



Innovation of Coffee Bali : from Aromatherapy to Immune Booster

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ABSTRACT

Balinese Coffee might sound unfamiliar since it is a new player in the premium gourmet world. Bringing a rich aroma and distinctive smoky taste, it has attracted coffee connoisseurs to feel at home on vacation in Bali. Thanks to the mineral-rich volcanic soil, practices involving natural fertilizers and plantings method according to the Tri Hita Karana concept. Coffee has a distinctive flavors to hook its audience, creating many coffee-drinking cultures in most countries, including Indonesia. Coffee can be consumed as a beverage or processed into other products without reducing its high selling value. Many innovations to turn coffee beans into perfume, aromatherapy, and coffee bean accessories have been highly-demanded. Taking advantage of the uprising prestige of coffee, the Governor of Bali Wayan Koster also proposed an idea that herbal drink experts doubted, namely mixing Coffee with Balinese arak. However, expert doubted the Governor's proposal and advised the public to look for other herbal drinks references.

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BACKGROUND

Visiting Bali to behold its breathtaking beach, tasting its traditional culinary varieties, or capturing precious moments in unique and beautiful places might be common for mainstream tourists. However, it might be worth the time if someone tries to capture their special moment in Bali through a journey: starting from a warm cup of Balinese Coffee. Balinese Coffee might sound unfamiliar since it is a new player in the premium gourmet world. Bringing a rich aroma and distinctive smoky taste, it has attracted coffee connoisseurs to feel at home on vacation in Bali. Thanks to the mineral-rich volcanic soil, practices involving natural fertilizers and plantings method according to the *Tri Hita Karana* concept.¹

The Dutch introduced coffee to the Indonesian archipelago, which started their coffee plantations around their colonies. In the 17th to 18th century, they rapidly expanded the production to other parts of Indonesia.² National Coffee Consumption in 2016-2021, according to the Ministry of Agriculture's Data and Information Systems, showed that

national coffee consumption in 2016 alone reached 250 thousand.³

Before, The development of coffee is only limited to the tourism and plantation sectors. However, today coffee has become a skyrocketing commodity; its use is increasingly widespread. Not only consumed as a variety of drinks, but coffee is also available in accessories that absorb aroma, aromatherapy, coffee perfume, and tea from coffee grounds. Furthermore, a recent controversial proposal was conveyed by Governor of Bali, Wayan Koster, to mix Coffee and Balinese spirit (*arak*). He claimed the drink effectively boosts the immune system in fighting against COVID – 19 Virus.

The Journey of Coffee Plantation in Kintamani

Like wine and tobacco, coffee has a long period history in Indonesia. Many people have been involved in this high charisma plant processing phase; thus, it generates millions of jobs. Through a simple processed beverage, It has shaped many cultures, customs and traditions around the globe. Many countries such as Finland, Norway, the Netherlands,

and Indonesia⁴ treated coffee as a social drink. Their communities enjoy a sip of coffee as a symbol of togetherness on most occasions. During the colonialism period, the Dutch brought the Coffee plant to the archipelago. Initially, they cultivated the plantations around their territory in Batavia (now Jakarta) until they decided to expand the production of the beans to other parts of Indonesia in the 17th and 18th centuries. Indonesia has an ideal climate for coffee production. Thus the plantations were quickly established in different areas around Java, Sumatra, and Sulawesi. Today, coffee is one of the leading commodities of 40 national commodities.

In recent years, numerous coffee connoisseurs around the globe have been widely discussed, hunted, and tasted one of the finest coffee beans from Bali, Kintamani Coffee. There are two well-known coffee origins in Bali: Kintamani Coffee and Banyuwatis Coffee. Its authentic region characteristics, taste, and aroma distinguish these two origins. In Bali, the farmer of Kintamani cultivates the arabica coffee, while in Banyuwatis, the farmer plants robusta coffee. Bangli Regency has

a suitable agro-climate for the growth of Arabica variety. Its area is between 900 m - 1700 m above sea level and has a temperature between 16 C - 20 C.⁶ Among four other sub-districts in the Bangli regency, Kintamani has been the most suitable agro-climate for growing Arabica coffee for years.⁷

Kintamani Arabica Coffee captivated its market with its distinguished citrus aroma. The “fruity” taste emerged from the beans

drying process and was influenced by the citrus plantation around the coffee farm. For years, the Kintamani farmers have widely cultivated citrus plants on the same land as their coffee plants. For instance, in Ulian Village, the practice has begun since the early 1990s. Before the 1990s, coffee plants were planted with *Leucaena leucocephala* shade trees. However, the side plants could not provide significant economic benefits for society. Therefore,

the communities try to find other plants that can significantly impact their income, and the citrus plant was chosen. The Head of Ulian Village and owner of the Arca Coffee bean and citrus processing center, I Wayan Kandel, said that planting citrus trees were easy to grow with high yields. Unexpectedly, the decision brought Kintamani Coffee has been awarded a geographical indication certificate in 2008 as a citrus-flavored coffee.⁸

In Bali, coffee beans have become the region's primary commodities. Plantation Statistics of Bali Province show an increase in Arabica coffee plantations in the 2009 period of 8,205 hectares, increasing to 13,155 hectares in 2014.¹⁰ Along with the increase in plantation area, the total export of Bali Arabica coffee from January to October 2019 was 43.46 tons with a value of Rp. 4.8 billion. In the same period in 2018, only 32.8 tons worth Rp 2.8 billion.¹¹ In addition to the unique Kintamani coffee, seven other types of coffee are cultivated with distinctive characteristics of each region.¹² Nevertheless, coffee consumption in 2016-2021 from the Center for Agricultural Data and Information Systems at the Ministry of Agriculture shows that national coffee consumption in 2016 reached 250 thousand tons and grew by 10.54% to 276 thousand tons. During the 2016-2021 period, coffee consumption in Indonesia is predicted to grow by an average of 8.22% per year. High coffee consumption is a sign that the enthusiasts of the caffeine drink are overflowing. Coffee consumption in Indonesia has a positive trend, increasing from 2016 to 2021, indicating that the public favors coffee. Other business actors creatively keep inventing many possibilities of the Coffee end product but preserve its high value.

Product Innovation

A prospective Coffee derivative product with high value and high demand is aromatherapy, by taking the constituent components of coffee, namely coffee oil.¹³ The number of chemical elements in coffee, such as caffeine, chlorogenic acid, trigonelline, carbohydrates, fats, amino acids, organic acids, minerals, and volatile aromas, can produce aromatherapy effects. Robusta variety contains the highest oil



Figure 1.⁵ Coffee Farm in Java during colonialism period.



Figure 2.⁹ Kintamani Arabica Coffee captivated its market with its distinguished citrus aroma.



Figure 3.¹⁷ The Governor of Bali, Wayan Koster, suggested drinking black coffee without sugar and then mixing it with Balinese spirit (arak) to maintain health during the COVID-19 Pandemic.

content compared to the other types, around 10%. The oil is extracted from dry coffee beans or roasted coffee beans. The extracted Coffee oil can also be used as a flavoring instead of aromatherapy. The use of coffee oil in products such as food, beverages and even skincare is common. Especially skincare products, apart from the benefits obtained, the distinctive aroma can give a therapeutic effect. Seeing these potentials, coffee oil deserves to be a candidate as a natural air freshener with aromatherapy.¹⁴

Aromatherapy can also help us improve our performance in activities. A study shows that the smell of coffee can sharpen the brain in certain situations. More specifically, the researchers divided 114 students into two groups to answer math questions from the Graduate Management Admission Test (GMAT). The results stated that one of the groups exposed to the smell of coffee while doing the test scored higher. In addition, the students who were exposed to the coffee aroma claimed they could answer the questions well. According to the researchers, this has to do with the 'placebo effect,' a condition in which a person expects an increase in performance and ultimately leads to better results. The sense of smell is one of the most powerful senses. Furthermore, Corporate leaders, architects, and retail

managers can use the aroma of coffee to improve employee performance.

Coffee Liquor: Bali Governor's suggestion to Fight COVID 19

Coffee can also be mixed and matched with other beverages. Recently, The Governor of Bali, Wayan Koster, during a meeting with village heads throughout the province of Bali, stated that to maintain health during the COVID-19 Pandemic, he suggested drinking black coffee without sugar, then mixed it with Balinese spirit (*arak*). The governor admitted that he often mixes coffee without sugar with arak to maintain his health. In addition to arak, coffee can be combined with palm wine (*tuak*). "Please, adjust to your personal preferences," said Koster.¹⁶

Arak is an alcoholic drink made from sap and traditionally processed by arak farmers. The liquid is a result of the fermentation process and distillation. It is said to contain good bacteria beneficial for increasing immunity. However, does it positively impact someone's health when combining coffee and arak? The Bali Governor's statement received feedback from Herbal Drinks Expert Dr. Ingrid Tania. "Although it is produced through fermentation, arak is high in alcohol content. Thus, the result of coffee mixed

with Balinese spirit cannot be verified whether it would truly boost the immunity or not". However, based on research data from foreign experts, alcohol does reduce immunity and interfere with the body's vitality.

Ingrid Tania explained that one hand, the fermentation process does produce good bacteria that may increase immunity. However, fermented drinks that increase immunity should not contain high alcohol levels, such as arak or tuak. Furthermore, the Association of Doctors for Traditional Medicine and Herbal Medicine Chairperson added that coffee is indeed an antioxidant drink that can prevent cell damage in the body. There are chemical compounds in the beverage that counteract free radicals. Albeit its caffeine content, if excessively consumed, is not good for someone's health.

However, She doubted that coffee could produce the same properties in the human body when mixed with alcoholic beverages. Because of its high alcohol content, Ingrid suspected Balinese wine could reduce immunity. Another preference that she suggests, apart from making a concoction of unknown benefits and effects on the body, would be better to eat foods or drinks rich in spices to increase immunity in the body. While for the coffee-arak beverage, It is necessary to conduct further study to find the verified result.¹⁸

CONCLUSION

Coffee has a distinctive flavors to hook its audience, creating many coffee-drinking cultures in most countries, including Indonesia. Coffee can be consumed as a beverage or processed into other products without reducing its high selling value. Many innovations to turn coffee beans into perfume, aromatherapy, and coffee bean accessories have been highly-demanded. Taking advantage of the uprising prestige of coffee, the Governor of Bali Wayan Koster also proposed an idea that herbal drink experts doubted, namely mixing Coffee with Balinese arak. However, expert doubted the Governor's proposal and advised the public to look for other herbal drinks references.

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