

CHAPTER II

GENERAL DESCRIPTION OF THE ANANTARI COFFEE

In this chapter, an overview of Anantari Coffee Semarang will be described to provide a clear picture of the research object.

2.1 History of Anantari Coffee Semarang

Semarang has now become one of the tourist cities favoured by both local and international visitors. One of the attractions is the emergence of several coffee shops in Semarang that are becoming more trendy and Instagram able. One of the cafes that also serves as a working space and is still well-known is Anantari Coffee Semarang. Its location, far from the hustle and bustle and situated in the hilly area, makes the atmosphere more peaceful and cool. Anantari Coffee Semarang is located on Jalan Jangli Gabeng, Jangli, Tembalang, Semarang. The café offers a view that can satisfy the eyes of consumers with a stretch of lush hills and the cool air in the area, making hanging out in the afternoon or evening at Anantari Coffee Semarang enjoyable. With a contemporary coffee shop concept located on Jangli Hill, it undoubtedly becomes an attractive spot for hanging out with friends.

Speaking of the building concept, the café that has been operating since August 2021 refers to a modern tropical concept with a dominant use of wood combined with touches of Javanese architecture within it. This is clearly evident on the main building side of the café, which uses a Joglo structure combined with modern minimalist elements in its interior. The concept of Anantari Coffee Semarang presents a café with more outdoor areas, as its

location is on high ground, making it attractive for exploring the natural views. The name Anantari Coffee itself is also taken from Old Javanese, which represents a location in a highland area. As for the Joglo building itself, it happens to be a collection from the owner's father, which has been owned since 2009. The building of Anantari Coffee Semarang started from the idea of combining the classic side of a Joglo with a tropical modern ambiance. This is because the Semarang area itself still rarely has cafes that apply the Javanese concept with a combination of tropical modern.

The area of Anantari Coffee Semarang, which stands on a 568 m² plot, is divided into several zones, including the Joglo area, outdoor area, upper indoor area, and rooftop. The classic impression is already evident from the entrance of the café with exposed brick and natural-style wooden frames. Entering the interior area, a heritage-themed Joglo building will welcome the arriving customers. The classic side of the main building of Anantari Coffee Semarang is combined with modern elements in its interior decoration, creating a cozy atmosphere for visitors. The minimalist wooden table set is neatly arranged in the corners of the open- concept Joglo room area. Several vintage accents, such as hanging lamps made of woven rattan and traditional wooden gebyok on the wall, further enhance the café's interior appearance. The main segment of Anantari Coffee Semarang is young people who enjoy hanging out with friends and family while doing their assignments. However, on the other hand, Anantari Coffee Semarang also wants to maintain a sense of heritage within it. Therefore, from the beginning, Anantari Coffee Semarang was designed with a concept to provide a modern minimalist and

cozy impression, combined with Javanese nuances wrapped in a tropical atmosphere with an exotic natural view.

Moving to the outdoor area of Anantari Coffee Semarang, which operates daily from 11:00 AM to 11:00 PM, there are several spots that visitors can choose to enjoy the menu served in a cool open-air atmosphere. The seating in the outdoor area is designed in an industrial style that harmonizes with the surrounding grass plants. Several shade plants also thrive in the corners of the area, creating a cool atmosphere. From late afternoon to evening, the area becomes a favored spot for visitors to relax and enjoy dishes from Anantari Coffee Semarang while indulging their eyes with the surrounding hill views.

Another equally interesting spot at Anantari Coffee Semarang is the indoor upper area and the rooftop. In the upper indoor area, it is more functionally used as a working space for visitors who want to do tasks or work while enjoying a nice cup of coffee at Anantari Coffee Semarang. A more tranquil atmosphere and modern minimalist interior decor can be found in this area, making visitors more comfortable in completing their tasks. The combination of exposed brick walls and wooden table sets as facilities for visitors makes the room's ambiance even warmer. Added to that, the stunning view of nature from the large glass windows will certainly provide a coffee experience rarely found elsewhere. Right at the front of the upper indoor area of Anantari Coffee Semarang, there is a rooftop area that has become a Anantari Coffee spot for visitors to enjoy the sunset atmosphere at Anantari Coffee Semarang.

2.2 Menu Anantari Coffee Semarang

Anantari Coffee Semarang offers a variety of menu options, both food and beverages, that are sure to tantalize the taste buds. For food, some dishes worth trying include Ikan Merah, which is a dish made from Banyar fish. There are also other menu options like Telur Acak Ikan and Sop Iga that are mouth-watering. Then, for the best-selling drinks at Anantari Semarang, there are Rosa de Magic, Creamy Berry, and Lala Mareso. Rosa de Magic is a drink made from butterfly tea combined with pineapple and soda. Meanwhile, Creamy Berry is made with a base of strawberries, milk, and vanilla. For Lala Mareso itself, it is a coffee mocktail dish with a refreshing mix of vanilla, apple, and orange. Various food and drink menus with tantalizing flavours can be enjoyed starting from just Rp 15,000 to Rp 40,000. Anantari Coffee Semarang wants to offer a variety of dishes for all segments of visitors. For the younger crowd and families, they can order a range of dishes and various beverage preparations. Then, for coffee lovers, we also offer a variety of coffee-based menu options that certainly have the best quality.

Classic Coffee

	12oz	16oz
Americano	20.0	23.0
Longblack	22.0	25.0
Cappuccino	25.0	
Latte	26.0	32.0
Flavor Latte <i>(bitterscotch, hazelnuts, caramel, vanilla)</i>	28.0	34.0
Piccolo	25.0	
Mocha Latte	28.0	
Flat White	25.0	
Manual Brew <i>with Seasonal Beans</i>		<i>ask our barista</i>
V60 / Japanese Arabica		
Mineral Water		10.0

Coffee & Milk

	12oz	16oz
Anantarian <i>a coffee milk based with homemade pandan syrup</i>	20.0	26.0
Sujono <i>a coffee milk based with brown sugar</i>	24.0	28.0
Sulastri <i>a coffee milk based with strawberry pure</i>	25.0	29.0
Java Dolce Latte <i>a strong coffee milk based with dulce de leche</i>	25.0	32.0
Salted Caramel Latte <i>a coffee milk based with homemade salted caramel sauce</i>	25.0	32.0

Leaves & Flowers

	12oz	16oz
Magic Clouds <i>a butterfly pea tea based with hazelnut caramel sauce and milk foam</i>	23.0	29.0
Go Go Violeta <i>a butterfly pea tea based with mango syrup and lime</i>	25.0	28.0
Honey Lemon Butterfly <i>a butterfly pea tea based with honey and sliced of lemon</i>	25.0	28.0
Pinarosa <i>a shaken drink of black tea, pineapple and rose syrup</i>	25.0	28.0
Pinnacle Tea <i>a shaken drink of black tea and diced pineapple</i>	25.0	29.0
Anantea <i>a black tea based with dulce de leche and caramel jelly</i>	24.0	30.0
Black Tea <i>house blend tea</i>	15.0	18.0

Sparkool

La La Mareso <i>our most favorite coffee mocktail with vanilla, apple juice and orange</i>	28.0
Blackberry <i>stronger than ever! a coffee mocktail with strawberry and thick cream foam</i>	30.0
Sukaria <i>mari bersuka ria bersama kami! creamy coffee mocktail with cinnamon on top</i>	28.0
Creamorango <i>creamy shaken drink with taste of citrus and sweet</i>	28.0
Yellight <i>orange soda drink with sliced of sunkist</i>	28.0
Butterbeer <i>bitterscotch, carbonated drink, homemade caramel whipped cream</i>	32.0
Creamy Berry <i>creamy strawberry vanilla with milk</i>	32.0

Milk Based

	12oz	16oz
Quarter Choco	25.0	30.0
Red Velvet Latte	28.0	33.0
Matcha Latte	28.0	33.0
Babychino	25.0	

adds on

++ Extra Espresso	5.0
++ Oatmilk	7.0
++ One Scoop Ice Cream	5.0
++ Two Scoop Ice Cream	8.0

Cemilan	
French Fries	25.0
Chicken Finger <i>crispy chicken fillet</i>	25.0
Crispy Mushroom <i>deep fried battered mushroom</i>	24.0
Snack Platter <i>chicken finger, french fries, chips, crispy mushroom</i>	38.0
Fish n Chips <i>battered dory fish and fries, with tar tar dressing</i>	30.0
Bitterballen <i>potato balls with beef, veggies and mozzarella on it, with chili mayo</i>	26.0
Nachos <i>tortilla, bolognese, cheese sauce and tomato pineapple salsa</i>	26.0
Gedang Leghi <i>banana fritter topped with honey and cinnamon</i>	20.0
Pisang Ayu <i>banana cinnamon cake topped with vanilla ice cream</i>	25.0
Yal it's Crepes <i>softly crepes topped with vanilla ice cream, strawberry and chocolate sauce</i>	25.0

Nusantara	
Nasi Daging Semur <i>rice, sliced beef with semur sauce, pickles, crackers</i>	34.0
Nasi Oseng Lidah <i>rice, sliced beef tongue with sambal merah, pickles, emping crackers</i>	40.0
Iga Bakar Madu <i>rice, beef short ribs, honey sauce, soup, emping crackers with sambal</i>	58.0
Sop Iga <i>rice, beef short ribs, soup, emping crackers with sambal</i>	58.0
Tongkol Serani <i>rice, tongkol fish, serani soup</i>	35.0
Tongkol Woku <i>rice, tongkol fillet fish, woku soup</i>	35.0

Nasi Mangkuk	
Eggu Chikin <i>rice, chicken teriyaki, egg, coleslaw topped with katsuobushi</i>	35.0
Bifu Raisu <i>rice, sliced beef teriyaki, egg, coleslaw topped with katsuobushi</i>	38.0
Buredo Chiku <i>rice, deep fried chicken katsu, egg, teriyaki sauce, coleslaw topped with katsuobushi</i>	35.0
Buredo Fisui <i>rice, deep fried dori katsu, egg, teriyaki sauce, coleslaw topped with katsuobushi</i>	35.0
Dory Sambal Bali <i>rice, pan seared dory fish, sambal embe, sunny side up</i>	34.0
Gurin Chikin <i>rice, sauteed chicken fillet and sambal lombok (o), egg</i>	38.0
Nasi Ayam Oseng Merah <i>rice, sauteed chicken fillet with sambal merah, egg</i>	34.0

Pasta	
Spaghetti Aglio o Olio	34.0
Spaghetti Carbonara	40.0
Spaghetti Bolognese	37.0

Kids Meals	
Kids Meals A <i>rice, omelette, chicken katsu, cheese sauce</i>	28.0
Kids Meals B <i>sausages and fries with bbq sauce</i>	22.0

adds on	
++ Egg	5.0
++ Rice	8.0

Figure 2. 1 Anantari Coffee Semarang Menu

Source: Primary Data, 2024