

## Ringkasan Eksekutif

Industri kopi nasional merupakan industri yang sangat berpotensi karena Indonesia memiliki lahan kebun kopi yang luas dan produksi kopi di Indonesia bertumbuh sangat pesat. Dengan gaya hidup masyarakat Indonesia yang seringkali bepergian ke *coffee shop* dan banyak bermunculan bisnis kopi baik skala kecil maupun besar pada beberapa tahun terakhir, sangat mendorong perkembangan industri kopi yang ada di Indonesia. Expat Roasters merupakan salah satu perusahaan kopi yang didirikan pada tahun 2016 oleh Shae Macnamara sebagai *brand* minuman kopi yang berfokus pada *specialty coffee*. *Specialty coffee* merujuk pada kopi berkualitas unggul yang menonjolkan cita rasa dan aroma yang istimewa, diukur melalui uji cupping, dan tentunya diproses dengan standar khusus. Dengan tujuan untuk mendukung industri kopi nasional, Expat Roasters menyediakan berbagai macam layanan barang dan jasa seperti: *Wholesale, Business growth consultancy, Training & assessment, Sustainability practices, Brand support & collaboration*, dan *Equipment support*. Salah satu cara untuk Expat Roaster mempertahankan branding mereka adalah dengan kegiatan non rutin seperti meluncurkan produk baru dan mengikuti event atau pameran-pameran. Selama 4 bulan, tim peneliti menganalisis masalah dalam pelaksanaan kegiatan rutin maupun non rutin perusahaan. Setelah dilakukan identifikasi masalah, peneliti menemukan akar masalah dari perusahaan yaitu terkait pelaksanaan kegiatan non rutin seperti event, pameran, dan peluncuran produk baru. Miskomunikasi sering kali menjadi masalah utama diantara divisi internal Expat Roasters.

## Executive Summary

The national coffee industry is highly promising due to Indonesia's vast coffee plantations and rapid growth in coffee production. With the Indonesian society's lifestyle of frequently visiting coffee shops and the emergence of numerous coffee businesses, both small and large scale, in recent years, it significantly boosts the development of the coffee industry in Indonesia. Expat Roasters, founded in 2016 by Shae Macnamara, is one of the coffee companies that focus on specialty coffee, which refers to high-quality coffee that emphasizes unique flavors and exceptional aroma, measured through cupping tests, and processed with specific standards. In supporting the national coffee industry, Expat Roasters provides various goods and services, including Wholesale, Business growth consultancy, Training & assessment, Sustainability practices, Brand support & collaboration, and Equipment support. To maintain their branding, Expat Roasters engages in non-routine activities such as launching new products and participating in events or exhibitions. Over a period of 4 months, researchers analyzed issues related to both routine and non-routine activities of the company. After identifying the problems, they found that the root cause of the issues is often related to the execution of non-routine activities, such as events, exhibitions, and product launches. Miscommunication frequently emerges as a major problem among the internal divisions of Expat Roasters.