



Barista And Mixology Business Development Training For The Student Community In Bareleng Prison, Batam City

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Abstract

The Barista and Mixology Business Development Training is a specialized program aimed at developing both foundational and advanced competencies in barista practices and mixology. The program's core objective is to enhance participants' skills and knowledge to effectively manage and grow businesses in the coffee and beverage industry. Key areas of focus include: 1. Barista Expertise: Mastery of espresso preparation, latte art, coffee selection, and effective customer engagement, 2. Mixology Techniques: Proficiency in crafting alcoholic and non-alcoholic beverages, developing creative recipes, enhancing aesthetic presentation, and adhering to industry regulations, and 3. Business Management Acumen: Strategic planning, marketing, inventory control, cost optimization, and customer service excellence. This training is tailored for business owners, managers, and aspiring entrepreneurs who aim to start or elevate their ventures in the industry. Delivered through workshops, seminars, or extended courses, the program is adaptable to the participants' needs and the objectives of the organizing institution, ensuring a practical and impactful learning experience.

Keywords: *Barista and Mixology Business Development Training*

INTRODUCTION

Barista and mixology business development training is a program designed to teach participants basic and advanced skills in two main areas: barista (coffee serving) and mixology (making alcoholic and non-alcoholic drinks). The main aim is to improve quality and expertise in managing and developing businesses in this sector. (Nurul Iqraini D, Risky Aunillah, 2024)

This training typically covers various topics, such as:

1. Barista Skills:
 - a. Espresso coffee-making techniques.
 - b. Latte art (the art of creating images on coffee with milk).
 - c. Introduction to different types of coffee and how to choose them.
 - d. Techniques for serving and interacting with customers.
2. Mixology:
 - a. Fundamentals of beverage preparation (both alcoholic and non-alcoholic).
 - b. Combining ingredients and drink recipes.
 - c. Aesthetics and presentation of beverages.
 - d. Compliance with regulations in the beverage industry.
3. Business Management:
 - a. Business planning and marketing strategies.
 - b. Inventory and cost management.





c. Interpersonal skills and customer service.

The participants of this training typically include business owners, managers, or individuals interested in starting or enhancing their business in the coffee and beverage industry. This training can be conducted in the form of intensive workshops, seminars, or long-term courses, depending on the organizer and the objectives of the program. (Nurul Iqraini D, Risky Aunillah, 2024)

Barista Business Development requires the right strategies to improve quality and competitiveness. Here are some tips that can help: Enrich the Concept: Strengthen the business concept with new ideas to offer something fresh to customers. Present additional menu items such as donuts, croissants, and others to increase the variety of the menu. Maintain Vendor Quality:

Recruit the best vendors to ensure the quality of the coffee served. Build solid partnerships with vendors to maintain consistent coffee quality.

New Menu Additions: Introduce new menu items, such as vegan or organic options, to increase menu variety. Add unique items to differentiate your business from competitors. Upgrade Equipment: Regularly check the equipment in the coffee shop. Update the equipment as needed to stay competitive and avoid falling behind others. Hire Quality Baristas: Recruit professional baristas to create high-quality coffee blends. Hire professional baristas to provide training to less experienced baristas. (Dailami, 2024)

Promotion and Marketing: Create engaging content consistently on social media to attract customer attention. Collaborate with influencers to promote the coffee shop. Offer discount programs and promotions to increase sales. SWOT Analysis: Identify strengths, weaknesses, opportunities, and threats (SWOT) to plan the right strategy. Use SWOT analysis to prioritize the strategies to be implemented.

Innovation and Quality: Develop innovations and product quality to enhance competitiveness. Add new food and beverage items, apart from coffee, to diversify the menu. Online Marketing: Use technology to improve online orders and delivery services. Develop an online ordering app to make it easier for customers. Physical Development: Create a comfortable and attractive atmosphere in the coffee shop. Use current trends to grab customer attention. By implementing these strategies, a barista business can improve quality, enhance competitiveness, and increase customer satisfaction. (Soelaiman & Liusca, 2022)

Mixology Business Development requires the right strategies to improve quality and competitiveness. Here are some tips that can help: Update the Concept: Strengthen the business concept with new ideas to offer something fresh to customers. Present additional menu items such as donuts, croissants, and others to increase menu variety. Maintain Vendor Quality: Recruit the best vendors to ensure the quality of ingredients used in drink preparations. Build solid partnerships with vendors to maintain consistent quality.





New Menu Additions: Introduce new menu items such as vegan or organic options to increase menu variety. Add unique items to differentiate your business from competitors. **Upgrade Equipment:** Regularly check the equipment in the coffee shop. Update the equipment as needed to stay competitive and avoid falling behind others. **Hire Quality Baristas:** Recruit professional baristas to create high-quality coffee blends. Hire professional baristas to train less experienced baristas.

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Physical Development: Create a comfortable and attractive atmosphere in the coffee shop. Use current trends to grab customer attention. **Training and Competitions:** Organize regular training sessions for baristas to improve their skills. Participate in mixology competitions to enhance the reputation and expertise of baristas. **Collaboration with Vendors:** Build solid partnerships with vendors to ensure consistent coffee quality. Recruit the best vendors to maintain the quality of the coffee served. By implementing these strategies, a mixology business can improve quality, enhance competitiveness, and increase customer satisfaction.

COMMUNITY OVERVIEW

1. Brief History of Batam Correctional Facility (LAPAS)

The Batam Class IIA Correctional Facility (LAPAS), formerly known as the Batam Class IIB Detention Center, is a Technical Implementation Unit under the Ministry of Law and Human Rights of the Riau Islands Province. It serves as a place for the rehabilitation of inmates (WBP) based on the system, institutions, and development patterns that are part of the criminal justice system in Indonesia.

The Batam Detention Center was established in 1988, based on the Decree of the Minister of Justice of the Republic of Indonesia, SK. No. M.06-PR.07.031989, dated December 15, 1989, and began its operations in 1990. The rising crime rate in Batam Island led to an increase in the number of inmates that had to be accommodated at the Batam Detention Center year after year, requiring more specific and integrated handling in the rehabilitation process.

In line with this, the Minister of Justice and Human Rights of the Republic of Indonesia upgraded the status of the Batam Detention Center (Class IIB) to a Correctional Facility (Class





IIA) through the Decree of the Minister of Justice and Human Rights No. M.05.PR.07.03, dated 2003. On June 27, 2007, the Batam Class IIA Correctional Facility was relocated from its old location (Baloi) to the new facility in Tembesi.

2. Vision, Mission, Goals, and Targets of Batam Correctional Facility

Vision of LAPAS Batam

To create the restoration of harmonious relationships in life, livelihood, and sustenance for inmates as individuals, members of society, and as creatures of God Almighty (Building Independent Humans).

Mission of LAPAS Batam

To implement the care of detainees and the rehabilitation of inmates (WBP) within the framework of law enforcement, crime prevention, and combating criminal acts, as well as advancing and protecting human rights.

Goals of LAPAS Batam To shape inmates into complete human beings who are aware of their mistakes, improve themselves, become independent, and refrain from committing criminal acts, thus allowing them to be accepted back into society, actively participating in development, and living as responsible and good citizens.

Targets of LAPAS Batam Improving the quality of inmates, who may initially be in deficient conditions, by focusing on:

1. Quality of piety to God Almighty.
2. Intellectual quality.
3. Quality of attitudes and behavior.
4. Professionalism/skills quality.
5. Physical and mental health quality.

3. Profile of Batam Class IIA Correctional Facility

Official Address:

Jl. Raya Trans Bareleng, Tembesi, Batam City

Capacity:

- Number of Blocks: 6 Residential Blocks
- Number of Rooms: 55 Rooms
- Ideal Occupancy: 411 People

Facilities:

1. Mosque
2. Church
3. Volleyball Court
4. Sepak Takraw / Badminton Court
5. Workshop





6. Kitchen
7. Polyclinic and Counseling Room
8. Auditorium and Music Studio
9. Library
10. Batam Prison Radio
11. Learning Classes for Package A and B
12. Area Size: 1,492 m² (Source: Link)



Source: 10/10/2024 year

METHODOLOGY

1 Target Audience

The participants of this activity are the Inmates of Bareleng Correctional Facility in Batam City, and Representatives of the Staff and Employees of the Bareleng Correctional Facility. The instructors and resource persons for this activity are lecturers and students from the Hospitality Management Program at Batam City Polytechnic of Tourism.

2. Activity Methods

The methods for carrying out this activity to address the identified issues are as follows:

a. Training Material and References

The dissemination is conducted in the form of lectures and Q&A sessions with the participants, alongside a PowerPoint presentation containing relevant references about the concept of the training and specific references on *Barista and Mixology Business Development Training* for the Inmates of Bareleng Correctional Facility in Batam City. Participants are invited to discuss and learn about the *Barista and Mixology Business Development Training* and strategies to enhance the program for the inmates of Bareleng Correctional Facility in Batam City.

b. Procedures of the Activity

The Community Service activity includes:





- a) Coordination with the Ministry of Law and Human Rights of the Republic of Indonesia, Regional Office of Riau Islands, and Mr. Danniell Firmansyah, the Head of the Corrections Division, along with the heads of the Bareleng Correctional Facility, for participant selection and coordination related to scheduling and other activities.
- b) Preparation of the activity, discussion of materials, and coordination with the Ministry of Law and Human Rights of the Republic of Indonesia, Regional Office of Riau Islands, Mr. Danniell Firmansyah, and the heads of the Bareleng Correctional Facility.

3. Supporting and Hindering Factors

Based on the evaluation of the implementation and results of the activity, the supporting and hindering factors in carrying out this community service program (PKM) can be identified. The overall supporting and hindering factors are as follows:

1. Supporting Factors

- a. The high enthusiasm and interest of participants, along with their commitment to time and active involvement throughout the program.
- b. Commitment from the Ministry of Law and Human Rights of the Republic of Indonesia, Regional Office of Riau Islands, Mr. Danniell Firmansyah, the Head of the Corrections Division, and the heads of the Bareleng Correctional Facility, as well as assistance and support from other stakeholders.

2. Hindering Factors

- a. Time limitations for carrying out the activity, which resulted in not being able to cover the material in detail.
- b. Varied levels of participant comprehension, with some grasping the material quickly while others took more time, leading to less effective use of time.



Source high: 10/10/2024 year



SUSTAINABLE RESULT AND POTENSIAL

1. Results of Activity Implementation

Community service is one of the forms of the *Tri Dharma Perguruan Tinggi* (Three Pillars of Higher Education), which is a duty of lecturers, alongside teaching and research. The purpose of this community service activity was to provide counseling to the Ministry of Law and Human Rights of the Republic of Indonesia, the Riau Islands Regional Office, Mr. Dannel Firmansyah, the Head of the Corrections Division, as well as the Heads of the Bareleng Correctional Facility, staff, and the community at Bareleng Correctional Facility in Batam.

The goal was to equip them with sufficient knowledge about the importance of *Barista and Mixology Business Development Training* for the inmates at Bareleng Correctional Facility, as well as strategies and efforts to raise awareness about this training program. As a result, this will increase awareness among the Ministry of Law and Human Rights of the Republic of Indonesia, the Riau Islands Regional Office, Mr. Dannel Firmansyah, the Head of the Corrections Division, as well as the Heads of the Bareleng Correctional Facility, staff, and the community about the importance of *Barista and Mixology Business Development Training* for the inmates at Bareleng Correctional Facility. This activity was conducted in one day, Thursday, October 10, 2024, from 08:00 to 12:00 WIB. The PKM (Community Service) activity was carried out by a team of five individuals from the Batam Polytechnic of Tourism.

2. Discussion of Activity Results

The results of the PKM activity broadly cover several components, as follows:

- a. Success in reaching the target number of participants for the counseling session.
- b. Achievement of the counseling objectives.
- c. Achievement of the planned material targets.
- d. The participants' ability to master the material.

The target for the number of participants was set at 30 individuals. With this, the participant target was successfully met at 100%. This figure indicates that the PKM activity was successful in terms of participant attendance. The overall achievement of the objectives was good, although the limited time available resulted in not being able to deliver all the material in detail. However, based on the quality of learning and the results observed from the counseling, it can be concluded that the objectives of this activity were successfully achieved. The achievement of the material target for this PKM activity was also good, as the supporting material was delivered in its entirety.



CONCLUSION

The results of the discussion can be summarized based on the objectives of the Community Service activity as follows:

- a. Barista Training as an Important Investment Barista training is an essential investment in the development of the coffee industry to improve the quality of products and services. A skilled barista not only creates great-tasting coffee but also ensures customer satisfaction through excellent service. This leads to higher customer loyalty to your coffee shop. The more satisfied customers are, the more frequently they will visit your establishment, resulting in increased sales and revenue for your coffee shop.
- b. Mixology as a Comprehensive Study In general, mixology is considered a comprehensive and in-depth study related to the art and skills of mixing drinks. More specifically, Bar School defines a mixologist as a professional involved in cocktail creation, beverage preparation, and the use of new techniques based on extensive knowledge of ingredients and a deep understanding of the history of drinks. On the other hand, the term bartender refers to an individual who is able to practically apply these techniques and concepts. A bartender typically works directly at the bar, serving and interacting with customers, and, if necessary, translating customer preferences into drink requests.

SUGGESTION

1. The Need for Outreach and Training in Barista and Mixology Business Development for the Inmates of Barelang Correctional Institution, Batam City. There is a significant need for outreach and training in Barista and Mixology Business Development for the inmates of Barelang Correctional Institution, Batam City. This training will enhance their understanding and knowledge, as well as increase their participation and support for the development of entrepreneurship in Batam City. Specifically, for the inmates of Barelang Correctional Institution, which is directly bordered by other countries, this initiative can serve as an example of how to develop a business through digital media.
2. The Ongoing Need for Barista and Mixology Business Development Training for the Inmates of Barelang Correctional Institution, Batam City. It is hoped that Barista and Mixology Business Development Training for the inmates of Barelang Correctional Institution will continue to be implemented in various locations. Such initiatives will further provide valuable opportunities for the inmates to develop new skills, contributing to their personal growth and the local community.





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