

# The Existence of Rumah Kopi Gembira in Kawangkoan - North Sulawesi

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**Abstract.** This paper explains the existence of Rumah Kopi Gembira in Kawangkoan – North Sulawesi. Although the Rumah Kopi Gembira has existed since 1947 until now, it still exists and can compete with the bustling modern coffee shop. Researchers used a qualitative descriptive analysis that aims to describe in depth the phenomenon of the existence of a Rumah Kopi Gembira in Kawangkoan as a place to enjoy coffee for the Minahasa community of North Sulawesi. Based on this research, Rumah Kopi Gembira is a place where people can observe a cup of coffee while to relax and enjoy the local Minahasa food, which is Biapong. This area is a gathering place for people from various walks of life, from the elderly to the teenagers, unlike the concept of a coffee shop or modern coffee shop. The coffee shop in the joyful coffee house looks simply, far from a modern impression. In general, the concept of a modern coffee shop prioritizes an attractive and instagramable interior design for visitors. Another thing with the Rumah Kopi Gembira which still maintains its classic style. But with this classic style that is characteristic of the Rumah Kopi Gembira.

**Keywords.** Existence, Coffee Shop, Rumah Kopi Gembira

## 1 Introduction

Today's coffee-drinking culture has become a new trend and lifestyle for people—all groups ranging from the elderly, young people, men and women. If previously, the habit of drinking coffee in a coffee shop was considered normal, but later coffee drinking activities were sometimes accompanied by conversations with friends, family, and co-workers. Even for some people, making a coffee shop is a place to carry out business activities such as meeting clients or as a meeting place [1].

In general, a coffee shop is a place that provides and sells processed drinks from coffee beans for consumption by the public. A coffee shop is a building used to sell food and drinks. Coffee shops are formed to facilitate the needs of producers in carrying out life by selling drinks or products in the form of coffee (as well as food) [2]. In addition to being supported and formed by other factors such as the culture of the community that like coffee, the shop makes coffee a place to interact with fellow communities.

A coffee shop is a place that provides coffee along with other products as the main drink and various other types of (sideline) drinks such as tea and chocolate, in addition to providing types of snacks that are also offered as a companion snack to drinking coffee. A coffee shop is also a gathering place for people who just relax. Do other (light) activities such as discussions or

chats, read print media, online or books, and complete some academic or non-academic tasks to have fun with the entertainment offered [3]

Choosing a coffee shop as a place to spend time is a contemporary lifestyle, indented with consumptive culture. Activities enjoying coffee while resting, talking and even doing a job at a coffee shop[4].

Nowadays, coffee is a drink that is increasingly sought after at this time. This prompted the birth of coffee shops with all things modern nuances that offer coffee of various flavours and presentations. As a result, coffee shops with modern nuances (coffee shops) with various world-famous names have sprung up in Indonesian cities. Still, the existence of the coffee shop has not been able to destroy the existence of traditional coffee shops that have been present in the past [5].

Likewise, coffee shops or shops in north Sulawesi, especially in Minahasa, have sprung up everywhere. Somebody can find Coffee house businesses in the capital of North Sulawesi Province.

One of them is the Gembira Kawangkoan Coffee House in Minahasa, and visitors can try this area's speciality coffee. To get there, we must travel approximately one hour from Manado to Minahasa or 30 minutes from Tomohon City. Ipthae Hang founded this coffee shop in 1946 in Kawangkoan City, and its position remains on the side of the main Manado-Minahasa road. Although it has been a long time, until now, the Gembira coffee house remains and survives

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with more and more customers visiting. Not only from Minahasa but also from Manado city and other areas in the northern Sulawesi region.

The popularity of coffee has also brought changes to the development of the business world, especially in the business world in the culinary field around Kawangkoan - Minahasa. We can see this in the increasing number of coffee shop businesses, whose modern term is "Cafe", mushrooming in cities. Cafes are also a medium of socializing in various circles, where we can find cafes filled with young people who gather with their relationships and engage in small talk about their lives.

And more romantically, of course, the café as a date location. The visitors also come from diverse backgrounds, ranging from entrepreneurs, employees (public and private), and students/students. There are also specific communities such as motorcycles, football lovers, bloggers, etc. In terms of comfort, the café does have more value because the atmosphere is not too formal and can be much more relaxed.

The exciting thing about the Rumah Kopi Gembira is that although it has existed for a long time, its existence is not lost for coffee lovers and Biapong connoisseurs. This menu is presented at Rumah Kopi Gembira precisely during the competition of cafes now wide open with more modern designs and facilities. This makes this Rumah Kopi Gembira keep it existing more and more crowded. Connoisseurs from the past say they do not have to go to the coffee house that is currently open because the atmosphere will be much different from that in this Rumah Kopi Gembira. Without contemporary decorations and wifi facilities for hanging out or enjoying coffee, joyful coffee is very different from cafes that are currently trending songs.

Moreover, the interaction of fellow visitors is very intimate because there is no cell phone to hold to limit interactions carried out in person. So look at the phenomenon above this study to see "The Existence of the Rumah Kopi Gembira in Kawangkoan, North Sulawesi."

## 2 Research Method

This research is a type of qualitative research, namely research that explains the facts in depth about the phenomenon of the existence of the Rumah Kopi Gembira in Kawangkoan. Qualitative research is research that describes and analyzes the meaning contained behind the phenomenon as a hidden meaning or deliberately hidden to produce descriptive data in the form of words, both written and spoken [6]. This research was conducted in Kawangkoan - Minahasa, North Sulawesi. To get there, we must travel approximately one hour from Manado to Minahasa or 30 minutes from Tomohon City. Minahasa Regency is a rapidly growing area, including many coffee shops built, ranging from traditional to modern-style coffee shops.

The focus of this study is to explain the phenomenon of Rumah Kopi Gembira in Kawangkoan Minahasa. This location was chosen because the Rumah Kopi Gembira has existed since 1947, but until now, it

still exists and can compete with modern crowded coffee shops.

The data collection technique in this study was carried out by the method, namely observation (observation) is a data collection method used to collect research data through observation with five senses, interviews (interviews) are conversations with a specific intention, namely with free and in-depth interviews. Documentation is a collection of secondary data through taking pictures on site in the form of documents or photos. The process of analysis in qualitative research, in particular, its activities are carried out inductively, the interaction of each unit of its data, simultaneously with the process of implementing data collection and the process of cycles [7].

The four main components of the analysis are data collection, data reduction, data presentation, and conclusion drawing. Furthermore, it tests the validity of research data using the Triangulation method, which is an examination of the reality of data that utilizes something other outside the data for checking purposes or as a comparison to the data, and the triangulation technique that is most widely used with examination through other sources.

## 3 Results and Discussion

This Rumah Kopi Gembira was founded by Ipthae Hang in 1946 in Kawangkoan City, the main road of Manado-Minahasa. Now the coffee shop is managed by Ipthae's grandson, silvana Soesanto. However, the Rumah Kopi Gembira still exists today because it retains the taste of its first founder, where cooking coffee does not use stoves and other modern tools. Instead, everything is processed using a fire stove, and the shop owner explains this not to spoil the taste attached to coffee lovers in this Rumah Kopi Gembira.

Based on the results of research that has been carried out regarding the existence of the Rumah Kopi Gembira in Kawangkoan, more precisely in Sendengan village, according to visitors related why until now the coffee house in Sendengan village remains crowded even though currently there are many coffee houses or mini cafes along the way with luxurious facilities and of course more attractive, according to the informants encountered that this coffee house has not changed the taste since its inception, this was revealed by one of the 45-year-old customers. According to him that the coffee and cake here tasted different. Therefore, this place became a favourite place for him and his family to gather.

In addition, according to other informants, the coffee house is the right place to talk about work because the feeling here is quiet and very distinctive. No wifi interferes with conversations with friends, and colleagues who visit are all focused on their conversation.

Some informants say that the Rumah Kopi Gembira still exists apart from the fact that the menu offered is very suitable to be tongued and become a place to hang out or gather family here is currently the most unique about the price shown and the strategic location where

tourists are easy to find this coffee house because it is on the side of the road.

The joyful coffee house has its connoisseurs. Usually, these connoisseurs are between twenty years old and fifty years old. Those who visit usually choose a coffee shop place just to have a small talk between friends and friends or even used to have a meeting for a group of people who discuss something important, besides this place is not too formal and relaxed, the price of coffee shop services is not as high as restaurants. The joyful coffee house does not only serve milk coffee or black coffee. But it also serves snacks that are very popular with the Minahasa community, *biapong* or buns. *Biapong* (in local minahasa) is an option for Minahasa people when drinking coffee because *biapong* or *bakpao* Minahasa has a different taste from *bakpao* in other regions. It's just that there are no internet facilities prepared, and this is not because this shop is old. However, they are still in the initial principle of establishing this shop as a place for a group of heaven, friends and relatives so that they can focus and feel close to others interacting well, so this shop does not provide wifi so that the family atmosphere is felt. No one is busy playing on mobile phones, but focusing on talking and enjoying the coffee and cakes typical of *biapong*.

This joyful coffee house cannot be separated from the assessment of human actions combined through the sense of taste and experience following their narrative of why this coffee house still exists during the rise of modern coffee houses today. This comfortable coffee house survives and still exists through the supportive community or consumers loyal to their presence. Even though there are many coffee shops, they still choose to stop by this happy coffee house because they have felt it through long experiences.

Based on the observation results, it can also be seen that the visitors of this coffee house are ethnic Chinese people and are already 40 to 70 years old. They are loyal customers of this coffee house. No wonder they also bring their children and grandchildren to enjoy the most existing coffee and cakes, *Biapong Ba*, *temo*, and there are also *Pia* cakes.

## 4 Conclusion

Rumah Kopi Gembira is where people can enjoy a coffee while relaxing and local Minahasa specialities, *biapong*. This area is a gathering place for people from various walks of life, from the elderly to the teenagers, unlike the concept of a coffee shop or modern coffee shop. The coffee shop in the joyful coffee house looks simple, far from a stylish impression. In general, the concept of contemporary coffee prioritizes an attractive and instagramable interior design for visitors. The Rumah Kopi Gembira shop still maintains its classic style. But with this classic style that is characteristic of the Rumah Kopi Gembira

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