

Knowledge Sharing Over Coffee: A History-Based Community in Urban Jakarta

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Abstract--This study discusses coffee culture as a media for knowledge sharing for urban community. While “Ngopi” is identical to hanging out or just to have an easy talk with friends, it also relates to certain rituals and knowledge dissemination as well. Coffeehouses and other informal venues thus emerge as open spaces for disseminating tacit knowledge to the explicit ones through different kinds of storytelling. *Kopi Koe* and *Ngopijakarta* are two communities which has unique active activities regarding their passions in sharing knowledge. *Kopi Koe* members discuss about coffee culture and its history, while *Ngopijakarta* invites everybody to visit historical sites continued with informal meeting. Both communities have coffee meetings on regular basis to share their tacit knowledge. This study was aimed at exploring how these communities manage the culture of drinking coffee to share knowledge among their members? What issues they discussed which were related to their core business? This study was carried out using a qualitative study with experience approach used by Scott. The founders and some members of the communities were interviewed to get data stated in research questions. The result of this study revealed the significance of coffee culture among the members of communities to create creativity and innovation for the benefit of the individual and communities.

Keyword: Coffee, knowledge sharing, history, Jakarta, urban

I. INTRODUCTION

Coffee becomes lifestyle in society because coffee has a long history in the past. It was predicted that coffee was invented in Abyssinia, Ethiopia [1]. Another resource said probably coffee came from Arab Land. Even though coffee plant was not coming from Arab land but coffee as beverage had been produced and developed in it bigger than Ethiopia production [2]. Actually, coffee in the beginning was introduced as plants (trees) than as a beverage and as a medicine by Muslim scholars like El-Razi and Sheikh Gemaleddin Abou Muhammad Besaid as Mufti of Aden [2].

Coffee production as beverage was founded by Arabs people. They forbid other countries to develop this plant so they deceive by roasting the coffee and some people also pouring the water into roasted coffee. Arabs had done these actions in order to prevent the development of coffee plants outside Arab land and they can become coffee trading centers. [2] Coffee is known as a drink that loved by every person has tasted it, it comes from the special taste from coffee bean. So it is clear why coffee becomes commodity in the colonial era and becomes social

drugs in society. Majority of people in the past enjoying drinking coffee in coffeehouse and accompanied by small talk or discussion between visitors and this become a culture in next day until now. Coffee is most definitely an acquired taste, as the behavioral psychologist Robert Bolles has observed [3].

“Coffee is one of the great, marvelous flavors. Who could deny that? Well, actually, anyone drinking coffee for the first time would deny it. Coffee is one of those things that [have been] called innately aversive. It is bitter and characterless; it simply tastes bad the first time you encounter it. By the time you have drunk a few thousand cups of it, you cannot live without it. Children do not like it, uninitiated adults do not like it, rats do not like it: nobody likes coffee except those who have drunk a fair amount of it, and they all love it. And they will tell you it tastes good. They like a mediocre cup of coffee, they relish a good cup of coffee, and they go into ecstasies over a superb cup of coffee.”

Coffee has arrived in Southeast Asia in 17th century. Dutch trader trying to bring it into their country and cultivate it in their land but it was failed. So, they brought it into Java land then coffee became main commodity in that era. Although, the first coffee plant was failed to grow due to a pest. Then they developed other types of coffee like Liberia and Robusta [2]. The emergence of coffee in Indonesia has been discussed in several articles and books such as; Coffee United Brewing Harmony's which said that the first coffee had been cultivated is Arabica coffee. It was cultivated in Pondok Kopi, East Jakarta, Batavia. During one and three quarter century Arabica was only type of commercial coffee grown in Indonesia. All About Coffee book said that coffee has been cultivated in Java by instruction of Adrian Van Ommen. [1] In the Decline of Java Coffee article has been writing about coffee Java that has good reputation in culture steelsel era, coffee that comes from farmers will be sold to the Dutch government at a low price then saved by them for resale [4].

Coffee as a drug has caused global effect that plays an important role in social life in terms of identity, religion and in symbolic rituals in various complexes of food and cuisine in diverse environments. Coffee interaction with human become global idea in society and become shorthand for public sphere. [5]this ide was make coffeehouse become a favorite place to be coffee lovers to gathered and discussed.

Coffee and discussion become an identity because it has been a habit in society. It might be the first communication tools in oral tradition society. That is why drinking coffee while discussing or small talking becomes a favorite activity in free time. Oral tradition served as the sole means of communication available for forming and maintaining societies and their institutions. Moreover, numerous studies conducted on six continents have illustrated that oral tradition remains the dominant mode of communication in the 21st century, despite increasing rates of literacy [6]. Sharing knowledge with oral tradition has been going on for a very long time and has become a habit in the society until now. Definition of knowledge sharing is the act of exchanging information or understanding between individuals, teams, communities or organizations. Knowledge may be explicit (procedures and documents) or tacit (intuitive and experience-based). Sharing knowledge is an intentional process that not only bolsters an individual's understanding, but helps create or enhance an archive of accessible knowledge for others [7]. Ways to sharing knowledge are Person-to-person, oral transmission of knowledge was slow but effective. To help remember what was said, ideas were put into poetry and song [8].

Sharing knowledge from person to person has happened in ancient time., like in Arabia land. In this area there was a competition near Ukaz Souq or Ukaz Market to read the poem of their own work with loud voice, after that there will be judges who give them comments and the winner will get prize by hanging their work on the Ka'bah and their writing will be write it down with gold boards. This seems like nobel prize in ancient Arab [9]. In the next era, European coffee house was opened and there were several poet comes to read their work in the public and waiting for comments from them [10].

This study uses Marelyeen Huysman theory that said, the most important success factor for knowledge-sharing was the degree to which it is bound up in the day-to-day operations of an organization. When knowledge-sharing processes become institutionalized it suggests that all those involved in the organization consider knowledge-sharing to be a crucial part of their daily work. At that point, knowledge sharing becomes routine instead of just another task [11]. About community Apaydin said that community is a group that shared their same value and also protecting by same group to stay alive and continue their life. This value has been played important role to build identity construction [12]. According to Wenger the community has three main characteristics: the domain (not merely a club of friends or a network of connections between people. It has an identity defined by a shared domain of interest), the community (in their domain, members engage in joint activities and discussions, help each other, and share information. They build relationships that enable them to learn from each other), the practice (A community of practice is not merely a community of interest--people who like certain kinds of movies, for instance. Members of a community of practice are practitioners).

Drinking coffee has become a routine for most people, morning, afternoon, evening and night, people consume this beverage. The purpose of people to drink coffee is various, such

as to relieve drowsiness, increase stamina, or just fill the time gap. In the past, people generally enjoyed coffee and spent a long time in coffeehouses. Since the first time the coffeehouse was opened, this place became a favorite place for many people to share their knowledge and make simple conversation. coffeehouses provide opportunities to perceive a small world or create one, by offering something familiar in far-flung corners of the globe and our own hometowns [3].

Coffeehouses have been existing for 500 years [3]. There were several coffeehouses in Mecca as early as the 12th century. The first coffeehouse in Europe opened in Venice in 1647. The first coffeehouses in England were opened in 1650 and 1652. And in Vienna the first coffeehouse opened only in 1683 [13], then opened in Turkey for the first time in the mid-16th century, this place became place of social interaction [14]. In Vienna they claim that the first coffeehouse in Europe came from there, but by a third of a century, England lays claim to the first in Christendom di Oxford and then Cambridge and instantly expanded in London [15].

Coffee and coffeehouse distribution in several countries bring in new culture in society. Based on several resources said that all the coffee house became a place to discuss and sharing knowledge among visitors who came and more than those things coffeehouse produce a new knowledge and masterpiece, and also threat. This because there are no rules who made by government to limits coffeehouse activity in that era, coffeehouse became public space that free for anyone who wants to express themselves.

Coffeehouses as a threat to the regime have occurred in several countries in the past. This makes many coffeehouses closed because it is feared that they will provoke provocation and make the regime was threatened. In Turkey during the reign of Sultan Murat IV the coffeehouse was closed because it caused general hatred of the regime. coffeehouses with quickly become a place for information exchange, where news about the palace or Porte is spread by word of mouth. perhaps, in places where people of several positions can be found, ancient and respected "leaky" news agencies are unknown. One wants to hear the latest news - or, more likely, the fresh rumors needed only to put himself in the coffeehouse for a short time [10]. In the UK, Scandinavia and Saudi Arabia the same thing also happened. Coffee connoisseurs discussed and held congresses with many people in the coffeehouse and finally found the fault of the regime and finally criticized the government in the media [15].

Since the emergence of coffeehouses also produced a lot of knowledge and extraordinary works. Pefcevi describes the condition of coffeehouse activities in Turkey among the patrons, in the other corner of coffeehouse, there might be heated discussion on art, science, or literature. This kind of thing also happened in Europe later [10]. Donald Campabellin 1780 saw there was a coffeehouse in Aleppo and being the most popular kind of entertainment. William Witman in Cairoalso saw a coffeehouse in 1800 being the most popular, and visited by poets [16]. Coffee as a drink also takes place in the knowledge life. Yemeni students introduced this drink to the campus of Cairo's Al-Azhar University in Egypt at the end of

the 14th century, and eventually extended to other social groups [10].

The culture of drinking coffee at coffeehouses while discussing making coffeehouses has a designation as a university. This is because coffeehouses bring up many useful works. Coffeehouse referred to as "Penny university" Many people for hours to spend time in coffeehouses to be easily contacted. Educated people will read aloud from newspapers, tracts and house broads so, the illiterate people can digest their contents and discuss problems that day [15]. A group of regular coffeehouse visitors called "Oxford Coffee Club," then became embryos for the birth of The Royal Society, which claimed to be the oldest group of scientists in the world and published the world's first scientific journal to date [2]. UK coffeehouse have a function as social space that play important role in early modern English culture [17].

The culture of drinking coffee at the coffeehouse also arrived in Indonesia. The coffee culture was first brought by the Dutch East Indies government as previously explained. The coffeehouse was first introduced by the Dutch East Indies government. Upscale to low-class coffeehouses are scattered throughout this region to be enjoyed by local and migrants. As the entry gate of Java, Batavia became the first place travelers expect to sip legendary Java coffee. Therefore, several large coffee brands from local to international scale have factories, headquarters and marketing here, for example, Tech Sun Ho (Wetvereden), ENIK and HAG (national and international) [18].

The witness of the culture of drinking coffee by exchanging stories and thoughts also the discussion of the Batavia community in the 19th century was at Warung Tinggi. Visitors in Warung Tinggi enjoy snacks and a cup of coffee while relaxing their mind and body after work. Hong before the advent of modern coffeehouses, coffee has actually become a way of life for the Indonesian people. Lifestyle and food observer, Kevindra Soemantri said this increase in the trend of consuming caffeinated beverages can be seen since 2014. Several world reports also indicate the transition from bars to coffeehouses. This trend also occurs in Indonesia, especially Jakarta. Kevin explained, the situation was supported by the transition to consumption of local products. Enjoying coffee is considered as part of loving local products because coffee beans are abundant in Indonesia [19].

Today in Indonesia, coffeehouses also have broad functions. Not just enjoying coffee, the coffeehouses also become meeting rooms, recreation places and relax, work, and even make business deals. Drinking coffee may not be much, but the gathering is longer [19]. The entry of one of the foreign coffeehouses such as Starbucks had a big influence, the growth of starbuck as a coffeehouse with modern style so rapidly in Indonesia towards the urban lifestyle, this was marked by the great interest of coffee drinkers in Indonesia can be seen with Starbucks Coffee Indonesia that have 326 different locations all around major cities (22 cities), connecting to Indonesians one cup at a time [20]. It cannot be denied that the presence of foreign coffee outlets makes the name of local coffee and other coffee drinking cultures begin to rise [21].

Many people spend hours in the coffeehouse including traditional coffeehouses. In the lower economic based lovers prefer to drink coffee in a small shop, while spending hours talking a lot of things without a clear topic. Type of coffee that served is *kopi tubruk*. These types of coffee different with coffee has served in modern coffee house. the behavior of consuming coffee today is done by all people not just parents, the poor or the rich, from adults and even children. most drinkers are young people. coffee consumption behavior has its own meaning for individuals not only to meet the needs of life but to express themselves [22]. In the 21st century knowledge sharing is not limited to space and time as was done by an ancient person that was generally done in a coffeehouse. As like the two communities that were sampled in this study, namely Ngopi Jakarta and the Kopi Koe Community. Both of these communities are doing sharing knowledge in uncommon places. They both have similar activity that is "Ngopi" during sharing knowledge. For both members of the communities, ngopi is a tool to get closer with each other. So, that is why these two communities are chosen to become the informants to explore culture of drinking coffee while sharing their knowledge in Urban communities that represent a new culture of coffee, that has been identic in the last few decades by drinking coffee at cafes like Starbucks and other modern coffeehouses.

II. METHOD

This study using qualitative method, the founders and several community members are interviewed. There are two communities chosen for this study; Kopi Koe and Ngopi Jakarta, abbreviated as Ngojak. Kopi Koe was established in 2010 and it was found by university student who loved drink coffee and hang out to spent their free time in campus. Initially the coffee they used was only ordinary sachet coffee that was sold in a stall. Starting from the curiosity of the contents of the coffee powder composition which is only 16% in sachet coffee, finally they find out what coffee powder looks like and how. This is where studies on coffee are formed and until it becomes a coffee community [23]. While Ngopi Jakarta or Ngojak is another community which used coffee as beverage in the last session of discussion after this community do the historical visits in Jakarta both social, cultural, religious, and historical buildings.

Those two communities sharing knowledge over coffee, thus both of them are suitable for exploring the questions of this study. The data from this study are observed and scrutinized until the researchers got the main primary resources from these two communities. The coffee culture and sharing of knowledge in urban society will be the main discussion in this study. Interview result from the observation shows that "coffee" and sharing of knowledge is an inseparable entity. both of them have been carried out by the community for a long time and this is also the reason of these two communities standing and sticking together among the members.

III. FINDINGS AND DISCUSSION

The result of this study shows both community using coffee as the tool for communication in sharing knowledge, Each of

the community has develop a habit in sharing knowledge while having coffee. Each community has unique topics for discussion.

A. *Kopi Koe*

This community focus on discussion about coffee from coffee as beans until coffee deserved. In this community, they also discuss about the features and characteristics of Indonesian coffee. The routine was done by this community is sharing about coffee every once a week or once a month with different topics in each meeting. The activities carried out by this community are "Kopdar" (meeting in a place somewhere) which is conducted every week and every once a month. Activities carried out in coffee cafes around Jakarta are usually carried out for once a week. This growing community develops it towards business. Of the 7 people who were the founders of this community and then spread to several regions in Indonesia then they finally each opened coffee shops and cafes that have been spread like in Jakarta, Tangerang and Cirebon. At each cafe, Coffee Koe community activities will be held.

However, the main activities carried out are at their secretariat located in Duren Sawit and carried out once a month. This is where the discussion about coffee and discussing the development of community issues are discussed. New members join will be trained in this place for education related to coffee. The community also hopes that its members will be able to provide information regarding coffee as widely as possible in various ways including one of them through the coffee cafe business or just a coffee shop.

Since its establishment in 2010, the community has nearly 2000 members and around 200 active people. There is already a Facebook fan page joining almost 5,000 people. According to Beny, one of the co-founders of Kopi Koe said that In one day only one coffee will be discussed it was named "ngulik kopi" or "ngupascoffee." Everything about coffee will discussed in this forum. this forum will start with the question that have been prepared by the members or committee. For example, why we should drink coffee with or without sugar? These types of question will be answered by the committee. In the end of discussion, they will do the capping test which is every the members given chance by the community to taste the coffee has been discussed from the flavor of coffee and aroma from the coffee.

The purpose of the Kopi Koe community is to provide education related to coffee that many people don't yet know. In addition, this community also wants to raise local coffee in every discussion. According to one of the founders of koe coffee, Indonesian coffee has its own characteristics and enjoyment. The main objective emphasized is how people who are educated about coffee can disseminate their knowledge so that it benefits many people and especially for the welfare of Indonesian local coffee. The main target of this community is young people, this community is still active in conducting discussion activities every week and every month about coffee.

B. *Ngojak*

Ngojak community design a program for their members to

visit historical sites, after their visit they are prepared to share knowledge that they get during the activities while drink a cup of coffee that they made by themselves. For the members coffee become a tool to unwind and exchange thoughts from what was obtained during a tour of the historical relics in Jakarta.

This community was born from a coffeehouse located in Senayan. Two founders met at a coffeehouse after returning from the Indonesia Book Fair and discussed with each other even though they had never met in person. From this coffeehouse it was triggered to form ngojak as a place to tell the face of the capital city through writing. A few years ago the writing activity developed to immediately see and explore further about Jakarta in the past. (sesi diskusi bersama) Ngojak prefers to be referred to as a shared learning space rather than a community because they do not have permanent members in every activity they carry out. This activity is attended by anyone who is interested in culture, art, and other things related to Jakarta.

Gojak has a website that contains writings about the history of Jakarta and to date has produced two published books. The first book entitled "Coffee in Jakarta Street, Man, Space and Time" then the second title "Beginning of Jakarta, Humans and Rivers". Both of these books contain a collection of writings made by participants who have participated in their activities and put together in these two books. Discussions held in this community were carried out after exploring the history of Jakarta according to the theme while making coffee brought by the committee. Sharing can be done for hours to discuss in detail about the history of Jakarta and an introductory event for people who are for the first time following a historical visit with Ngojak.

IV. CONCLUSION

Coffee has become a routine of Indonesian society for a long time, which started from coffeehouse then became a drink for all circles. whereas knowledge sharing with coffee has become an integral part. people who like to drink coffee will say that if you drink coffee, especially in a traditional coffee house you must be sharing or discuss something it become a habit. This study wants to show that that sharing knowledge through coffee has been going on for a long time and continues to grow to this day. through the Ngojak and Kopi Koe communities shows that scientific activities can be done in informal conditions while sipping coffee done anywhere. Parks, roadside, or anywhere that can be used as a place for social interaction.

Both of these communities have a goal to educate the participants, and coffee is chosen as a drink that accompanies sharing knowledge to make the atmosphere warmer and can be done anywhere it does not need to be on coffeehouse. The role of coffee as a media sharing knowledge is increasingly seen in informal cases like this. According to the two founders of the community *Ngopi* and discussion become a unity. Something has missing if we do not do this habit. You will get a lot of new knowledge from this activity.

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