



THE IMPACT OF THE COVID 19 PANDEMIC ON THE COFFEE CULINARY TOURISM AND COFFEE FARMERS IN CENTRAL ACEH

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Abstract

The potential of coffee culinary tourism and the position of gayo arabica coffee products themselves have a strong position both nationally and internationally because they have a distinctive aroma and taste. However, the Corona Virus Disease (COVID-19) pandemic that has occurred since March 2020 has had a huge impact on various tourism sectors in Indonesia in general and Aceh Province in particular, especially in the field of socio-cultural tourism. The corona outbreak, which has become more massive lately, has greatly disrupted the culinary tourism industry to a significant point due to the lack of visitors. This condition will cause various impacts in the realm of Gayo Arabica coffee culinary tourism itself. The various impacts felt by coffee culinary tourism in Central Aceh Regency must be known in order to prepare solutions so that they can explore more potential that has not been optimized in advancing coffee culinary tourism. This research was conducted in Central Aceh Regency. This is because Central Aceh Regency is the main production area of Gayo Arabica coffee which has many culinary tours with a concentration of coffee commodities as raw materials. The research method used is descriptive qualitative research method. Qualitative Research Method is a method used to research on the condition of natural objects, where the researcher is the key instrument (Sugiyono, 2005). Furthermore, according to Moleong (2005), qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject. The research methods used were observation, deep interview and FGD (Focus Group Discussion). This research produces TKT 1 with output targets in the form of (1) scientific publications in crosreff or national accredited research journals with accepted status, (2) IPR of research reports with granted status, (3) publication of activities in print or online media.

Keywords: *coffee culinary, Corona Virus Disease (COVID-19) pandemic, tourism.*

1. INTRODUCTION

Aceh is located at the edge of the Sumatra island and has various types of uniqueness such as various cultures, customs, natural panoramas, and socio-cultural tourism. These various uniquenesses are what cause tourist interest both at the national and international levels. One of the attractions known from Aceh Province is coffee culinary tourism. Although there are various types of coffee in Aceh, Aceh coffee that is better known internationally is Gayo Arabica coffee because it has a distinctive aroma and taste. The term Gayo Arabica coffee arises because the best tasting Arabica coffee comes from the Gayo highlands, namely the districts of Central Aceh and Bener Meriah. There are eight districts that are coffee production centers in Aceh Province. Central Aceh District is the production center with the largest land area among the six districts (BPS Aceh Tengah, 2020). The data above shows that Central Aceh Regency has enormous potential to develop Gayo Arabica coffee. This is in line with Tambarta's research (2016) which states that

Gayo coffee is quite famous in the world because it has a distinctive aroma and pleasure and if cupped or tested for taste. Despite the crisis in Europe, it has not reduced the demand for coffee from the highlands of Tanah Gayo in the world market. The opportunities that exist to develop this coffee agro-industry insight include various aspects such as the strategic environment, demand, resources and technology. The agro-industrial development applied is sustainable agro-industrial development. Agro-industry that is built and developed must pay attention to aspects of management and conservation of natural resources as a manifestation of Indonesia's comparative advantage. All technologies used and institutions involved in the development process need to be directed to encourage the competitive advantage of the Indonesian coffee agro-industry (Tambarta, 2016).

In line with Tambarta's research, Angkasa (2019) in his research stated that public interest in coffee from time to time is increasing. The increase in coffee consumption in the world has even been able to help some coffee-producing areas such as in Bondowoso, Indonesia in reducing the poverty rate from 24 percent to 14 percent, quoted from the Indonesian Minister of Villages, Development of Disadvantaged Regions and Transmigration. 'Ngopi' culture is a manifestation of millennial culture especially in metropolitan cities where coffee is believed to increase the productivity of the younger generation. However, in addition to millennials, people of various ages also enjoy coffee for various reasons, including as a social lubricant in discussing business, as a place to hang out, as a place for assignments, and as art to be shared on social media. This drink, despite its simple nature, has enormous culinary tourism potential. Furthermore, Praza (2017) mentioned that gayo arabica coffee has a fairly high development opportunity because it has been marketed to several countries such as America, Germany, the Netherlands, Korea, Cambodia, China and Saudi Arabia.

Culinary tourism is different from various other types of tourism because this tour emphasizes food, drinks, taste satisfaction and the uniqueness of the dish. Central Aceh is known for its beautiful natural panoramas and coffee plantations as well as various culinary tours of processed coffee drinks. This is reinforced by the research of Maulina et al. (2019) which states that in general, 73% of respondents are coffee consumers and 27% are not coffee consumers. These various factors have led to the rise of the potential for processed coffee culinary tourism that has grown in this area. The diversity of coffee culinary tourism is what causes this area to be known as a coffee paradise. The potential of coffee culinary tourism and the position of gayo arabica coffee products themselves have a strong position both nationally and internationally because they have a distinctive aroma and taste. However, the Corona Virus Disease (COVID-19) pandemic that has occurred since March 2020 has had a huge impact on various tourism sectors in Indonesia in general and Aceh Province in particular, especially in the field of socio-cultural tourism. The corona outbreak, which has become more massive lately, has greatly disrupted the culinary tourism industry to a significant point due to the lack of visitors.

This is due to the existence of social distancing and lock down regulations in several countries affected by the pandemic to break the chain of spreading the Covid 19 virus. This condition will have a number of impacts on Gayo Arabica coffee culinary tourism itself. This impact will certainly also be felt by the people of Central Aceh Regency who work as coffee farmers. If the culinary tourism of coffee is empty of visitors, the potential for coffee bean products to sell will also decrease. The various impacts faced by coffee culinary tourism and the general public in Central Aceh Regency must be known in order to prepare solutions so that they can



explore more potential that has not been optimized in advancing tourism in the coffee sector. This background is the main parameter for the need to research the impact of the covid 19 pandemic on culinary tourism of arabica coffee in Central Aceh.

2. RESEARCH METHODS

This research uses descriptive qualitative research methods. Qualitative Research Method is a method used to research on natural object conditions, where the researcher is the key instrument (Sugiyono, 2005). Furthermore, according to Moleong (2005), qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, constraints, actions, etc. holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods. This research was conducted in Central Aceh District. This is because Central Aceh Regency is one of the main production centers in Aceh. The object of this research is Gayo Arabica Coffee culinary tourism actors who have Gayo Arabica Coffee culinary businesses. The data used in this study consisted of primary data and secondary data. Primary data is done by using techniques:

The observation technique is a data collection technique that involves researchers in direct data collection. Researchers see/observe directly and even hear, smell, and touch the objects under study (Suyanto, 2008). In this technique, the researcher will make direct observations of the object under study to obtain or collect data by going or going directly to the place under study, namely Central Aceh Regency. With this observation technique, it is hoped that the data obtained will be more accurate and in accordance with the reality in the field. In-depth interviews are conducted to deepen data findings. The in-depth interview technique is a data collection technique by means of questions and answers (face-to-face directly) between the interviewer and the informant, with or without using an interview guide, so that the interviewer and informant are involved in relatively long and quite intensive social interactions. (Suyanto, 2008).

FGD (Focus Group Discussion) is a data collection method commonly used in social qualitative research, including nursing research. This method relies on obtaining data or information from an interaction of informants or respondents based on the results of discussions in a group that focuses on discussing to solve certain problems. The data or information obtained through this technique, in addition to being group information, is also an opinion and decision of the group. FGD is a technique in which researchers collect data by direct communication with several key informants consisting of: representatives of the Gayo coffee culinary tourism industry, and representatives of the Central Aceh Regency Youth and Sports Tourism Office to complement the data that support the development of research.

Secondary data is obtained from literature studies. This technique is carried out by collecting data by utilizing archives or written documents obtained from the Central Aceh Regency Youth and Sports Tourism Office. This activity was carried out at the same time as field observations. The data analysis method used is the USG analysis method to determine the impact of culinary tourism and the scoring method to determine the impact of coffee culinary tourism during the Covid 19 Pandemic. USG analysis (Urgency, Seriousness, Growth) is one of the tools to arrange the priority order of impacts that must be resolved. This is done by determining the level of urgency, seriousness, and growth of the impact with a Likert scale. The issue that has the highest total score is the priority impact. The use of USG to answer the issue of constraints/impacts is also reinforced by several studies by Fadli (2020) which state that USG has been able to answer questions related to constraints.

Urgency is how urgent the impact needs to be discussed in relation to the time available and how hard the time pressure is to solve the problem causing the impact. Seriousness how serious the impact needs to be discussed in relation to the consequences of delaying the solution of the problem causing the impact or the consequences of causing other problems if the problem

causing the impact is not solved. It should be understood that under the same circumstances, a problem that can lead to other problems is more serious than a problem that stands alone. Growth in how likely the impact is to develop is linked to the likelihood that the problem causing the impact will worsen if left unaddressed.

Data analysis using the scoring technique is carried out to determine the classification of the level of impact of tourist attractions starting with the following steps:

- a. Selection of indicators and research variables.
- b. Scoring The scoring stage is to give value or score to the specified research variables. Giving a relative score from 1 to 5 for several research variables.
- c. Classification of tourism impacts consisting of:
 1. Internal Impact, where if the total score is 14 high.
 2. External Impact, where if the total score is 21 high.
 3. Combined Impact, where if the total score is 33 High.

3. RESULTS AND DISCUSSION

Central Aceh is a tourist destination that is visited by many local people and people outside the region. Many destinations and tourist attractions attract tourists to visit this area. Besides having interesting destinations, Central Aceh also has a variety of cultures and traditions that make outsiders curious about it. In addition, Central Aceh is also inseparable from coffee commodities that are already famous abroad. In advancing the region in the field of tourism, of course, it also pays attention to these superior commodities. In addition, the existence of coffee that is already famous abroad and has an extraordinary taste is highly targeted by tourists from outside the region. With the development of tourism and culinary but still paying attention to the surrounding culture, this area is the main target for a vacation every weekend. The importance of coffee commodities as raw materials for processed coffee products in coffee culinary tourism certainly requires stakeholders who act as policy makers to develop alternative strategies to deal with the conditions of the Covid-19 pandemic for coffee culinary tourism businesses in Central Aceh. These stakeholders are the government through the agriculture office, plantation office, tourism office, coffee culinary tourism business entrepreneurs and people who work as coffee farmers and the general public in Central Aceh. To carry out the preparation of alternative strategies, it is necessary to analyze the conditions related to the impact of what is faced by the coffee culinary tourism business in Central Aceh. This is the main objective of this research.

Tourism development in the Aceh Tengah region by the Aceh Tengah tourism office always pays attention to three things, namely: 1) regional development such as paying attention to what attracts tourists to stay willing to visit the Central Aceh region by paying attention to visitor facilities and infrastructure in traveling in Central Aceh,; 2) Promotion can be done through social media such as Instagram, Facebook and TikTok, this is done so that information and the latest news about tourist attractions is more quickly known by the wider community who are out there; 3) creative economic development. In addition to utilizing the beautiful natural conditions as a tourist spot, the next step is to utilize the natural resources found in the Central Aceh region by carrying out further processing in order to produce an item that has an economic value that can increase the income of the local community. The creation of an item that has high economic value by utilizing the surrounding natural resources can be traded to the public as a souvenir from the AcehTengah region. Thus to create the principle of creative economy requires a training for the local community, so that the natural resources available with human resources can collaborate well in conducting regional development in Central Aceh.

The covid-19 pandemic has not impacted tourism activities as a whole. The interesting fact is that tourism visitors in Central Aceh increased very high during the pandemic. This is due to the regional restrictions in Aceh that limit Acehnese people from leaving Aceh. As a result, all agencies, offices and institutions in Aceh can only carry out annual activities such as meetings, training, seminars etc. within the province of Aceh. The main destinations for these activities are



Sabang and Central Aceh. However, at the same time, Sabang imposes stricter health protocols than Aceh Tengah due to differences in topography. Therefore, Aceh Tengah became the only and best alternative choice at that time. This certainly has a huge impact on tourism activities in this area.

The high tourism potential during the covid19 pandemic did not have an impact on the high spread of Covid 19 sufferers in Central Aceh. This is because the tourism office, local government and other related agencies in Central Aceh have taken quick steps to implement health protocols to the maximum compared to other Aceh regions. this was done because of the awareness of the ease of exposure to covid-19 brought by visitors from outside. Some of the health protocols implemented include the existence of restriction and guard posts, mandatory areas to wear masks, wash hands and use hand sanitizers.

This broad tourism potential is inversely proportional to the condition of the potential for culinary coffee tourism during the Covid 19 period in Central Aceh. Although the potential for coffee culinary tourism and the position of gayo arabica coffee products themselves have a strong position both nationally and internationally because they have a distinctive aroma and taste. However, the Corona Virus Disease (COVID-19) pandemic that has occurred since March 2020 has had a huge impact on various sectors of culinary coffee tourism in this area. The corona outbreak, which has become more massive lately, has greatly disrupted the culinary tourism industry to a significant point due to limited visitor movement. The various impacts felt by coffee culinary tourism entrepreneurs and coffee farmers as producers of raw materials for coffee culinary tourism are as follows:

Table 1. The USG Analysis The Impact Of The Covid 19 Pandemic On The Coffee Culinary Tourism And Coffee Farmers In Central Aceh

No.	Issue	U	S	G	Score
1.	The existence of regulations limiting the opening time of coffee culinary tourism businesses	4.9	5.0	4.8	14.6
2.	Decreased income for Gayo Arabica coffee farmers	4.5	4.4	4.6	13.5
3.	Lack of tourists in Central Aceh due to lockdown/restriction regulations	3.8	4.0	3.5	11.3
4.	The decline in processed coffee prices will reduce the income of coffee culinary entrepreneurs and coffee farmers.	4.3	4.5	3.9	12.6
5.	The complexity of entry procedures into the Central Aceh region due to the establishment of visitor checkpoints in several places.	4.0	4.3	4.1	12.4
6.	There are social distancing rules that are enforced during the pandemic.	4.4	4.9	4.4	13.6

Sumber: *primary data (2022)*

One of the indicators that has the most impact on coffee culinary tourism entrepreneurs is the existence of regulations limiting the opening time of coffee culinary tourism businesses with a score of 14.6. The existing regulations when the Covid-19 pandemic occurred in Central Aceh were restrictions on the opening hours of the coffee culinary tourism business. This rule is considered inappropriate for people who run businesses in the field of culinary tourism. In addition, the

restrictions on operating hours imposed by the Central Aceh district government also have an impact on the income earned by coffee business actors. Before the pandemic, cafe operating hours were until the early hours of the morning, but during the Covid-19 pandemic, cafe business owners had to close their businesses at 9pm. Another impact caused by the Covid-19 pandemic is that coffee culinary businesses cannot export coffee abroad due to strict restrictions imposed by the government. The export of gayo arabica coffee itself before the pandemic was the main and largest source of income. To be able to survive, culinary coffee tourism business actors in Central Aceh district rely on selling gayo arabica coffee powder which is sold to coffee entrepreneurs in several regions in Indonesia.

This will also affect the income of local people who work as coffee farmers because the number of coffee beans sold is also getting smaller. During the covid pandemic, it is true that people's income in the Central Aceh region decreased compared to before the covid in Indonesia, but the decline was not too large because during the pandemic people and tourists were still visiting Central Aceh, of course, they had to fulfill the requirements set by the government. The lack of tourists in Central Aceh is due to the lockdown / regional restriction regulations. This is due to the existence of social distancing and lock down regulations in several regions to break the chain of spreading the Covid 19 virus. This condition will have a number of impacts on Gayo Arabica coffee culinary tourism itself. In addition, some activities that are the result of the formation of new regulations to prevent and minimize the spread of Covid-19 in Central Aceh actually have a negative impact on culinary coffee tourism in this area.

4. CONCLUSION

One of the indicators that has the most impact on coffee culinary tourism entrepreneurs is the existence of regulations limiting the opening time of coffee culinary tourism businesses with a score of 14.6. The regulations that existed when the Covid-19 pandemic occurred in Central Aceh were restrictions on the opening hours of the coffee culinary tourism business. During the covid pandemic, it is true that people's income in the Central Aceh region has decreased compared to before covid in Indonesia. The lack of tourists in Central Aceh is due to the lockdown / regional restriction regulations. This is due to the existence of social distancing and lock down regulations in several regions to break the chain of spreading the Covid 19 virus.

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