

Barista Competency Test Judging from Interpersonal Communication

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Abstract

Coffee shops in Indonesia are starting to grow significantly. America Starbucks was also present in Indonesia in 2001 because they saw a huge opportunity in Indonesia. Currently, coffee shops have mushroomed all over Indonesia, including the Medan City. The Medan City as one of the big cities in North Sumatra Province has many coffee shops which are usually used as a gathering place for young people. There are many coffee-based beverage service providers in Medan City, which of course has an impact, namely market competition. The purpose of this research is to find out barista competency test judging from interpersonal communication. The approach used in this research is a qualitative approach. In this study using primary and secondary data. The primary data from this research is interpersonal communication used by barista in creating customer satisfaction. Secondary data in this research can be in the form of a study of articles or books written by experts. The results showed that occur in the field between barista and customers through interview and observation data, this shows a pattern of interactive communication, where the interaction begins with greeting or welcoming from the barista to the order taking process using self service. All communication processes carried out by the barista are based on service standards.

Keywords

barista; competency;
interpersonal
communication



I. Introduction

Coffee shops in Indonesia are starting to grow significantly. America Starbucks was also present in Indonesia in 2001 because they saw a huge opportunity in Indonesia. Currently, coffee shops have mushroomed all over Indonesia, including the Medan City. The Medan City as one of the big cities in North Sumatra Province has many coffee shops which are usually used as a gathering place for young people. There are many coffee-based beverage service providers in Medan City, which of course has an impact, namely market competition.

The competition for similar businesses is so tight, making coffee shop owners plan strategies to retain their customers, one of which is to improve or add quality of service to consumers. Regarding service improvement in maintaining existence from the tight competition in the coffee shop business, the role of the barista, someone who mixes and prepares drinks, will be the spearhead and very important in retaining consumers.

Joseph A. Micheli in his book entitled the Starbucks Experience revealed that the word barista comes from Italian which means bartender, which is someone who prepares and mixes espresso-based drinks. Although the term barista is used to refer to a person who prepares coffee, technically a barista is someone who has been professionally trained to make espresso, and has a high level of expertise in making coffee that involves various mixtures and ratios such as latte or cappuccino.

A barista must also have the competence or ability to use coffee makers. Barista must have good communication skills to create customer satisfaction. In the context of communication, of course, the communication skills needed by a barista are interpersonal communication. Interpersonal communication or interpersonal communication is communication between people face to face, which allows each participant to capture the reaction of the interlocutor directly, both verbally and non-verbally. With the existence of interpersonal communication can affect the intensity of the relationship between them, in this context is the barista with the consumer.

The level of customer satisfaction is strongly influenced by differences in treatment or quality of service provided. Consumer satisfaction is the level of consumer feelings after comparing what he received and his expectations. A consumer, if he is satisfied with the services provided, is very likely to become a customer for a long time. Consumers will feel satisfied if the quality of service provided is good, one of which is that employees must have the ability to read attitudes and good communication, in this case interpersonal communication. Basically, interpersonal communication can determine and influence a person's attitude by capturing messages conveyed verbally and nonverbally. The role of barista communication is very influential in obtaining and maintaining customer satisfaction. Barista should be able to communicate appropriately and have good communication skills so that consumers feel satisfied in terms of service. That way, the existence of the coffee shop will be maintained.

The purpose of this research is to find out barista competency test judging from interpersonal communication.

II. Review of Literature

2.1 Interpersonal Communication

Interpersonal communication is one type of communication with a high frequency of occurrence in everyday life. Interpersonal communication itself is a process of delivering messages that involve two people face to face and has an effect as a form of feedback from the message conveyed. Interpersonal communication is a way that makes two people exchange information, which is conveyed through verbal and non-verbal messages. This definition shows the important fact that interpersonal communication is not only concerned with the language used, but how the language is spoken, for example nonverbal messages sent, such as tone of voice and facial expressions. Interpersonal communication can also be said as communication between people face to face, which allows each participant to capture the reactions of others directly at that time both verbally and nonverbally and recipients of messages both verbally and nonverbally directly or indirectly. Communication is said to occur directly if the parties involved in the communication can share information with each other without going through the communication media. Meanwhile, indirect communication is characterized by the use of certain media such as telephone, telegram, letters, and so on.

The success of communication is the responsibility of the participants, namely the communicator and communicant. The closeness of the relationship between the communicating parties is reflected in the types of messages or verbal and nonverbal responses, such as touch, facial expressions and close communication distance. In conducting interpersonal communication, each individual is free to choose or change the topic of conversation and interpersonal communication can be dominated by one party. In order for interpersonal communication to produce effective interpersonal relationships, an attitude of mutual openness, trust, and mutual support is required. This encourages mutual

understanding, respect, and mutual development of the quality of the relationship between the two parties in an interpersonal communication process.

Interpersonal communication will occur when the sender conveys information in the form of verbal or nonverbal symbols to the recipient using a medium in the form of a human voice, or with a written medium. In the process of interpersonal communication, there are communication components that play an integrative role in accordance with the characteristics of the components themselves.

Pattern is defined as a fixed form of structure. While communication is the sending and receiving of messages between two or more people in an appropriate way so that the intended message can be understood. Thus the pattern of communication is a pattern of relationships between two or more people in sending and receiving messages in an appropriate way so that the intended message can be understood. The communication pattern is similar to the communication process, because the communication pattern is a series of activities to convey messages so that feedback is obtained from the recipient of the message, from the communication process, patterns, models, forms and also small parts that are closely related to the communication process will arise.

2.2 Barista Competence

Understanding competence according to Wood (2013) that competence is a characteristic that exists in someone who is interconnected with a series of effective actions or high performance in a particular job. The definition of competence is always associated with work as expressed by several experts, including:

1. Competency is ability to perform occupational activities to the standards expected in employment. The performance of these activities in valve individual demonstrating that they possess skills. Competence is the ability to carry out all work roles according to the standards set in a job. Competence is always associated with the performance of the implementation of activities or work as measured by the standards set, therefore, to prove whether a person has competence or not, it can be demonstrated or demonstrated with the expertise or ability of the profession or job. Being capable is different from having the ability. Having the ability raises the question of how to use it, who uses it and how to develop it.
2. Two aspects of competence. First, do competencies cover all phenomena or not at all, in people how should they be categorized into different types or are they dimensional from high to low competency sets?. Second, is the opposite of competence incompetent?. Then how to give an effective exam if specific competencies are useless?. Here it appears that there is little difference between knowing how to work and doing it incorrectly, the difference between being incompetent and not knowing how to do it.
3. Competence is a central issue related to the aptitudes and abilities of people in work. Aptitudes are a person's capabilities to learn something, while abilities reflect the capacity that a person already has to perform various tasks required for a particular job and includes relevant skills and knowledge. Some of the definitions of competence above provide an explanation that someone who has the ability in the form of existing knowledge and skills does not necessarily have the capacity to master other knowledge and skills in the future with job demands. In other words aptitude is not developed further. Competence is not only related to knowledge and skills alone such as typing skills, programmers or knowledge of business competitors, technological developments, but there are certain levels which Nurdin (2013) defines skills and knowledge as managerial competencies that can be reflected in daily activities and easily identified for example through performance appraisals so that they become a formulation for employee training and development needs. However, sub-surface competencies are more difficult to identify.

2.3 Barista

Barista is a term for someone whose job is to mix and serve coffee to customers. Joseph A. Micheli in his book *The Starbucks Experience* explains the term barista as the meaning of 'Bartender' in Italian who specifically mixes and serves espresso and espresso-based drinks. In Italy, barista is one of the coveted professions. Masdakaty explained that Barista also serves all kinds of drinks, not just coffee. Barista not only have to learn how to make coffee, but also have to practice hospitality by being friends with their customers. Technically, a barista is defined as someone who brews coffee behind a coffee machine. Barista has a different definition from brewers. Brewers are only in charge of brewing coffee using a manual brewer. Barista mix coffee using a coffee machine and serve a variety of coffee-based menus, but barista also have to master manual brew, so barista have more complex tasks. Barista is not only a matter of the tools used, barista is more about the delivery process, namely the barista is responsible for conveying the taste that coffee wants to convey to the connoisseurs. Barista must also have in-depth knowledge of coffee, because barista are also responsible for growing the number of coffee connoisseurs.

There is a theory that is developing among barista but it is not clear who the originator of it was saying that, in a good cup of coffee, there are 10% of barista, 30% of roasters and 60% of farmers. The role of the barista is very small, but for them the small role they do has the biggest responsibility. Barista is at the forefront who will interact directly with consumers, so barista has the greatest responsibility.

Every day struggling in the world of coffee, of course, makes barista interpret coffee more than ordinary coffee connoisseurs. For barista, coffee is a drink of intimacy, any problem can be discussed with a cup of coffee. For barista, coffee can even shape themselves and their outlook on life.

2.4 Barista Competence

The coffee industry in Indonesia is currently on the rise, we can see this by the growth of coffee shops today. Even among us, we often have meetings at coffee shops or buy milk coffee which is on the rise.

Training is the systematic acquisition of concepts, skills or attitudes that result in performance in other environments. In the beginning, of course, it was not directly a school that had a neatly structured curriculum. So what seniors in the coffee industry can do is share through training classes. Hidayat (2012) states that the training design must be in accordance with the needs of employees. In this case, the training design is of course developed because of the analyzes that have been carried out by the trainers. According to Ardial (2015) the trainers perform three stages of training analysis; first, organizational analysis plays a role in looking at goals, resources and determining where training should be directed. Some barista has actually learned how to make coffee themselves, but if you join a company or coffee shop, of course you need direction so that it is in accordance with the procedures for the shop or company to make coffee. Second, task analysis, the trainer analyzes the right way that can be done by the barista. Next, the third person analysis looks at what the barista need for advanced training. The training is carried out to get cognitive outcomes, to know a principle, rule, and also knowledge of facts about things related to coffee. Skill based outcomes, of course, this relates to the ability of a barista to coordinate his physical condition with the equipment, move and operate coffee equipment. Then there are affective outcomes, from training will make someone can do their job more effectively. However, this training cannot run smoothly and produce what is expected if it does not take into account the people who take part in the training. Humans have various motivations when conducting and participating in training and are influenced by things to make training

into targeted outcomes.

Barista trainers must pay attention to several things such as the readiness of the trainees, whether employees have the personal characteristics needed to acquire knowledge from the training program and apply it to the job (Djuarsa, 1994). Because barista is not just a hobby, but has become a job that has been calculated. Another indicator used by trainers to see the readiness of the barista is goal orientation which emphasizes how to carry out appropriate training and is evaluated positively. According to some experts, performance-oriented learners are often sensitive to feedback that can lead them to reduce their efforts and goals in challenging situations. Mastery-oriented individuals are flexible and adaptable in learning situations, which is essential for learning dynamic tasks and complex decision-making. Furthermore, trainee motivation is the extent to which participants are interested in attending the training, learning from the training, and transferring the skills and knowledge acquired in training back to work (Liliweri, 2017). Training motivation contributes greatly when someone wants to learn something new or explore new knowledge. The motivation of the trainees before starting the training will affect the learning outcomes, cognitive, skills, and transfer of training. If the prospective barista has great motivation regarding the learning process, it will be easy for him to understand the knowledge conveyed by the trainer. What is the actual impact when we have attended the training? In the world of work in this globalization era, jobs such as barista is in great demand but few are reliable in this field. If the training is designed and implemented properly it will affect the capabilities of employees.

Therefore, good training has an important role in efforts to make workers more reliable. In this world of barista, training doesn't just have an impact on ability. Education and training also have an impact on improving skills or abilities in human relations (Effendi, 2008). Human relations, this is needed in the barista world because working with many people makes a barista very closely related to other humans. In this case, one of them is the teamwork of the barista, if we look at a shop that only has one barista, we often find 2-3 people in 1 coffee shop. Then how do these shops manage to run their operations.

III. Research Method

The approach used in this research is a qualitative approach. Qualitative research aims to explain phenomena in depth through in-depth data collection (Pandiangan, 2015; Pandiangan et al., 2022). In qualitative research, the thing that is more emphasized is the issue of data quality, not data quantity (Pandiangan, 2022).

In this study using primary and secondary data. Primary data is a type of data that directly provides data to data collectors. In this study, the primary data used are those who know, relate to and become the behavior of activities that are expected to provide information (Pandiangan, 2018; Pandiangan et al., 2021). The primary data in this study is the competence of the barista in terms of interpersonal communication. The primary data from this research is interpersonal communication used by barista in creating customer satisfaction. Secondary data is data that does not directly provide data to data collectors, but sees other people or with documents (Pandiangan et al., 2018; Tobing et al., 2018). This type of secondary data is complementary data to complement primary data. Secondary data in this research can be in the form of a study of articles or books written by experts.

IV. Results and Discussion

Barista Interpersonal Communication Competence

Interpersonal communication behavior includes verbal and non-verbal communication. Verbal communication such as language is a symbolic tool for signification, where logic is added fundamentally to the objectified social world. Communication behavior is a person's efforts and actions in communicating, both verbally and non-verbally. Communication behavior includes what is intentionally done and can be accepted by the communicant. Thus the communication behavior referred to in this study is a study of communication behavior as an action or deed, both verbal and non-verbal in a person's behavior and a barista must be tested for skills or competencies in the barista world.

To upgrade the skills of the barista, namely an interpersonal communication competition for the barista. In this competition test, the barista make a new coffee menu which will then be judged by a jury who is an expert in the coffee field. The best menus are entitled to a barista competency certificate.

In the findings about the pattern of communication between the barista and the customer, the researcher found a pattern or model, both verbal and non-verbal. The pattern of communication here is of course in the context of interpersonal communication. The communication used is formal and structured because it refers to the provisions and standard operating procedures applicable in the company.

The interaction between the barista and the customer is essentially a communication process in the context of service. The pattern itself according to Audrey Fisher is an analogy that abstracts and selects parts of the whole, elements, properties, or components that are important from the phenomenon that is used as a model. Patterns are informal descriptions for applying or explaining theory. So that the communication pattern can be interpreted as a representation of a communication process that uses important components and elements in an interaction and can be an explanation as well as the application of a theory. The communication pattern is similar to the communication process, because the communication pattern is a series of activities to convey messages so that feedback is obtained from the recipient of the message, from the communication process, patterns, models, forms and also small parts that are closely related to the communication process will arise. With this finding about communication competence between personal and customer is an interactive communication pattern. This pattern has a circular or circular communication flow, which means that each communication participant can send messages to each other and then translate which can then be forwarded with feedback to the sender of the message. This takes place simultaneously or continuously. The interactive model describes communication as a process in which listeners provide feedback in response to messages conveyed by the communicant.

In the findings that occur in the field between barista and customers through interview and observation data, this shows a pattern of interactive communication, where the interaction begins with greeting or welcoming from the barista to the order taking process using self service. All communication processes carried out by the barista are based on service standards.

V. Conclusion

The results showed that occur in the field between barista and customers through interview and observation data, this shows a pattern of interactive communication, where the interaction begins with greeting or welcoming from the barista to the order taking process using self service. All communication processes carried out by the barista are based on service standards.

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