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Management Of Coffee-Based Gastronomy Tourism In Twenty Milli And Secondfloor Coffee Bali

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Abstract

Coffee-based gastronomic tourism has become a distinctive tourist attraction that combines culinary, cultural, and experiential elements. In Bali, Twenty Milli Coffee Roastery and Secondfloor Coffee represent leading examples of this tourism model. This research explores the activities and management strategies implemented by both cafés and evaluates their contributions to enhancing Bali's tourism appeal. Using a mixed-methods approach, data were collected through observations, interviews, documentation, and questionnaires. Qualitative data were analyzed using NVivo software for thematic coding, while quantitative data were processed using Likert scale and Importance Performance Analysis (IPA). The results indicate that both cafés deliver high-quality tourism experiences, fulfilling visitor expectations in key areas such as attraction, amenities, accessibility, motivation (push and pull), and consumer behavior. Twenty Milli and Secondfloor Coffee successfully manage core resources, human, financial, technological, material, and market to build engaging and sustainable experiences. Although their approaches differ, both emphasize synergy between internal and external business environments. NVivo analysis reveals that educational experiences, storytelling, and customer involvement are central to creating authenticity and uniqueness in coffee tourism. This research highlights that success in this field is driven not only by product quality but also by innovation in service, experience design, and consumer education. It is recommended that other coffee businesses adopt similar strategies, while government stakeholders should provide regulatory and promotional support to strengthen the growth of coffee-based gastronomic tourism.

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INTRODUCTION

Gastronomy tourism is a form of tourism that focuses on exploring a region's distinctive food and beverages as an integral part of the travel experience. This concept not only involves culinary consumption but also provides education about the production processes and the cultural traditions associated with them (Adinanda & Pujianto, 2020). According to the UNWTO, gastronomy tourism can support the preservation of local culture while positively impacting regional economies by promoting specialty products (UNWTO, 2021). One popular form of gastronomy tourism is coffee tourism, which offers a unique experience that spans from the cultivation of coffee beans to their final presentation (Ridla, et al.,2024). In Indonesia, particularly in Bali, coffee-based gastronomy tourism has evolved into a unique attraction for both domestic and international tourists (Ahmad, 2022). With its rich cultural heritage and abundant natural resources, Bali provides an ideal environment for developing this type of tourism, especially through destinations such as Twenty Milli Coffee and Secondfloor Coffee. The uniqueness of coffee tourism in Bali lies in the combination of high-quality local coffee and immersive educational experiences for visitors (Hakim, 2021).

Twenty Milli Coffee and Secondfloor Coffee are two prominent examples of coffee gastronomy destinations in Bali that successfully integrate cultural, educational, and modern lifestyle elements. Twenty Milli Coffee is known for its interactive approach, in which visitors are invited to learn about the coffee production process through roasting, brewing, and cupping sessions. Meanwhile, Secondfloor Coffee offers innovative coffee flavors infused with local cultural narratives, creating a distinctive experience not commonly found elsewhere. Both establishments utilize Kintamani Arabica coffee beans, which are internationally recognized for their distinctive flavors, including bright acidity and fruity notes (Antara & Putra, 2023). In addition to enjoying the beverages, travelers also gain insights into Bali's coffee history and traditions, which are deeply rooted in the island's local culture. By offering these authentic and meaningful experiences, both destinations effectively attract travelers seeking activities that are not only enjoyable but also enriching. This illustrates the significant potential for coffee-based gastronomy tourism to continue developing in Bali (Kusumaningrum et al., 2022).

On a global scale, coffee-based gastronomy tourism is becoming increasingly relevant as travelers seek more personalized and immersive experiences. Bali, long celebrated as an international tourist destination, stands out for its vibrant culture coupled

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with a thriving local coffee industry (Yufawi et al., 2023). Twenty Milli Coffee and Secondfloor Coffee contribute significantly to showcasing the richness of Bali's coffee through a sustainability-oriented approach. These venues function not only as centers of consumption but also as educational hubs where visitors can explore the entire coffee lifecycle from planting to serving. This approach not only enhances the attractiveness of coffee-based gastronomy tourism in Bali but also opens new opportunities for local coffee farmers to participate more directly in the tourism value chain (Ardiwidjaja, 2018). With effective and strategic management, coffee tourism has the potential to become one of the primary pillars supporting Bali's overall tourism industry (Bhudiharty, 2019).

The development of coffee gastronomy tourism in Bali also reflects a global trend in the coffee industry, which has now entered its fourth wave (Chang, 2017). This wave emphasizes sustainability, technological innovation, and a holistic approach to coffee production and consumption (Pratista et al., 2020). Twenty Milli Coffee and Secondfloor Coffee exemplify how these principles are being implemented in a local context. For instance, Twenty Milli collaborates with local coffee farmers to ensure the quality of the beans while supporting the sustainability of Bali's coffee industry. Meanwhile, Secondfloor Coffee utilizes flavor innovation and consumer education as key strategies to attract tourists. Both establishments also foster connections between tourists and local communities through storytelling-oriented experiences centered around coffee production and traditions (Erianto, 2023; Peter & Vecchia, 2021). Therefore, they offer not only products but also immersive experiences that deepen visitors' understanding of Bali's coffee culture.

Coffee gastronomy tourism in Bali also has a significant economic impact, particularly for local communities (Hendrayana, 2022; Prijono, 2021). The emergence of destinations such as Twenty Milli and Secondfloor Coffee has created new employment opportunities in both production and tourism service sectors. Moreover, the growing interest in coffee tourism has stimulated the development of supporting industries, including logistics, transportation, and marketing. In the long term, coffee-based tourism can serve as an effective strategy to optimize Bali's agricultural potential. Kintamani Arabica, for instance, has been recognized as one of the world's finest coffees, making it a valuable export commodity. By leveraging this potential, Bali can further solidify its position as a premier coffee gastronomy tourism destination, both nationally and internationally (Kadir, 2018; Rahmat, 2022).

However, achieving long-term sustainability in coffee-based tourism requires strategic and integrated management (Mhamudan, 2022). These two destinations

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highlight the importance of collaboration among businesses, farmers, and government bodies to build a supportive ecosystem (Nugroho, 2023; Setiawati, 2021). Twenty Milli and Secondfloor Coffee have demonstrated that success relies not only on product quality but also on the ability to create unique and authentic experiences for travellers. Effective management encompasses various aspects from planning and coordination to continuous monitoring to ensure service and product quality are consistently upheld (Nugroho, 2023; Sunada, 2019). Furthermore, continuous innovation in developing new attractions that meet the evolving preferences of modern tourists is essential. With such a strategy, Bali can sustain and strengthen its position as a leading destination for coffee-based gastronomy tourism (Santika, 2023; Sufa et al., 2020).

This research aims to explore and analyze the activities and management practices of coffee-based gastronomy tourism in Bali, with a focus on two main destinations: Twenty Milli Coffee and Secondfloor Coffee. Using a qualitative approach, the research investigates how these two establishments integrate cultural, educational, and sustainable elements into their management strategies. Additionally, it evaluates the impact of coffee tourism on the local economy and the preservation of cultural heritage. The findings are expected to provide new insights for various stakeholders, including coffee entrepreneurs, government agencies, and local communities, in developing a sustainable gastronomy tourism model. By leveraging coffee as a central attraction, Bali can further strengthen its position as a leading global tourist destination.

METHODOLOGY

This study adopts a mixed methods approach, which combines both quantitative and qualitative research methods within a single study. This approach was chosen to gain a more comprehensive understanding of the issues being investigated, particularly in the context of coffee-based gastronomy tourism management. Quantitative data were obtained through questionnaires distributed to consumers, while qualitative data were collected through direct observation and in-depth interviews with café owners, staff, and visitors (Creswell & Plano Clark, 2015; Hermawan, 2019; Hutauruk et al., 2022). The data sources include primary data, such as field observations, interviews, and questionnaire results, as well as secondary data obtained from internal café documents, academic literature, journals, books, and relevant websites (Sugiyono, 2023). The research was conducted at Twenty Milli Coffee Roastery, located in South Denpasar, and Second Floor Coffee, located in East Denpasar, Bali. These locations were purposefully selected based

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on their strong reputation in Bali's coffee industry, their innovative concepts, and their commitment to sustainable business practices.

The population of this study comprises all visitors to both cafés over one year, totalling 37,357 individuals (11,888 at Twenty Milli and 25,477 at Second Floor). The sample size was determined using the Slovin formula, resulting in 100 respondents, who are domestic and international tourists who visited and purchased coffee products at either café. Each respondent completed only one questionnaire. Three main analysis techniques were used. The Likert scale was applied to measure tourists' motivation and purchasing behavior. NVivo analysis was used to process and interpret qualitative data from interviews and documents, allowing for the quantification of non-numerical information. Lastly, Importance Performance Analysis (IPA) was used to evaluate the importance and performance of various aspects of coffee-based gastronomy tourism based on tourists' perceptions.

DISCUSSION

Likert Scale Analysis

The Likert scale analysis is used to measure tourists' perceptions of six key variables in coffee-based gastronomy tourism, namely: Attractions, Amenities, Accessibility, Push Motivation, Pull Motivation, and Consumer Behavior. The assessment is based on the results of questionnaires completed by 100 respondents who visited Twenty Milli and Secondfloor Coffee in Denpasar, Bali. The following are the results and discussions for each variable by location.

A. Twenty Milli Coffee

1) Attractions

The attraction variable received an importance score of 4.68 and a performance score of 4.51, resulting in a conformity level of 96.5%. This indicates that visitors perceive tourist attractions as highly important, and Twenty Milli has largely met these expectations, although there remains some room for improvement.

2) Amenities

Amenities received an importance score of 4.87 and a performance score of 4.83, with a conformity level of 99.1%. The available facilities such as seating comfort, cleanliness, and interior ambiance were considered highly satisfactory and closely aligned with visitors' expectations.

3) Accessibility

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Accessibility was rated with an importance score of 4.89, but its performance score was only 4.25, resulting in a conformity level of 86.8%. This significant gap suggests that ease of access remains a challenge and should be a primary concern for management.

4) Push Motivation

This variable recorded an importance score of 4.74 and a performance score of 4.73, with a conformity level of 99.8%. This reflects that internal factors such as curiosity, personal experience, and the desire for relaxation have been almost perfectly fulfilled by Twenty Milli.

5) Pull Motivation

The pull motivation variable received an importance score of 4.69 and a performance score of 4.68, resulting in a conformity level of 99.7%. This suggests that external factors such as marketing promotions and public reviews have been very effective in attracting visitors.

6) Customer Behavior

Consumer behavior was rated with an importance score of 4.56 and a performance score of 4.53, yielding a conformity level of 99.4%. This indicates that the visitors' consumption patterns are consistent with the services and experiences provided by the café.

7) Average

The average importance score was 4.74, while the average performance score was 4.59, leading to an overall conformity rate of 96.9%. This suggests that visitor expectations are generally high and have mostly been met successfully, although accessibility remains an area requiring improvement.

B. Secondfloor Coffee

1) Attractions

The attraction variable received an importance score of 4.21 and a performance score of 4.45, resulting in a suitability level of 105.8%. This indicates that the tourist attractions offered by Secondfloor Coffee not only meet but exceed visitors' expectations.

2) Amenity

Amenities recorded an importance score of 4.31 and a performance score of 4.56, with a conformity level of 105.8%. The available facilities and overall comfort were rated as very good and contributed to an experience that exceeded visitor expectations.

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3) Accessibility

Accessibility received an importance score of 4.38 and a performance score of 4.29, with a suitability level of 97.9%. This indicates that while access to the location is relatively good, there are still areas that can be improved.

4) Push Motivation

With an importance score of 4.30 and a performance score of 4.58, and a suitability level of 106.5%, visitors' internal motivations, such as interest, curiosity, and desire for relaxation, were not only met but exceeded.

5) Pull Motivation

This variable received an importance score of 4.41 and a performance score of 4.60, resulting in a suitability level of 104.3%. This indicates that external promotional strategies and recommendations have been implemented very effectively.

6) Customer Behavior

The importance value of 4.25 and performance of 4.49, with a suitability level of 105.6%, indicates that visitors feel satisfied and actively involved in the consumption experience offered by the cafe.

7) Average

The average importance score was 4.31, and the average performance score was 4.50, with an overall conformity level exceeding 100%. This indicates that Secondfloor Coffee has generally surpassed visitor expectations across nearly all service and gastronomic tourism dimensions.

IPA (Importance Performance Analysis)

Importance-Performance Analysis (IPA) is used to measure and map the relationship between the level of importance and the level of performance of various variables that influence the tourist experience in coffee-based gastronomy tourism. This approach helps identify which variables should be prioritized for improvement, which ones should be maintained, and which have exceeded expectations. Each variable examined—namely Attraction, Amenity, Accessibility, Push Motivation, Pull Motivation, and Consumer Behavior—is plotted into one of four Cartesian quadrants: High Priority, Maintain Performance, Low Priority, and Overachieved. Visual representations such as the Spider Web Graph and Cartesian Diagram provide a strong foundation for developing service quality improvement strategies for each café.

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A. Twenty Milli Coffee

Table 1: Analysis of Science Twenty Milli Coffee

Variable	Importance	Description	Performance	Description	Tki (%)	Description
Attractions	4,68	Very important	4,51	Very good	96,5	In accordance
Amenities	4,87	Very important	4,83	Very good	99,1	In accordance
Accessibility	4,89	Very important	4,25	Very good	86,8	In accordance
Push Motivation	4,74	Very important	4,73	Very good	99,8	In accordance
Pull Motivation	4,69	Very important	4,68	Very good	99,7	In accordance
Consumer Behavior	4,56	Very important	4,53	Very good	99,4	In accordance
Average	4,74	Very important	4,59	Very good	96,9	In accordance

Based on the results of the Importance-Performance Analysis (IPA) at Twenty Milli Coffee, it is evident that all variables examined have high levels of importance and performance. However, one variable, Accessibility shows a significant gap and should be the primary concern for management. The following is a summary of the assessment for each variable:

Attractions received an importance score of 4.68 and a performance score of 4.51, with a conformity level of 96.5%. This indicates that gastronomic tourism attractions at Twenty Milli are highly valued by customers and are largely meeting their expectations.

Amenities recorded an importance score of 4.87 and a performance score of 4.83, resulting in a suitability level of 99.1%. This suggests that the facilities and overall comfort provided by the café are considered excellent and closely aligned with customer expectations.

Accessibility received the highest importance score of 4.89, but the performance score was only 4.25, with a suitability level of 86.8%. This highlights that ease of access remains a challenge and requires immediate attention to better meet customer expectations.

Push Motivation showed an importance score of 4.74 and a performance score of 4.73, with a very high conformity level of 99.8%. This demonstrates that customers' internal motivational factors have been optimally fulfilled by the services offered.

Pull Motivation scored 4.69 in importance and 4.68 in performance, with a suitability level of 99.7%. This confirms that external attractions such as promotions and public reviews have been highly effective in drawing visitors.

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Consumer Behavior received an importance score of 4.56 and a performance score of 4.53, resulting in a conformity level of 99.4%. This indicates that customer consumption patterns are highly aligned with the services and experiences offered by the café.

Overall, the average importance score of 4.74 and the average performance score of 4.59 indicate that customers hold very high expectations for the gastronomic tourism experience at Twenty Milli, and the café's performance has largely met those expectations. However, Accessibility remains the only variable with a significant gap and should be addressed promptly by the management.

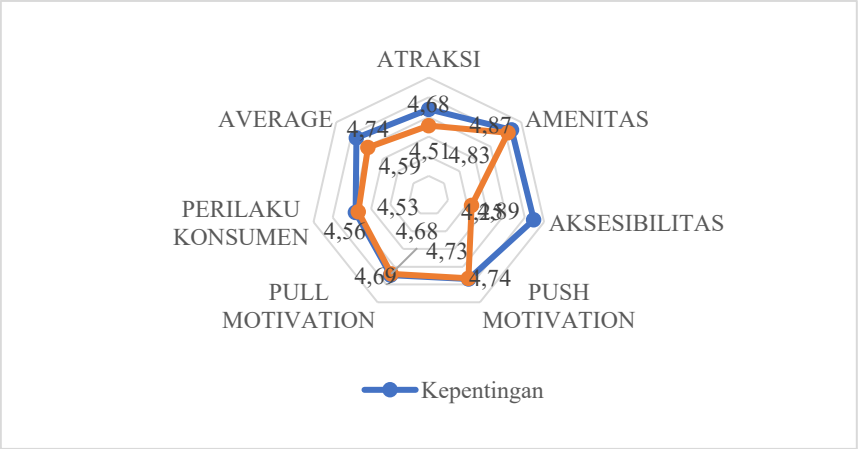


Figure 1: Spider Web Graph or Radar Chart Twenty Milli

The Spider Web Graph is used to visualize the relationship between the levels of importance and performance across six key variables: Attraction, Amenity, Accessibility, Push Motivation, Pull Motivation, and Consumer Behavior. The closer the performance line is to the importance line, the better the café performs in meeting customer expectations.

Attractions recorded an importance score of 4.68 and a performance score of 4.51. This small difference indicates that while the performance is good, there is still room for further improvement to reach optimal levels.

Amenities received an importance score of 4.87 and a performance score of 4.83. The graph shows nearly overlapping lines, suggesting that the café's facilities are closely aligned with visitors' expectations.

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Accessibility shows a significant gap between importance (4.89) and performance (4.25). The graph highlights this wide discrepancy, indicating the need for substantial improvements in accessibility to meet customer needs.

Push Motivation demonstrates balance, with an importance score of 4.74 and a performance score of 4.73. The graph indicates that performance is almost entirely in line with customers' internal motivations.

Pull Motivation recorded an importance score of 4.69 and a performance score of 4.68. This minimal difference reflects the effectiveness of external attractions, such as promotions, in drawing visitors.

Consumer Behavior received an importance score of 4.56 and a performance score of 4.53. This slight difference indicates that customer consumption patterns have been well accommodated by the café.

Overall, the graph shows that nearly all variables align well with customer expectations, except for Accessibility, which remains a significant shortcoming and should be addressed immediately by the management.

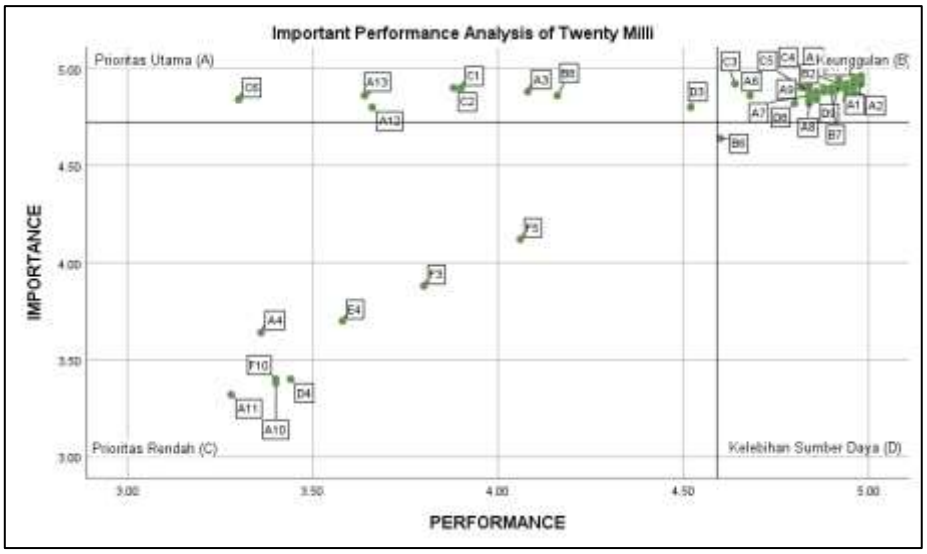


Figure 2: Diagram Kartesius Twenty Milli

The Cartesian diagram in the IPA analysis is used to map six variables into four quadrants based on their levels of importance and performance. This mapping helps identify which aspects should be prioritized, maintained, or re-evaluated in the management of gastronomy tourism at Twenty Milli Coffee.

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1) Quadrant A (Top Priority – High Importance, Low Performance):

Accessibility falls into this quadrant, with an importance score of 4.89 and a performance score of 4.25. This indicates that access to the café is considered very important by customers but is not currently supported by optimal performance. Factors such as location, parking availability, and directional signage need immediate improvement.

2) Quadrant B (Maintain Performance – High Importance, High Performance):

Amenities, Push Motivation, and Pull Motivation are included in this quadrant. These three variables exhibit high performance and meet customer expectations, reflecting both comfortable facilities and strong motivational drivers both internal and external for visiting. Management should continue to maintain the quality in these areas.

3) Quadrant C (Low Priority – Low Importance, Low Performance):

No variables fall into this quadrant, indicating that all assessed aspects are perceived as important by customers and that no element has been significantly neglected by the café.

4) Quadrant D (Overrated – Low Importance, High Performance):

Attraction and Consumer Behavior fall into this quadrant, meaning that performance in these two aspects is strong but they are perceived as slightly less critical than other variables. Resources allocated to these areas may be moderately reallocated to more pressing issues, such as accessibility.

Overall, Accessibility emerges as the primary focus for improvement due to its substantial performance gap. Meanwhile, Amenities and Customer Motivation should be maintained to continue delivering a positive visitor experience. The management of Attractions and Consumer Behavior can be adjusted slightly for greater operational efficiency.

B. Secondfloor Coffee

C. Table 2: Analysis of Secondfloor Coffee IPA

Variable	Importance	Description	Performance	Description	Tki (%)	Description
Attractions	4,21	Very important	4,45	Very good	105,8	In accordance
Amenities	4,31	Very important	4,45	Very good	103,3	In accordance

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Accessibility	4,23	Very important	4,26	Very good	100,6	In accordance
Push Motivation	4,00	Important	4,33	Very good	108,4	In accordance
Pull Motivation	4,17	Important	4,49	Very good	107,8	In accordance
Consumer Behavior	3,84	Important	4,31	Very good	112,1	In accordance
Average	4,13	Very important	4,38	Very good	106,3	In accordance

Based on the results of the Importance-Performance Analysis (IPA) at Secondfloor Coffee, all assessed variables demonstrate a very high level of performance, with most even exceeding customer expectations. This indicates that the coffee-based gastronomic tourism experience at this café has been managed effectively and aligns well with visitor needs. The following is a breakdown of each variable:

Attractions received an importance score of 4.21 and a performance score of 4.45, with a suitability level of 105.8%. This suggests that the tourist attractions at Secondfloor Coffee are considered important and have successfully delivered an experience that exceeds customer expectations.

Amenities recorded an importance score of 4.31 and a performance score of 4.56, with a suitability level of 105.8%. Facilities such as seating comfort and interior design are highly appreciated by customers and have surpassed their expectations.

Accessibility obtained an importance score of 4.38 and a performance score of 4.29, resulting in a suitability level of 97.9%. While the performance is quite good, this aspect still offers room for improvement to better optimize the visitor experience.

Push Motivation scored 4.30 in importance and 4.58 in performance, with a suitability level of 106.5%. This indicates that customers' internal motivation to visit has been effectively addressed by the café.

Pull Motivation recorded an importance score of 4.41 and a performance score of 4.60, with a conformity level of 104.3%. External promotions and public recommendations have proven highly effective in attracting visitors.

Consumer Behavior received an importance score of 4.25 and a performance score of 4.49, yielding a suitability level of 105.6%. This demonstrates that customer consumption patterns have been well accommodated by the café's services.

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Overall, the average importance score of 4.31 and performance score of 4.50 indicate that Secondfloor Coffee has exceeded customer expectations across nearly all dimensions, with Accessibility being the only variable that may still benefit from improvement to ensure a more seamless experience.

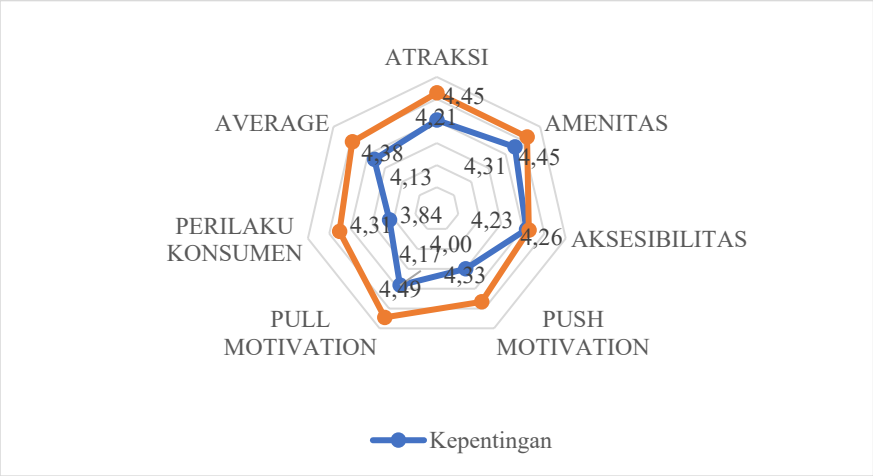


Figure 3: Spider Web Graphic or Radar Chart Secondfloor Coffee

The Spider Web graph is used to illustrate the relationship between the levels of importance and performance of six key variables at Secondfloor Coffee: Attraction, Amenity, Accessibility, Push Motivation, Pull Motivation, and Consumer Behavior. The closer the performance line is to the importance line, the better the café is at meeting customer expectations.

Attraction shows an importance score of 4.21 and a performance score of 4.45. The noticeably longer performance line indicates that the café's attraction-related features have exceeded customer expectations.

Amenities received an importance score of 4.31 and a performance score of 4.56. The strong performance in amenities such as comfort and interior decorationis highly appreciated by customers and exceeds expectations, as reflected in the larger performance line on the graph.

Accessibility scored 4.38 in importance and 4.29 in performance. Although the difference is relatively small, the graph shows a slightly lower performance line, indicating that access to the café could still be improved.

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Push Motivation recorded an importance score of 4.30 and a performance score of 4.58. The larger performance line suggests that customers' internal motivations for visiting the café have been optimally fulfilled.

Pull Motivation received an importance score of 4.41 and a performance score of 4.60. External factors such as promotions and recommendations have been highly effective in attracting customers, as indicated by the performance line surpassing the importance line on the graph.

Consumer Behavior recorded an importance score of 4.25 and a performance score of 4.49. The graph reflects that customer consumption patterns have been very well accommodated, exceeding their expectations.

Overall, the Spider Web graph shows that almost all variables have surpassed customer expectations, with Accessibility being the only area that still presents a gap and requires attention for further service improvement.

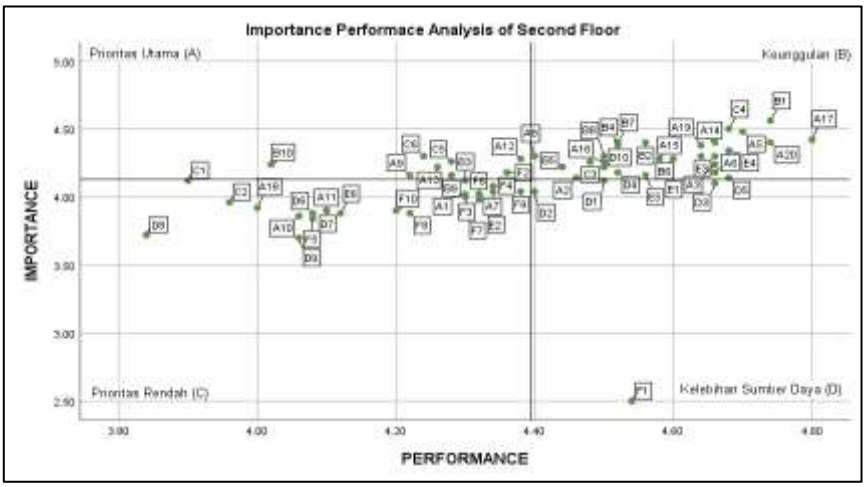


Figure 4: Secondfloor Coffee Cartesian Diagram

The Cartesian diagram in the IPA analysis is used to map six variables based on their levels of importance and performance into four quadrants. This mapping helps determine which aspects should be prioritized, maintained, or reallocated in the management of the gastronomic tourism experience at Secondfloor Coffee.

1) Quadrant A (Top Priority – High Importance, Low Performance):

Accessibility (4.38 | 4.29) falls into this quadrant, indicating that ease of access is highly important to customers, but current performance remains suboptimal. Factors such

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as location, parking availability, and road access should be improved to enhance the overall customer experience.

2) Quadrant B (Maintain Performance – High Importance, High Performance):

Amenities (4.31 | 4.56), Push Motivation (4.30 | 4.58), and Pull Motivation (4.41 | 4.60) are situated in this quadrant. These variables are deemed very important and have exceeded customer expectations, indicating that performance levels should be maintained to sustain customer satisfaction and loyalty.

3) Quadrant C (Low Priority – Low Importance, Low Performance):

No variables fall into this quadrant, which suggests that all elements assessed by customers are perceived as relevant and have been adequately addressed by management.

4) Quadrant D (Overrated – Low Importance, High Performance):

Attraction (4.21 | 4.45) and Consumer Behavior (4.25 | 4.49) are positioned in this quadrant. Although these variables exhibit strong performance, they are considered lower in importance, indicating that some resources may be reallocated to areas with higher priority, such as Accessibility.

Overall, Accessibility is the variable that requires the most improvement. In contrast, Amenities and Visitor Motivation are performing very well and should be consistently maintained. Meanwhile, Attractions and Consumer Behavior do not require significant changes at this time.

NVivo Analysis

NVivo analysis was used to process qualitative data obtained from in-depth interviews, field observations, documentation, and various other secondary sources. The process involved thematic coding of raw data using NVivo software, which enabled the researchers to map dominant themes, identify relationships between concepts, and trace narrative patterns emerging from informants and other data sources. This analysis aimed to gain a deeper understanding of the management structure of coffee-based gastronomic tourism at Twenty Milli and Secondfloor Coffee. Some of the primary outputs of this process include the Word Cloud and Directed Map, which visually represent the intensity of thematic occurrences and the interconnections among elements within each café's management system.

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A. Word Cloud Twenty Milli Coffee



Figure 5: World Query Twenty Milly

The results of the data analysis for Twenty Milli Coffee indicate that the management approach places significant emphasis on educational and interactive experiences, as reflected by dominant keywords such as “experience,” “learning,” “sensory,” “roasting,” and “farmer.” The word “experience” appears most frequently, suggesting that experiential elements serve as the foundation—not only for enjoying the taste of coffee but also for deeply understanding its production process. The presence of keywords such as “farmer,” “bean,” “specialty,” “local,” and “origin” illustrates that the café’s narrative encompasses the entire value chain, linking tourists to local farmers and highlighting Indonesian specialty coffee as part of its effort to promote sustainability, quality, and authenticity in coffee-based gastronomic tourism.

B. Word Cloud Secondfloor Coffee



Figure 6: World Query SecondFloor

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The results of the word cloud analysis for Secondfloor Coffee indicate that the management emphasizes the creation of signature products rooted in local identity, as reflected by dominant keywords such as “product,” “signature,” “local,” “barista,” and “robusta.” The café’s strategy centers local values as the core of its narrative—from raw materials to atmosphere—resulting in an authentic experience that appeals to tourists. The presence of words such as “barista,” “brew,” and “roasting” further highlights the significance of presentation techniques and staff professionalism in shaping the quality of the overall experience. In addition, the keywords “customer,” “place,” and “experience” emphasize that comfort and customer service are primary aspects, positioning Secondfloor not only as a place to enjoy coffee, but also as a relaxing destination that offers added experiential value beyond beverages.

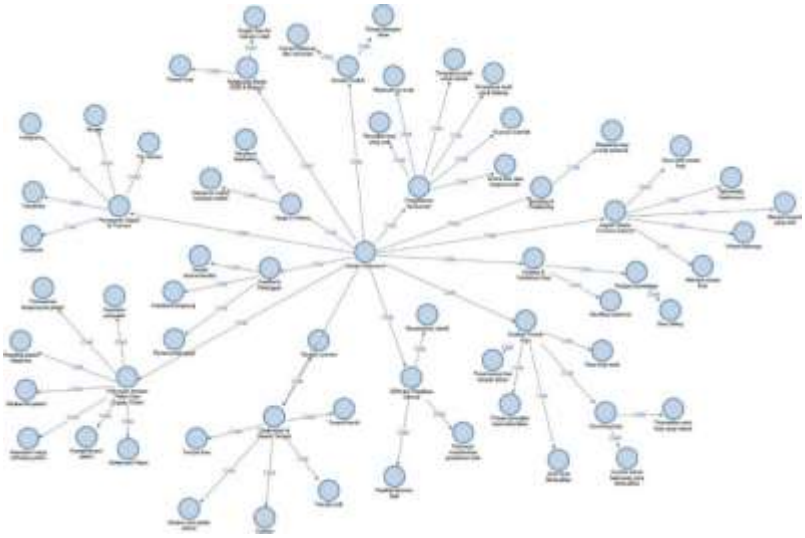


Figure 7: Directed Maps of Twenty Milli and SecondFloor Gastronomic Tour

In the development of coffee-based gastronomic tourism, NVivo’s directed maps illustrate the relationships between major themes and subthemes that support visual concept analysis. The central theme identified is “Gastronomic Tourism,” with four dominant thematic clusters as follows:

1. Customer Experience

Subthemes such as “authentic coffee,” “nice place to relax/work,” “great aroma and taste,” and “unique presentation” demonstrate that customer experience is a key factor valued by travelers at both Twenty Milli and Secondfloor Coffee.

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2. Quality of Coffee Products

This theme includes subthemes such as “quality serving process,” “superior coffee types,” and “quality raw materials,” indicating that the taste and origin of coffee are crucial in attracting and satisfying tourists.

3. Environment & Placed Design

Subthemes like “unique places,” “modern interiors,” and “outdoor areas” reflect the importance of spatial aesthetics and comfort as strategic elements in creating memorable visitor experiences.

4. Digital Marketing & Promotion

Keywords such as “Instagram,” “Google,” “TripAdvisor,” “Tokopedia,” and “Facebook” suggest that both establishments actively utilize digital platforms to promote their brand and expand their reach to a broader tourist audience.

CONCLUSION

Based on the results of the research and data analysis that has been conducted, the following conclusions can be drawn:

1. Coffee-based gastronomic tourism activities at Twenty Milli and Secondfloor Coffee exhibit strong and distinctive characteristics as tourist attractions. Both establishments offer not only coffee products as consumable items but also broader experiences through a gastronomic approach. The six variables explored in this research attraction, amenities, accessibility, push motivation, pull motivation, and consumer behavior demonstrate that both coffee shops are highly appealing to tourists. The analysis of importance and performance for each variable provides valuable insights and positive recommendations for both businesses, highlighting specific areas for improvement that could enhance tourist interest and visitation. Overall, the performance of Twenty Milli and Secondfloor Coffee aligns well with the expectations and preferences of tourists.
2. The management practices of coffee-based gastronomic tourism at Twenty Milli and Secondfloor Coffee are reflected in the NVivo analysis results. The study identifies at least five key resource areas that form the focus of management in both establishments. Although the two coffee shops may differ in operational emphasis, the NVivo-based in-depth interviews with the business owners reveal a shared focus on human resources, financial resources, technological (machine) resources, material resources, and market resources. These five resource categories are part of the broader business environment, encompassing both

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internal factors (human, financial, and technological resources) and external factors (materials, suppliers, and market dynamics). These elements significantly influence the operational success of the businesses, either directly or indirectly.

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