and cultural differences. Respecting cultural differences and personal preferences while maximising the taste and benefits of coffee is crucial in the specialty coffee industry (Neilson, 2007). By understanding the history and science of coffee, coffee professionals can continue to innovate and improve the coffee experience for all. The standardisation of coffee is not just about taste but also about ensuring quality and promoting its benefits. It's a dynamic process that balances natural variations with shared principles and scientific methods. By striking this balance, coffee professionals can provide a positive coffee experience that respects individual preferences and cultural differences while still adhering to essential principles.

Balancing Standards and Individual Preferences in the Specialty Coffee Industry

As members of the specialty coffee community, coffee professionals understand the standards for coffee in Asia. However, introducing these standards to customers and consumers with different preferences can be challenging. It is essential to balance promoting their standards and respecting individual preferences. Standardisation in the coffee industry is not about enforcing one specific way of doing things but instead finding a range of measures to optimise the taste of coffee while respecting natural variations. It is crucial to managing the business aspect of coffee while maintaining its sensory qualities. The dynamics of the coffee industry are fast-paced, with new trends and preferences constantly emerging. Staying informed and adaptable to these changes is essential while maintaining a consistent quality standard. As members of the specialty coffee

community, Indonesian coffee professionals understand the criteria for coffee in Asia. However, introducing these standards to customers and consumers with different preferences can be challenging. It is essential to balance promoting their standards and respecting individual preferences. Standardisation in the coffee industry is not about enforcing one specific way of doing things but instead finding a range of measures to optimise the taste of coffee while respecting natural variations. By standardising particular parameters, such as the coffee-to-water ratio and brewing time, coffee professionals can ensure consistency and quality in the coffee experience. However, it's also important to recognise that there is room for variability and individual preferences in the specialty coffee industry. Offering a range of coffee varieties, blends, and brewing methods can give customers a unique and memorable coffee experience.

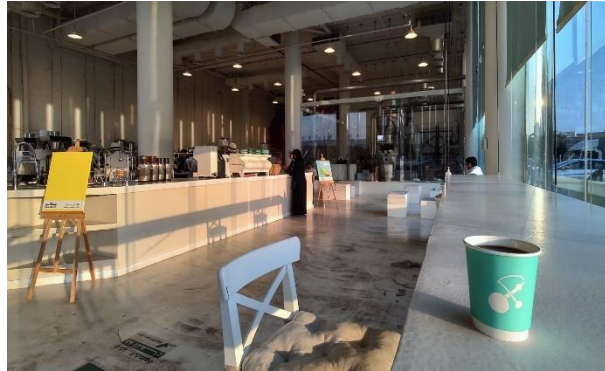
Moreover, it's crucial to manage the business aspect of coffee while maintaining its sensory qualities. Coffee professionals must balance the need for profitability with the importance of providing a high-quality coffee experience. By optimising the taste of coffee and respecting individual preferences, coffee professionals can achieve both profitability and quality. The dynamics of the coffee industry are fast-paced, with new trends and preferences constantly emerging; staying informed and adaptable to these changes is essential while maintaining a consistent quality standard. By visiting up-to-date with emerging trends and preferences, coffee professionals can provide a coffee experience that meets customers' evolving needs.

Furthermore, balancing promoting standards while respecting individual preferences is essential in the specialty coffee industry. Standardisation in the coffee industry is not about enforcing one specific way of doing things but instead finding a range of measures to optimise the taste of coffee while respecting natural variations. Managing the business aspect of coffee while maintaining its sensory qualities is crucial to achieving profitability and quality. Staying informed and adaptable to emerging trends and preferences is essential in providing a coffee experience that meets customers' evolving needs.

Balancing Standardisation and Cultural Sensitivity in the Specialty Coffee Industry

The sensory qualities of the coffee are essential, and each coffee is processed differently, leading to variations in taste. It is crucial to manage these differences while still promoting their standards. As the coffee industry becomes more globalised, it is essential to understand and respect different cultural preferences. Finding a balance between promoting their standards and respecting individual preferences can be challenging, but it is necessary to maintain the quality and taste of coffee. In conclusion, the coffee industry is dynamic and fast-paced, constantly emerging new trends and preferences. It is crucial to balance promoting their standards and respecting individual preferences while maintaining the quality and taste of coffee. Adapting to changes and staying informed is essential in this ever-changing industry.

The sensory qualities of the coffee are essential, and each coffee is processed differently, leading to variations in taste. It's crucial to manage these differences while still promoting their standards. By standardising specific parameters, such as the coffee-to-water ratio and brewing time, coffee professionals can ensure consistency and quality in the coffee experience while still respecting natural variations. As the coffee industry becomes more globalised, it's essential to understand and appreciate different cultural preferences. For example, in some cultures, coffee is traditionally served with sugar or spices; in others, it's served black or with milk. By understanding and respecting these cultural differences, coffee professionals can provide a positive coffee experience that caters to individual preferences and artistic tastes.



Picture 12. Sulalat Coffee Riyadh is a true icon of innovation and excellence in the specialty coffee industry, pushing the boundaries of quality and creativity while honouring the region's rich cultural heritage. Captivating visual celebrates the remarkable growth and impact of Sulalat Coffee and underscores the transformative power of cultural exchange and collaboration in shaping the global coffee industry. With its state-of-the-art high-end coffee machines and unwavering commitment to sustainability and social responsibility, Sulalat Coffee has become a true cultural hub and catalyst for progress, inspiring a new generation of coffee professionals and enthusiasts to embrace the limitless possibilities of coffee as a force for intercultural connection, innovation, and positive change

Finding a balance between promoting their standards and respecting individual preferences can be challenging, but it's necessary to maintain the quality and taste of coffee. Moreover, the coffee industry is dynamic and fast-paced, constantly emerging new trends and preferences. Adapting to changes and staying informed is necessary for this ever-changing industry. By offering a range of coffee varieties, blends, and brewing methods, coffee professionals can provide customers with a unique and memorable coffee experience while still adhering to essential principles. By visiting up-to-date with emerging trends and preferences, coffee professionals can provide a coffee experience that meets customers' evolving needs.

Adapting to changes and staying informed are critical in this fast-paced and ever-changing industry. Moreover, balancing promoting standards and respecting individual preferences is crucial in the specialty coffee industry. Standardisation of specific parameters can ensure consistency and quality while respecting natural variations. Understanding and respecting different cultural choices is also essential. By striking this balance, coffee professionals can provide a positive coffee experience that caters to individual preferences and artistic tastes while still adhering to critical principles.

CONCLUSION

As the global specialty coffee industry grows, it is critical to understand the importance of balancing standardisation and cultural diversity. The experiences of Indonesian coffee professionals in Saudi Arabia highlight the significance of recognising cultural differences and individual preferences while ensuring consistency and quality in the coffee experience. This study's findings suggest that the coffee industry in Saudi Arabia is evolving, and consumers are increasingly interested in specialty coffee. Indonesian coffee professionals play a crucial role in this evolution, introducing unique Indonesian coffee culture and consumption practices to the local market.

The study's insights provide valuable guidance for coffee professionals, industry stakeholders, and policymakers interested in promoting a sustainable and diverse specialty coffee industry in the region. By balancing standardisation and cultural diversity, the industry can create

a positive coffee experience that values quality, sustainability, and cultural diversity while maintaining consistency and quality. Moreover, this research contributes to the growing literature on the intersection of coffee and sociology, highlighting the complex relationships between culture, identity, and work practices in the coffee industry. The insights gained from this study can help promote diversity and inclusivity in the specialty coffee industry, creating a more equitable and sustainable future for coffee professionals, consumers, and the environment.

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