

The Dynamics of Women's Empowerment as a Real-life Alternative Project for Women's Engagement in the Traditional Coffee Industry

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Abstract: This study aims to explore the role of women in traditional coffee factories in remote areas of Indonesia. It employs the Power and representation analysis, phenomenological research, and "Representing Other" approach in Travel Literature to examine how people use a universal structure or essence to understand their experiences. It highlights the significance of women's involvement in the coffee industry, particularly those who have long been part of the field. The research specifically examines the contribution of women to the world of traditional coffee factories, using a case study of "Kopi Cap 3 Kunci" located in Barabai, Hulu Sungai Tengah, South Kalimantan. Its goal is to provide a comprehensive understanding of the role of women in the coffee industry and their contributions to traditional coffee practices. Furthermore, to identify the challenges faced by women in their participation of practices and explores strategies to promote gender equality and empower women in the coffee industry. The findings of this study have important implications for policy and practice, as they inform initiatives to enhance the participation and contributions of women in the coffee industry.

Keywords: *coffee by women; gender equality; women's empowerment; socio-literature*

Abstrak: Penelitian ini bertujuan untuk menyelidiki peran wanita di pabrik kopi tradisional di daerah terpencil Indonesia. Metode penelitian yang digunakan meliputi analisis *Power and Representation*, penelitian fenomenologi, dan pendekatan *Representing Other* dalam *Travel Literature* untuk memahami bagaimana orang menggunakan struktur atau inti universal dalam memaknai pengalaman mereka. Penelitian ini menyoroti pentingnya keterlibatan wanita di industri kopi, terutama bagi mereka yang telah lama berada dalam industri tersebut. Studi ini secara khusus mengkaji kontribusi wanita di pabrik kopi tradisional melalui studi kasus "Kopi Cap 3 Kunci" yang terletak di Barabai, Hulu Sungai Tengah, Kalimantan Selatan. Tujuan penelitian ini adalah untuk memberikan pemahaman menyeluruh tentang peran wanita di industri kopi serta kontribusi mereka dalam praktik kopi tradisional. Selain itu juga bertujuan untuk mengidentifikasi tantangan yang dihadapi wanita dalam berpartisipasi dalam praktik serta strategi untuk mendorong kesetaraan gender dan memberdayakan wanita di industri kopi. Temuan dari penelitian ini memiliki implikasi penting bagi kebijakan dan praktik, karena memberikan informasi yang dapat meningkatkan partisipasi dan kontribusi wanita di industri kopi.

Kata Kunci: *kesetaraan gender; kopi oleh perempuan; pemberdayaan perempuan; sosio-literatur*

INTRODUCTION

The coffee industry has long been a male-dominated field, but in recent years, there has been a significant increase in the number of women entering the industry in various professional occupations. According to Jiselle Steele, (2022), despite their ability to produce high-quality coffee, women remain unseen as coffee producers. They experience gender inequality, such as they face difficulties in receiving fair wages and fulfilling their family farming duties alongside their domestic responsibilities (Imron & Al Rosyid Anggi Satrya, 2019). Furthermore, limited access to resources and training programs makes it challenging for women to improve their skills and to develop their careers in the industry. In The work of MacComark, suggests that the association of women with nature and men with culture creates a hierarchical relationship where women are relegated to domestic roles and men to public ones (Erry et al., 2013). Kaaria & Osorio, (2016) further described that despite women growing presence, however, studies show that women are still not considered a strong source in the coffee industry, and gender biases and inequalities still exist. Gender inequality in the coffee industry has been a persistent issue, and it has significantly impacted the lives of women working in the sector. These challenges not only limit the growth and potential of individual women in the industry but also affect the industry as a whole (Kaaria & Osorio, 2016).

Indonesia is renowned for its coffee and tea production, and it is an essential part of the country's culture and economy. Moreover, Indonesia, one of the world's largest coffee producers, coffee plays a crucial economic role in coffee-producing countries, where coffee cultivation and production are significant industries (Purnomo et al., 2021). However, particularly in remote areas, the coffee industry in Indonesia has been characterized by a range of social, economic, and environmental issues, including gender inequality compared to Western countries, the culture of coffee consumption in countries like Indonesia is relatively less developed (Purnomo et al., 2021). Women have played a crucial role in the production of coffee in Indonesia, such has seen many women involved in the coffee world as baristas, Q-Graders, coffee shop owners, roasters, farmers, green buyers, and more. But, their contributions have often been overlooked, undervalued, and subject to various forms of discrimination and exploitation (USAID Green Invest Asia, 2019). Indonesia has undergone significant changes over the past few decades, with the shift from Dutch colonial rule to independence leading to a range of political, economic, and social transformations. During the post-colonial unstable period, women were part of the multi-party political system and enjoyed relatively free politics, even establishing a women's party. However, this era was characterized by a focus on political processes rather than economic development, which limited women's participation in economic activities, including the coffee industry (Imron & Satrya, 2019).

For instance, the coffee industry in Indonesia has immense potential to strengthen the national economy, but the absence of an adequate focus on women's empowerment hampers its growth. Gender biases, patriarchal attitudes, and stereotypes are some of the barriers that prevent women from participating fully in the coffee industry, and there is a need for more research and initiatives that promote gender equality and women's empowerment (Darmastuti & Wijaya, 2019). In recent years, there has been growing recognition of the important role that women play in the coffee industry in Indonesia. However, women in remote areas pass on to face a range of challenges related to their participation in the industry. Limited access to education and training, resources and technology, representation and decision-making power, exploitative employee practices, and lack of recognition and support are among the key issues facing women in the coffee industry. Moreover, a gender-biased attitude in managing natural resources has often led to

a lack of consideration for gender issues and the underrepresentation of women in decision-making processes (Sompa et al., 2022). Women are often perceived as being only capable of doing domestic work, not taking public roles. In addition, the participation of rural women in producer organizations is crucial for their empowerment and the development of the agricultural sector. However, women often face significant barriers that limit their participation and hinder their contribution. Rural women encounter challenges when participating in the coffee industry, as well as strategies to foster equitable and effective participation (UN Women, 2021).

Gender equality and women's empowerment have emerged as key themes in research on women studies, feminism, and humanism. According to Saraswati & Andini, (2022) Gender equality is commonly recognized as the emancipation of women, a concept that primarily focuses on ensuring equal rights, opportunities, and treatment for individuals regardless of their gender. The term encompasses a broader perspective, aiming to dismantle societal norms and expectations that have traditionally disadvantaged women. It advocates for the empowerment of women in various aspects, including education, employment, and social roles. Gender equality strives to create a balanced and fair society where individuals, regardless of their gender identity, have equal access to resources, representation, and decision-making opportunities. Gender inequality has long been a pervasive issue across societies worldwide, with women often marginalized and confined to traditional domestic roles. This prevalent belief that women are solely capable of performing household chores and are unfit for public roles has hindered their progress and limited their potential contributions (UN Women, 2021). The role of women in the traditional coffee industry is changing due to modernization, leading to the disappearance of their contributions. Therefore, there is a need to explore the relevance of women's contribution to coffee and how traditional coffee practices can be developed to empower women in the changing landscape of the coffee industry (Lauri & Bäckström, 2019). Rural women, in particular, face numerous challenges when attempting to participate in industries such as coffee production. However, it is crucial to recognize that women engaged in small-scale coffee farming are not powerless; they have demonstrated resilience and determination to challenge societal norms and strive for greater equality. While there may have been some departure from rigid gender relations of the past, the prevailing gender roles continue to restrict women's agency and prevent them from becoming equal partners in their work (Sänger, 2018). Therefore, it is imperative to examine the barriers faced by rural women in the coffee industry and explore strategies that can foster fair and effective participation, enabling them to unleash their full potential. By recognizing the contributions of women, providing equal opportunities and resources, and challenging gender-based stereotypes, the coffee industry can become more inclusive, equitable and sustainable (Yildirim & Karaca, 2022). Furthermore, achieving balance between women and men is essential. By ensuring a fair and mutually fulfilling allocation of responsibilities, a gender relationship characterized by balance and harmony can be cultivated. This dynamic has the capacity to bring about positive contributions to environmental challenges. Within this framework, roles that are equitably distributed and empower every individual, irrespective of gender, will foster a harmonious environment that nurtures gender relations and, consequently, exerts a beneficial influence on environmental issues (Herlita et al., 2023).

The power and representation analysis focuses on examining the inherent power dynamics in the representation of women in the coffee industry and how narratives shape perceptions of gender norms and stereotypes. Drawing inspiration from Foucault's ideas on power (1978), this analysis critically assesses how women's agency, voices, and contributions are portrayed in narratives and whether they are afforded equal visibility and

significance (Foucault, 1990). To understand the power dynamics at play, the analysis draws on Foucault's concept of power as a system that operates through discourse, shaping what can be said, who can say it, and how it is perceived. This perspective allows for an exploration of the underlying power structures that shape the narratives surrounding women in the coffee industry (Gill, 2007). In conducting the analysis, it is important to question who has the authority to tell the stories of women in the industry and examine how their perspectives are reflected or silenced. This inquiry into the sources of authority and representation sheds light on the unequal distribution of power and influence in shaping the narratives (Gill, 2007).

The power and representation analysis delves into the portrayal of women's agency, voices, and contributions within these narratives (Foucault, 1990). It critically examines whether women are depicted as active agents, decision-makers, and innovators in the coffee industry or if they are relegated to passive roles or portrayed as mere accessories to the industry (Selzer, 2010). By scrutinizing the narratives, the analysis assesses whether women's experiences, expertise, and accomplishments are given due recognition and representation, or if they are overshadowed or undermined by their male counterparts. Furthermore, the analysis explores the visibility and significance given to women's experiences within these narratives. It questions whether their perspectives are included, valued, and given equal weight. This assessment helps identify whether women's voices are amplified and whether their contributions are acknowledged and celebrated. Moreover, the power and representation analysis aims to investigate whether narratives challenge or perpetuate gender norms and stereotypes. By critically assessing the ways in which women's identities, roles, and behaviours are constructed within these narratives, the analysis seeks to understand whether they break free from traditional gender expectations or reinforce existing societal norms. It explores whether women are depicted as challenging gender roles, subverting stereotypes, and reshaping the industry or if they are constrained by traditional gendered representations.

The issue of gender equity and women's empowerment in the coffee industry intersects with humanism, a philosophical and ethical stance that emphasizes the value and agency of human beings (Khatib et al., 2013). Humanism recognizes the importance of rational thinking and empirical evidence in understanding and improving society. In the context of the coffee industry, humanism is relevant because it emphasizes the importance of empowering women and recognizing their agency and potential to contribute to society (Schultz, 2023). Humanism encourages the promotion of gender equality and challenges traditional gender roles. It emphasizes the need for equal opportunities and resources for women, including their participation in industries like coffee production, to achieve economic and social empowerment (Billaud, 2020). By adopting a humanistic approach, the research aims to challenge the existing power dynamics and social norms that limit women's participation and recognition in the coffee industry.

Furthermore, literature studies play a crucial role in understanding and shaping perceptions and attitudes towards different cultures and societies. The issue of gender equity in the coffee industry raises important questions related to literature studies. The study is grounded in the theoretical framework of travel literature, which explores how different cultures and societies are represented in literature produced by travellers and outsiders. Carl Thompson's theory of "representing other" is particularly relevant in this context regarding the representation of non-Western cultures in travel literature. The utility of theory in research can contribute to the advancement of scientific knowledge, particularly in the development of scholarship and ideas in gender studies. It provides an

understanding of how the values of justice and gender equality can be applied in research (Hayati et al., 2017). By critically examining travel literature's historical tendencies to exoticize and essentialize non-Western cultures, researchers can shed light on the ways in which such representations may perpetuate stereotypes and misconceptions (Said, 1978). Travel Literature Theory of Representing Others by Carl Thompson can integrate gender equity considerations by examining how women's participation in the coffee industry is represented and portrayed in travel narratives (Jaya & Pratama, 2021). In the context of women in the coffee industry, this theory can uncover underlying gender biases, stereotypes, or marginalization present in travel narratives. It can shed light on how women's roles, contributions, and challenges are depicted and whether they are accurately and fairly represented (Arifin, 2018).

Simultaneously, the power and representation analysis explores the underlying power dynamics within these narratives. It critically assesses how power operates in the representation of women, including who has the authority to tell their stories, and whether women's agency, voices, and contributions are given equal visibility and significance. By adopting a combined Travel Literature theory of 'Representing Other' and power and representation analysis, the research sheds light on the complexities surrounding the representation of women in the coffee industry. It suggests that travel literature can be a source of representation and portrayal of other cultures, places, and people. Moreover, it analyse how travel writers construct narratives and shape perceptions of the "other" through their writing. The approach examines how these representations in travel literature can perpetuate stereotypes, reinforce power dynamics, or challenge and subvert existing norms.

By integrating the Power and Representation analysis and phenomenological research with the Representing Other in Travel Literature approach, the study aims to understand how narratives in travel literature influence the representation of women in the coffee industry. It investigates how travel writers have depicted women's roles and experiences in traditional coffee factories in remote areas of Indonesia. This examination helps shed light on the broader social dynamics and power structures at play within the industry. In Addition, to these approaches, the analysis gains a deeper understanding of how women in the coffee industry are represented within travel literature. It considers how power dynamics shape the narratives and examines how women's agency, voices, and contributions are portrayed and valued. Additionally, this combined framework enables a critical examination of whether these narratives challenge or reinforce existing gender norms and stereotypes. They are seeking the exploration and relevance of women in coffee and their contribution to the lives around them. The traditional coffee culture in which working women played an essential role in modernization is changing fast and even disappearing, for several reasons.

This paper aimed to call for a new research agenda that analysed how women and the coffee industry work in remote parts of Indonesia, particularly in “*Kopi Cap 3 Kunci*” located in *Barabai*, South Kalimantan. The choice of focusing on the this coffee industry as the locus of this research has several reasons. Firstly, this particular coffee industry has a long history, dating back to the 1980s. According to (Antaraneews, 2019) this longevity provides an opportunity to examine the role of women in the coffee industry over a significant period, allowing for a deeper understanding of their contributions and experiences. Additionally, the founder of the “*Kopi Cap 3 Kunci*” industry has a relevant background, having previously worked in a coffee factory owned by the Chinese nation. This connection to the industry and the subsequent establishment of their own coffee

business adds an interesting dimension to the research. It allows for an exploration of the founder's motivations, experiences, and the factors that led them to employ women in their coffee factory (Antaranews, 2019).

Moreover, the choice of this specific coffee industry is also influenced by the observation that it has consistently employed women as workers, spanning across different age groups from children to adults. This presents an opportunity to examine the longstanding involvement of women in the coffee industry and understand the dynamics and contributions of women workers in a traditional setting. In particular, by studying this specific locus, and highlighting the importance of women in coffee and their contribution to the '*Kopi Cap 3 Kunci*' community and its surroundings. It seeks to explore whether the presence of women in the industry reflects a form of women's empowerment or if it is driven by gender inequality and limited opportunities. Through this investigation, the research can provide insights into the historical context, motivations, and societal factors that have influenced women's participation in the coffee industry, offering a nuanced understanding of the challenges faced by women in the traditional coffee industry culture which used to rely heavily on the active participation of female workers and how these have changed over time. By supporting women's initiatives, providing training and resources, and ensuring fair wages, coffee companies work to create a more inclusive and equitable coffee industry (Lauri & Bäckström, 2019).

By highlighting the role of women in coffee production, this research aims to raise awareness about the challenges women face and advocate for equal treatment and opportunities for them. This study is understood the social function of women's contributions to the coffee industry. It seeks to provide a descriptive explanation of the challenges faced by women in the coffee industry and how these challenges have evolved over time. By examining the experiences of women in the industry, this research aims to contribute to a better understanding of the role of women in the coffee industry in Indonesia, particularly in remote areas, and to provide insight into how gender issues can be addressed to promote more sustainable and equitable industry development. Additionally, the purpose is to highlight the importance of a gender-sensitive approach to natural resource management, recognizing the important role of women in sustaining and developing the coffee industry in Indonesia. By reviewing as promoting gender equality and women's empowerment in line with the wider global movement towards gender equality and recognition of the contribution of women in various industries.

METHODS

This research employed a mixed methods research design, incorporating a literature review, case studies, and qualitative methodology. The qualitative approach utilized a phenomenological research design, aiming to explore the lived experiences of women in the coffee industry. Phenomenological research is a qualitative research methodology that seeks to comprehend and articulate the fundamental essence of a phenomenon, enabling individuals to develop a new understanding of the meaning of their experiences Thakadipuram, (2010). This specific qualitative research methodology aims to provide a deeper understanding of various phenomena by examining the everyday experiences of individuals. It involves setting aside the researchers' preconceived assumptions and immersing themselves in the lived experiences of women in the coffee industry. Through this approach, the research seeks to uncover the underlying meaning and interpretation that women attach to their experiences, offering valuable insights into their subjective understanding of the world (Bliss, 2016).

To gain a profound understanding of women's experiences, challenges, and perceptions within the coffee industry, with a particular focus on promoting gender equality and empowerment. The primary data collection method for this research is in-depth interviews. Through semi-structured interviews, women who have direct involvement in the coffee industry, including workers from the "*Kopi Cap 3 Kunci*" factory, retired individuals, and assistant owners, were selected as participants. These interviews provided a platform for the participants to share their narratives, thoughts, and feelings regarding their experiences in the industry. The interviews conducted in a supportive and non-judgmental manner, allowing the participants to express themselves openly and authentically. By delving into the lived experiences of women, to shed light on the factors that influence gender dynamics, identify barriers to equality, and explore potential strategies to empower women within the coffee industry.

In addition to interviews, participant observations were conducted to gain a holistic understanding of women's experiences in the coffee industry. By immersing oneself in the coffee production setting, and observing the daily activities, interactions, and dynamics, valuable insights into the participants' lived experiences can be gathered. These observations provided context and depth to the research findings, offering a comprehensive understanding of women's realities. To ensure a comprehensive representation of women's experiences, the sampling strategy aimed for diversity in terms of age, education, socioeconomic background, and geographic location. This diversity contributed to a more comprehensive understanding of the challenges and experiences faced by women in different contexts within the coffee industry.

The data collected through interviews and participant observations were analysed using a phenomenological approach. This involves a careful and systematic analysis of the participants' narratives and experiences, focusing on identifying common themes, patterns, and meanings that emerge from the data. The analysis aimed to uncover the essence and structures of the women's experiences, shedding light on the challenges they face, their perceptions of gender roles, and their aspirations for empowerment within the coffee industry. Throughout the research process, rigorous ethical considerations followed to ensure the confidentiality, privacy, and informed consent of the participants. The research findings presented in a detailed and comprehensive manner, using anonymized quotes and narratives to illustrate the themes and patterns identified in the data.

By adopting a qualitative method with a specific focus on phenomenology, this research seeks to provide an in-depth exploration of the experiences and challenges faced by women in the coffee industry. The findings contributed to a broader understanding of gender dynamics, empower women's voices, and inform efforts to promote gender equality and empowerment within the industry.

RESULTS AND DISCUSSION

The findings from the conducted interviews with women workers, a retired worker, and an assistant owner of the '*Kopi Cap 3 Kunci*' coffee industry shed light on the experiences and challenges faced by women in the coffee industry. The following results have emerged:

Exploring the Evolving Challenges Faced by Women in the Coffee Industry

(Descriptive Exploration through Qualitative Phenomenological Inquiry and Power Dynamics Analysis)

The social function of women's contributions

One woman worker emphasized the vital role of women in the 'Kopi Cap 3 Kunci' coffee industry. Since 1990, women have been actively involved in tasks such as packing, arranging, and packaging coffee. The interviewee stated,

"The vital role of women in the 'Kopi Cap 3 Kunci' coffee industry. Since 1990, women have been actively involved in tasks such as packing, arranging, and packaging coffee. Despite the modest wages, these women find their income sufficient to support their children and assist their husbands at home, and have never experienced any unjust treatment imposed by the owner." - Interview with Workwoman 1 (1, The social function of women's contributions, 2023)

This highlights the economic significance of women's employees and their contributions to the industry. This finding reveals the sense of purpose and achievement these women derive from their work. However, the power and representation analysis draws attention to the gendered division of employees, where women are primarily assigned lower-level tasks, while men dominate roles. The interviewee also mentioned that they have never experienced any unjust treatment imposed by the owner, indicating a sense of fairness in the workplace. This gendered division raises questions about power dynamics and the representation of women's agency within the coffee production process.

Gender stereotypes and representation

The data further reveals a prevalent belief that men are better suited for managing the roasting and selling of coffee. The interviewee mentioned,

"Women only pack, wrap, and manage coffee that has already been roasted, those who roast coffee and sell it to the market are all men who do it, the reason is that men are better able to manage because women don't do anything then." - Interview with Workwoman 1 (1, Gender stereotypes and representation, 2023)

This perpetuates gender stereotypes and reinforces traditional gender norms within the industry. It is crucial to challenge such assumptions and promote equal opportunities for women in all facets of the coffee production process. And it revealed a prevalent belief that men are better suited for managing the roasting and selling of coffee. This perpetuates gender stereotypes and reinforces traditional gender norms within the industry. It is crucial to challenge such assumptions and promote equal opportunities for women in all facets of the coffee production process. Moreover, it becomes evident that gendered beliefs shape the allocation of tasks, limiting women's agency and influence within the industry. Breaking free from these stereotypes is essential for fostering gender equality and empowering women to assume leadership roles in the coffee industry.

Economic necessity and livelihood

One interviewee highlighted the economic necessity of the coffee industry for her livelihood. She stated,

"Woman need this job. Working in the coffee industry is crucial for her livelihood in a remote area. While the income may not be sufficient, it enables her to support her child"

and survive" - Interview with Workwoman 1 (1, Economic necessity and livelihood , 2023)

The finding emphasizes the economic necessity of the job for the interviewed woman worker. This data reflects the socio-economic context and the limited options available to women in remote areas. It underlines the importance of recognizing the economic significance of women's employees and the need for equitable opportunities and fair wages within the coffee industry. It also emphasizes the need for equitable opportunities and fair wages within the coffee industry to enhance the economic empowerment of women.

Challenges and Resilience

The data also highlighted the challenges faced by women in the coffee industry, particularly during the COVID-19 pandemic. Decreased coffee production and increased competition from modern coffee companies pose significant difficulties. The interviewee expressed;

" The challenges faced by women in the coffee industry, particularly during the COVID-19 pandemic. Decreased coffee production and increased competition from modern coffee companies pose significant difficulties. The improper condition of the coffee factory due to flooding exacerbated the challenges faced by these women." – Interview with Workwoman 1 (1, Challenges and resilience, 2023)

These findings underline the vulnerability of women in the industry to external factors and call for sustainable development measures to support them. It is crucial to create an enabling environment that addresses these challenges and provides women with the necessary resources and support to navigate uncertainties and build resilience. Workwoman 1 mentions a decrease in coffee production and increased competition from modern coffee companies. Additionally, the improper condition of the coffee factory due to flooding further compounds the challenges. This data highlights the vulnerability of women in the industry to external factors, such as market dynamics and environmental conditions. It also draws attention to the need for sustainable development and support for women in overcoming these challenges.

Promoting Women's Participation and Empowerment in the Coffee Industry

(Perspectives Derived through Qualitative Phenomenology and the Role of Representing Other in Travel Literature)

Women's Contributions as a Valuable Human Resource

The data from the interview with the woman retirement worker highlights the significant role of women in the '*Kopi Cap 3 Kunci*' industry, have been actively involved in the industry since 1990, working diligently after school hours.

According to the interviewee;

"women have been actively involved in the industry since 1990, with many working after

school. The experience of working in the coffee industry has been empowering for these women, as it has earned them recognition for their diligence and independence in society” - Interview with woman retirement worker (Retirement, Women's Contributions as a Valuable Human Resource, 2023)

This finding underscores the importance of women's participation and their contributions as a valuable human resource in the coffee industry. Through a phenomenological lens, it reveals how women's involvement in the industry shapes their self-perception and societal recognition. The analysis also incorporates gender analysis by emphasizing the importance of understanding the unique experiences and perspectives of women in the coffee industry. The woman retirement worker's account provides insight into the lived experiences of women in the industry, showcasing her dedication and independence. It aligns with the gender analysis, as it emphasizes the need to recognize and empower women in traditionally male-dominated sectors.

Women's Talent in Managing Packing and Packaging

The data suggests a potential disparity in training opportunities for women in the coffee industry. Explore how the absence of training may impact women's skills development and career advancement.

Another interviewee mentioned that;

“while working alongside other women in the absence of the owner, there was no training provided. The owner believed that women already possessed the necessary talent for managing packing and packaging in the coffee sector” - Interview with woman retirement worker (Retirement, Women's Talent in Managing Packing and Packaging, 2023)

This finding revealed that with woman retirement in the absence of the owner took the initiative to manage packing and packaging tasks. However, there was no formal training provided, suggesting an assumption that women possess inherent talent in these areas. This finding provided insights into the gendered expectations and stereotypes that shape women's roles in the coffee industry. It highlights the need to address such biases and provide equal opportunities for training and skill development. Moreover, critically examine the representation of women's skills and capabilities in the industry, shedding light on how their talents may be overlooked or underestimated.

Supportive Impact of the ‘Kopi Cap 3 Kunci’ Business

The data sheds light on the challenges women face in balancing personal commitments, such as marriage and education, with their careers in the coffee industry.

The data indicates that;

“The interviewee left her job in the coffee industry due to marriage and continuing education. However, she acknowledges that other female workers who remain in the industry greatly benefit from the existence of the ‘Kopi 3 Kunci’ Industry business. - Interview with woman retirement worker (Retirement, Supportive Impact

of the 'Kopi 3 Kunci' Business, 2023)

This finding showed the woman retirement who quit working in the industry after getting married and pursuing further education reveals the positive impact of the 'Kopi Cap 3 Kunci' business on women workers. The woman retirement acknowledges that other women workers who continue working are greatly supported by the existence of the business. This finding highlighted the role of the coffee industry in empowering women and providing them with opportunities for personal and professional growth. It underscored the need to create supportive environments that enable women to balance work and other aspects of their lives. Moreover, how women's experiences and choices regarding work and personal life are portrayed in broader narratives about the coffee industry.

Women's Competence and Neatness in Work

This data highlighted gendered divisions of employees within the coffee industry.

The assistant owner, a man, explains that;

“women are chosen for various tasks in the coffee industry because they are perceived as competent, thorough, and neat in their work. Men, on the other hand, are assigned roles such as roasting beans and marketing, based on the division of tasks deemed suitable” - Interview with assistant owner (Owner, Women's Competence and Neatness in Work, 2023)

According to the assistant owner, women are chosen for certain roles based on their perceived competence, thoroughness, and neatness in performing tasks such as managing packing and packaging. This finding highlighted the gendered division of employees within the coffee industry. It reflected societal expectations and stereotypes regarding women's abilities and attributes. The results suggested the need to challenge these stereotypes and to create equal opportunities for both men and women in various roles within the industry. Critically, this analysed the representation of women's skills and competencies in the coffee industry, examining how they are portrayed in travel literature and broader narratives.

This data reinforced the importance of women's contributions to the coffee industry.

The assistant owner further justifies;

“the employment of women in the coffee industry by emphasizing their extra patience and ability to work long hours. He attributes the success and longevity of the Kopi 3 Kunci' business to the invaluable contributions of women, including mothers and daughters” - Interview with assistant owner (Owner, Women's Patience and Contributions to the Business, 2023)

This Finding acknowledged that without the help of women, the business would not have lasted until now. This finding shed light on the dedication and endurance of women in the coffee industry. It challenges societal stereotypes and expectations regarding women's roles in the workplace. The results emphasized the need to recognize and value women's contributions and to create an inclusive environment that promoted gender equality.

Furthermore, it examined how women's dedication and contributions are depicted.

Table 1: Summary of Findings from Interviews with Women in the '*Kopi Cap 3 Kunci*' Coffee Industry

| Participant | Key Findings |
|-----------------|---|
| Workwoman 1 | Women play a crucial role in the ' <i>Kopi Cap 3 Kunci</i> ' coffee industry, primarily involved in packing and organizing coffee. They are paid based on the hours worked, which helps support their families. Men are primarily responsible for coffee roasting and selling, leading to a gender divide in tasks. Workwoman 1 has not faced any significant negative incidents throughout her employment, and the salary has seen incremental increases. Woman presence is valued by society, recognizing their diligence, independence, and ability to contribute to the industry. |
| Retired Worker | Women in the coffee industry benefit from their involvement in the ' <i>Kopi 3 Kunci</i> ' business. It has empowered them and allowed society to perceive them as diligent and independent individuals. The experiences of the retirement woman worker affirm the positive impact of working in the coffee industry. It has provided her with a sense of empowerment and independence, as well as being seen as diligent and capable by society |
| Assistant Owner | The assistant owner's decision to employ women is based on their competence, thoroughness, and neatness in performing tasks. Men are assigned roles such as bean roasting and marketing, reflecting a gendered division of employees within the industry. |

The discussion of findings from the interviews with women in the '*Kopi Cap 3 Kunci*' coffee industry supported the theory of humanism that is employed in this research. The significant role that women play in the industry, primarily involved in packing and organizing coffee, while men focus on roasting and selling, highlights the existing gender divide within the industry. This division of labour reflects traditional gender roles that limit women's participation and recognition. However, the recognition of women's presence and their valued contributions to the coffee industry indicates a positive shift towards challenging these traditional gender roles. Society acknowledges the diligence, independence, and ability of women to contribute to the industry. This recognition aligns with the principles of humanism, which emphasizes the importance of providing equal opportunities and resources for women to achieve economic and social empowerment.

By adopting a humanistic approach, this research challenges existing power dynamics and social norms that limit women's participation and recognition in the coffee industry. Moreover, this research finally finds the existence of gender equity which positively impacts women's involvement, empowers them and leads to society's perception of them as diligent and independent individuals, demonstrating the potential for change and progress in achieving gender equality. Therefore, the findings of women playing a significant role in the '*Kopi Cap 3 Kunci*' coffee industry, along with the recognition of their contributions by society, such as highlight the importance of providing equal opportunities and discovering gender equity and resources for women to challenge traditional gender roles and promote their social empowerment within the industry.

In addition, the research integrates the theoretical framework of travel literature to explore how women's participation in the coffee industry is represented in travel narratives. By critically examining travel literature, the study aims to uncover any underlying gender biases, stereotypes, or marginalization present in the representation of women in the industry. The research seeks to shed light on how women's roles, contributions, and challenges are depicted in these narratives and whether they are accurately and fairly represented. Through the synthesis of the findings and theories used, it becomes evident that women's participation in the *'Kopi Cap 3 Kunci'* coffee industry is essential and has a positive impact. Their involvement challenges traditional gender roles and promotes gender equality. The integration of humanism and travel literature theories provides a comprehensive understanding of the importance of equal opportunities and resources for women, as well as the need to critically examine how women are represented in travel narratives.

In summary, the discussion highlights the significance of women's involvement in the *'Kopi Cap 3 Kunci'* coffee industry, challenging traditional gender roles, and advocating for gender equality. The study contributes to empowering women and highlighting their contributions in the industry while also emphasizing the need for fair and accurate representation of women in travel literature. By synthesizing these findings and theories, the discussion provides a comprehensive understanding of the role of women in the coffee industry and the importance of promoting gender equality.

CONCLUSION

This study explored strategies to promote women's participation in the coffee industry, empower them, and achieve gender equality. Through qualitative phenomenological approaches, gender analysis, and the Representing Other on Travel Literature Analysis, valuable insights were gained from interviews with retired workers and the assistant owner of the *'Kopi Cap 3 Kunci'* coffee industry. The findings revealed that women play a crucial role as a valuable human resource in the industry, with their involvement leading to recognition and independence. The gendered division of labor was evident, with women primarily assigned packing and packaging responsibilities based on their competence, thoroughness, and neatness. Efforts should be made to further promote women's participation by providing training opportunities, fostering a supportive work environment, and challenging gender stereotypes. Despite limitations, this study emphasizes the importance of empowering women in the coffee industry to achieve gender equality and sustainable development. Implementing the proposed strategies creates an inclusive and equitable industry that harnesses women's talents. Addressing gender-based constraints is crucial for promoting gender equality and women's empowerment in the coffee sector.

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