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Actor-network theory model on *Java Preanger* coffee culture-based tourism destination in West Java Province, Indonesia

1) Introduction

The history of the spread of coffee in the archipelago of Indonesia in the 17th century stems from the influence of the Dutch expansion in building robusta coffee plantations in 1696 in the Dutch East Indies (Java island, Indonesia) with Java Arabica coffee in 1699 (Bekraf, 2017; RaveReviews.org, 2019), and also developed in the western part of Java with the name *Java Preanger* coffee in 1830 (Breman, 2017).

a. Problem statement

The trajectory of the *Java Preanger* actor network that has been going on since 1830 has not been well identified though. So that the management of the *Java Preanger* Arabica Coffee plantation has not been integrated with the tourism sector, even though the beautiful landscape in the *Java Preanger* Coffee plantation area has the potential to become a coffee culture-based tourist destination in Indonesia, including the lack of integration between actors network in the destination.

b. Research justification

This research will sharpen the research theme holistically from upstream to downstream in a coffee commodity phenomenon, by conducting a study of the actor network model (Actor-Network Theory) tourist destinations at the *Java Preanger* Arabica coffee locus in West Java Province which has been known globally since the 19th century was initiated by the Dutch VOC.

c. Purposes of study

Purposes of the study to analyze the trajectory of the network of social actors and technical actors (ANT) for *Java Preanger* arabica coffee in the *Priangan* Region, West Java province, builds a strategy so that Arabica Coffee plantations become tourist destinations based on *Java Preanger* Coffee Culture in the *Priangan* Region, and forms an integration model network of actors that includes pentahelix elements in the management of tourist destinations based on *Java Preanger* coffee culture, West Java province, Indonesia

2) Literature review

a. Theoretical background

Coffee culture

Coffee commodity is a long process that starts from the agricultural sector which has initial processes in coffee plantations, post-harvest processes, and end-user processes so that it becomes a cup of coffee in a coffee shop. This process is commonly referred to as the upstream-downstream of the coffee commodity (Herrera *et.al.*, 2017; Tucker, 2017).

In the plantation stage, the collaboration of coffee plantation science and technology and social actors such as farmers, coffee land owners, agricultural authorities and coffee plant experts play a role in producing coffee trees that bear ripe and healthy red coffee cherries (Lambot, *et.al.*, 2017; Shaw, 2010).

The stage of harvest and post-harvest processes uses a lot of technical science actors (fermentation,

drying, peeling, wet and dry processes as well as chemical and biological processes of coffee beans) and post-harvest technology (pulper, huller, and grader machines) which will ultimately produce green coffee beans of good quality and not damaged by pests and diseases (Sanz-Urbe *et.al.*, 2017).

The downstream stage (coffee shop) is the final process where there are the roles of roasters, cupping taste testers, baristas, excellent service at coffee shops, and coffee shop guests. Coffee shops are downstream from the trajectory of coffee beans from coffee plantation crops to green beans and finally undergo a roasting process (Schenker & Rothgeb, 2017).

Coffee culture-based tourism destination

Coffee culture-based tourism destinations in this study are placing the primary sector (agricultural sector) in the tertiary sector (tourism sector) so that they become coffee-producing destinations, coffee culture destinations, and coffee history destinations (Jolliffe, 2010), and develop into tourism products based on coffee culture. coffee plantations (Smith, *et.al.*, 2019).

The attractiveness of coffee-producing destinations is supported by the post-harvest process which includes the process of peeling the skin of coffee beans with a pulper machine, removing the epidermis with a huller machine, the fermentation process, sorting the size of wet coffee beans (grading), and good roasting quality (Shaw, 2010; Tucker, 2017)

Meanwhile, coffee culture destinations are destinations equipped with Food & Beverage Services facilities in the form of coffee houses managed with a *servicescape* that pays attention to the behavior of coffee connoisseurs and their lifestyle (Hall *et. al.*, 2010), thus creating groups of customers who are interested in certain types of coffee (Aguirre, 2017).

The evolution of coffee tourist destinations is conceptualized as a tourism phenomenon called coffee history destinations (Jolliffe, 2010). Coffee history destinations not only discuss the origin of coffee, but also include the development of coffee houses (coffee shops), for example coffee shops in Seattle (White, 2010), Melbourne (Frost *et.al.*, 2010), Wellington (Weaver, 2010), Turkey (Yildirim *et.al.*, 2022;), and Vienna (Chen *et.al.*, 2017).

Actor-network theory

The concept of Actor-Network Theory (ANT) adopted in this study is a conceptual framework to explore collective sociotechnical processes, and special attention to the relationship between science and technology. ANT makes an equal position between science (knowledge), technology (artifacts), and human actors (Beard *et.al.*, 2016).

ANT uses a material-semiotic approach that describes heterogeneous material and non-material relationships that generate and combine all types of actors. In this study, Kopi Kultur tourism destinations are constructed as technical actors (artifacts) managed by social actors (Johannesson *et.al.*, 2020 Jorgenson, 2017; van der Duim, Ren, & Johanesson, 2017).

Trianggono *et.al.* (2018) states that the trajectory of relations between social actors and technical actors in an ANT-based tourist destination will be explored: (1) actors (social and technical artifacts), (2) networks (relationships in a destination), (3) actants (actors in a destination). which

dominates the relationship between actors in a tourist destination), (4) translation (the meaning and changes to the relationship after the management of the tourist destination), and (5) intermediary.

b. Conceptual development

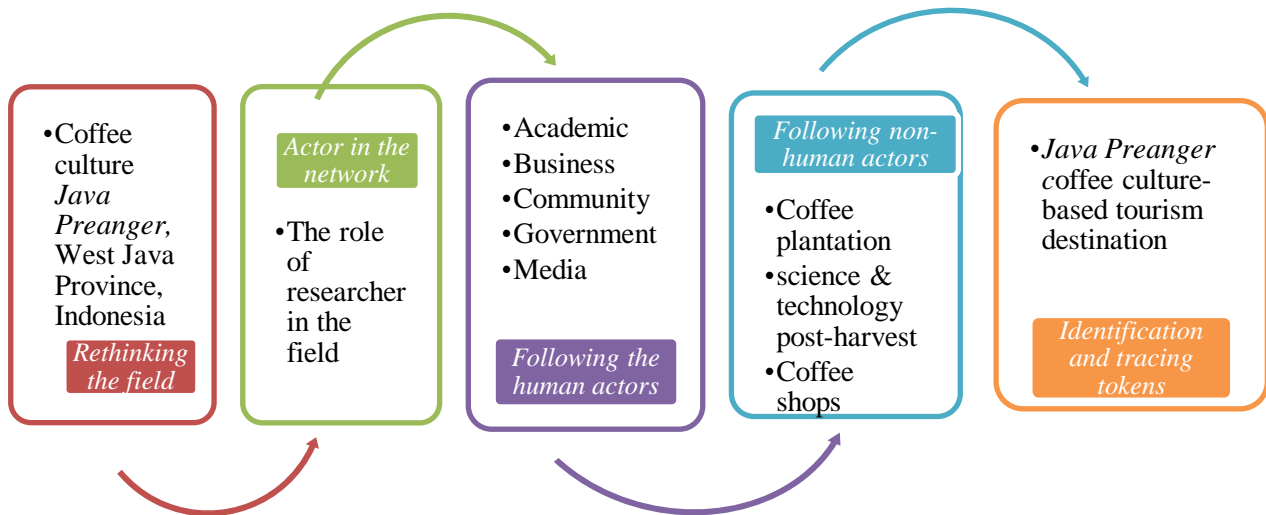


Figure 1. Conceptual development (adaptation from Beard *et.al.*, 2016)

c. Research model

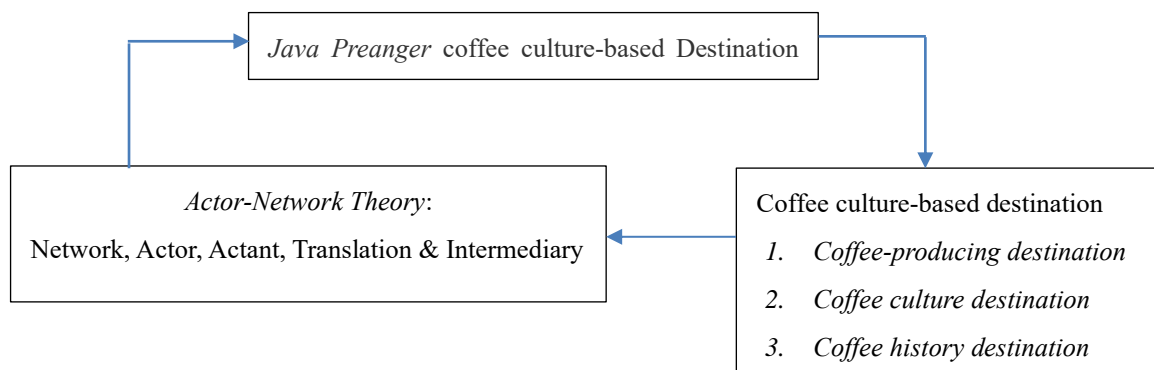


Figure 2. Research model

3) Proposed methodology

This study uses a qualitative approach based on the constructivism paradigm (Creswell, 2007), using double hermeneutics (phenomenology, hermeneutic, and idiographic), known as Interpretative Phenomenological Analysis (Alase, 2017; Smith, *et.al.*, 2009)

Research participants were taken from social actors and technical actors who were interconnected in a trajectory (plantation, post-harvest, and downstream), so that social and technical values became technical objects of research that had similarities and similar positions would be observed (Beard *et.al.*, 2016).

Qualitative research has a characteristic in collecting data using interview, observation, and Focus Group Discussion (FGD) techniques which are equipped with field notes, voice recording devices,

films, photos, and the participation of researchers with participant activities (Creswell, 2007). Validation of the results of a qualitative study was carried out by testing the trustworthiness in this study which consisted of credibility, dependability, transferability, and confirmability (Kyngas *et.al.*, 2020).

4) Theoretical and practical implication

a. Theoretical implication

This study contributes to the enrichment of literature on the network of tourism destination actors based on Kopi Kultur by using the Actor-Network Theory approach as a constructivism paradigm at the global level.

b. Practical implication

This research produces a network model that is formed in farming communities, post-harvest processors, roasters, baristas and coffee shops in *Java Preanger* Coffee-based tourism destinations through interaction of tourist destinations involving foreign tourists and international Arabica specialty coffee associations.

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The background of the slide is a close-up, high-resolution photograph of dark brown, roasted coffee beans. The beans are scattered across the entire frame, with some in sharp focus and others blurred, creating a textured and organic feel. The lighting highlights the natural creases and curves of the beans.

A.F. Rachman, H. Oktadiana

APPLICATION OF ACTOR-NETWORK THEORY TO BUILD COFFEE CULTURE-BASED TOURISM DESTINATION IN INDONESIA

APTA TiP 2022
(JULY 6th, 2022)

COFFEE CULTURE INDONESIA

- Since 18th century
- Brought by Dutch from Malabar (India)
- Grower, processor, and coffee shop
- A cup of Java
- Arabica, robusta & Liberica





JavaScript

A CUP of JAVA

COFFEE DESTINATION IN INDONESIA

- Java Preanger Arabica in West Java Province
- Gayo Arabica
- Bali (Luak, Arabica, & Robusta)
- Toraja Arabica, & Robusta
- Flores Arabica & Robusta
- Papua
- Fine Robusta Lampung

State of the art

- This study fills in the research gap by employing Actor-Network Theory (ANT) to form a coffee-culture Java Preanger tourism destination from the holistic view (upstream to downstream).

AIM OF STUDY

1. To analyze the trajectory of human actors and non-human actors (ANT)
2. To form an integration network model of actors that includes ABCGM human actor in the development of coffee destination Java Preanger



LITERATURE REVIEW

- Coffee culture-based (Flanigan, Blackstock & Hunter, 2014; Jollife, 2010; Tucker, 2017; Utami, Setyaningsih & Winarto, 2020; Wirianata & Nanik K., 2017)
- An agriculture that provide coffee plantation as a tourist attraction in farming, after-harvest for green bean process, roasting, and services in a coffee shop
- From farming to cups



LITERATURE REVIEW

- Coffee destination (Jollife, 2010; Tucker, 2017; Yildirim & Karaca, 2022)
- A tourism area provides coffee-production destination, coffee-culture destination, & coffee-history destination)

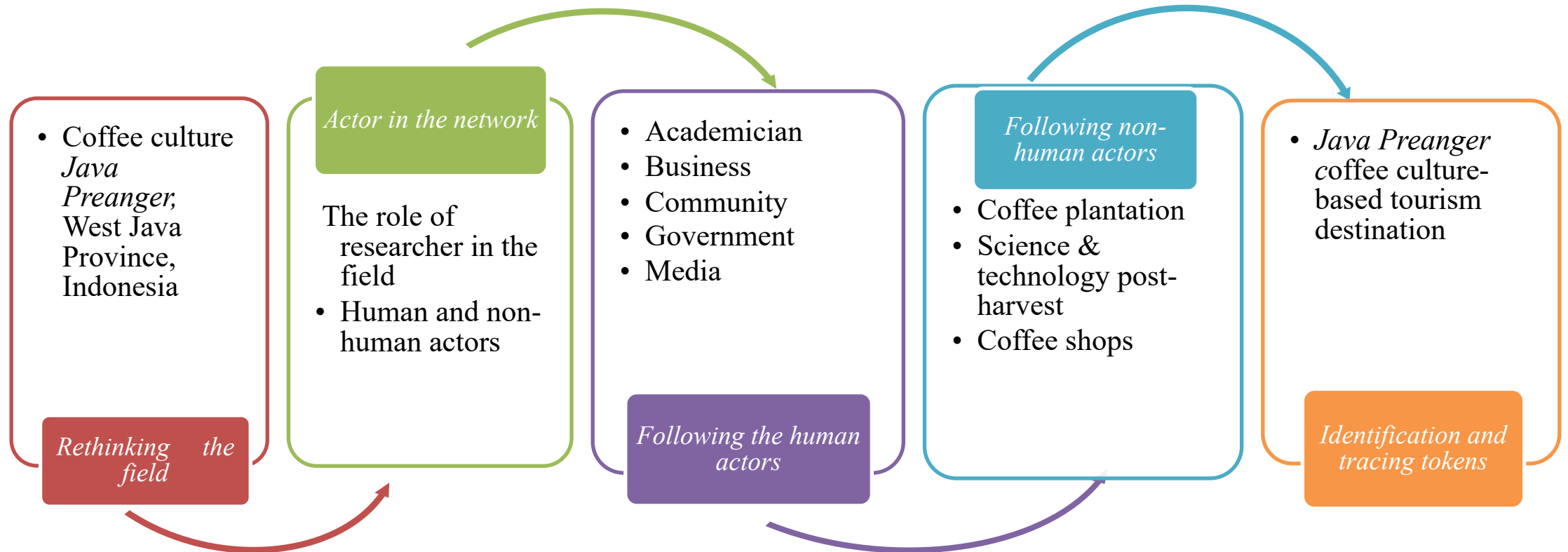


LITERATURE REVIEW

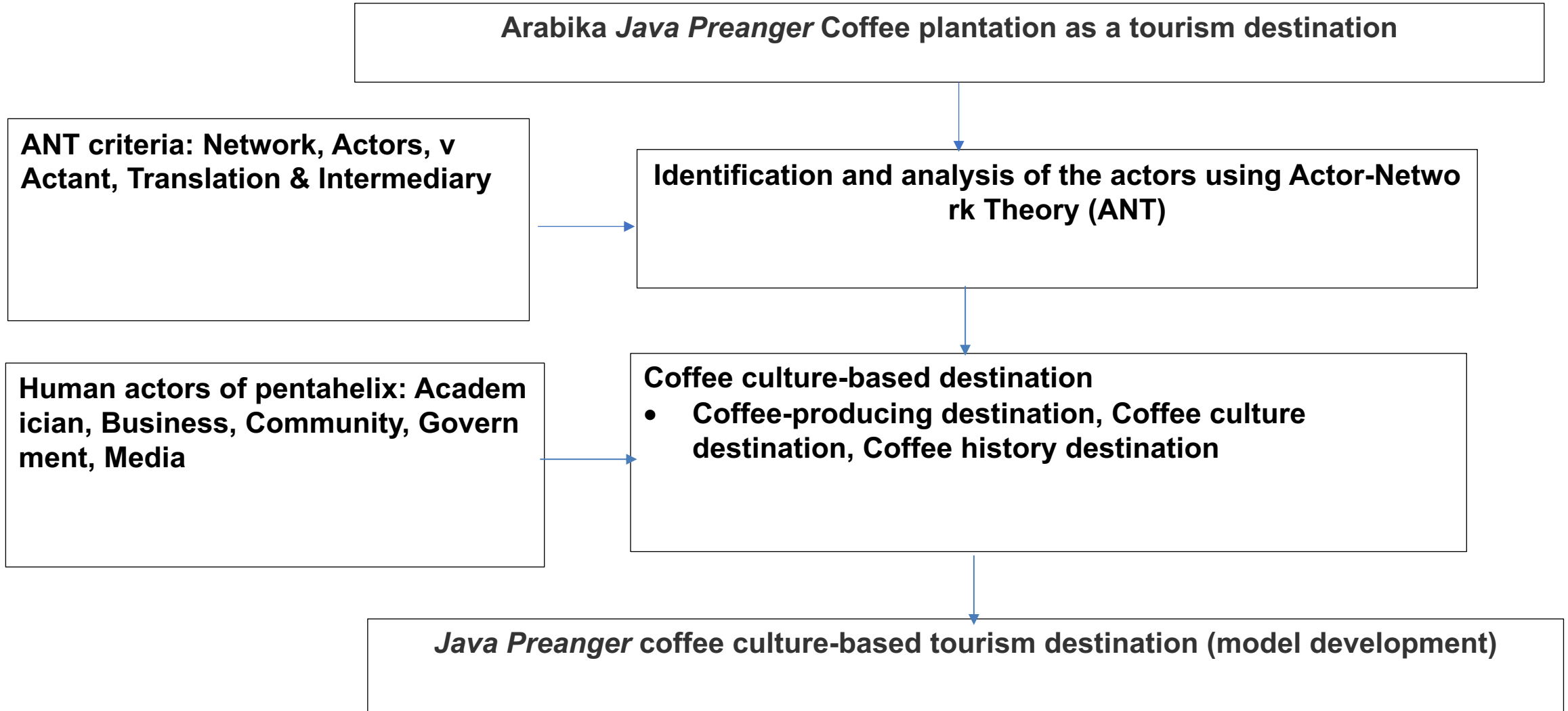
- Actor-Network Theory (Latour, 2004; Law, 1992; Van der Duim, 2017; Johansson, 2015).
- Actor-network theory stresses that building up technology is a **social process**, which implies building up heterogeneous technical and social networks.



Conceptual Development



Research Model



METHOD

- Qualitative (Creswell, 2007; Bungin; 2004)
- Interpretative Phenomenological Analysis-IPA(Smith, 2012)
- Double Hermeneutic
- Observation & Interview (Creswell, 2012)
- Constructivism paradigm (
- Period: September 2021 – August 2020

3/12/23



Implication: Theoretical

1. Enrichment of literature by using Actor-Network Theory to establish a coffee-culture tourism destination.
2. Application of Interpretative Phenomenological Analysis to comprehend the experiences of the social actors involved in the destination development.



Implication: Practical

- The model can be beneficial for the local government, destination managers, and businesses to design marketing and promotional strategies.



Thank you

