

Integrating Literacy Gardens with the Coffee Value Chain to Promote Sustainable Knowledge Innovation

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Abstract

The study explores the use of literacy gardens in coffee shops as a novel strategy for promoting intellectual development, sustainability, and community participation in Indonesian cities. These integrated places have the potential to significantly alter urban surroundings by combining coffee shops' cultural appeal and popularity with the transformative power of literacy and sustainability. Literacy gardens at coffee shops promote intellectual development and lifetime learning by creating immersive environments in which people may interact with various reading materials. These venues encourage consumers to continuously learn, think critically, and act curious. Furthermore, incorporating sustainable techniques into literacy gardens encourages responsible consumption and environmental knowledge. Coffee shops can be models of urban sustainability by procuring ethically produced local coffee beans, lobbying for fair trade, and implementing environmentally friendly practices. Literacy gardens at coffee shops promote community engagement and social cohesiveness by functioning as cultural hubs for book clubs, literary discussions, and community events. These integrated venues help to promote cultural variety, heritage preservation, and identity reinforcement by highlighting local literature, folklore, and linguistic resources. The incorporation of literacy gardens into coffee shops provides a revolutionary platform for creating knowledge-driven communities, promoting sustainability, and shaping resilient, inclusive cities. Visionary initiatives, such as Anies Baswedan's ambition to create 40 Indonesian cities, illustrate the potential for positive transformation in urban environments by integrating literacy gardens into the coffee value chain.

Keywords:

Literacy gardens
Coffee shops
Intellectual development
Sustainability
Community engagement
Indonesian cities
Transformative impact

Abstrak

Penelitian ini mengeksplorasi penggunaan taman literasi di kedai kopi sebagai strategi baru untuk mempromosikan pengembangan intelektual, keberlanjutan, dan partisipasi masyarakat di kota-kota di Indonesia. Tempat-tempat terintegrasi ini memiliki potensi untuk mengubah lingkungan perkotaan secara signifikan dengan menggabungkan daya tarik budaya dan popularitas kedai kopi dengan kekuatan transformatif literasi dan keberlanjutan. Taman literasi di kedai kopi mendorong pengembangan intelektual dan pembelajaran seumur hidup dengan menciptakan lingkungan yang imersif di mana orang dapat berinteraksi dengan berbagai bahan bacaan. Tempat-tempat ini mendorong konsumen untuk terus belajar, berpikir kritis, dan memiliki rasa ingin tahu. Selain itu, menggabungkan teknik berkelanjutan ke dalam taman literasi mendorong konsumsi yang bertanggung jawab dan pengetahuan lingkungan. Kedai kopi dapat menjadi model keberlanjutan perkotaan dengan membeli biji kopi lokal yang diproduksi secara etis, melobi perdagangan yang adil, dan menerapkan praktik-praktik yang ramah lingkungan. Taman literasi di kedai kopi mendorong keterlibatan masyarakat dan kohesivitas sosial dengan berfungsi sebagai pusat budaya untuk klub buku, diskusi sastra, dan acara-acara komunitas. Tempat-tempat terintegrasi ini membantu mempromosikan

keragaman budaya, pelestarian warisan, dan penguatan identitas dengan menyoroti literatur lokal, cerita rakyat, dan sumber daya bahasa. Penggabungan taman literasi ke dalam kedai kopi menyediakan platform revolusioner untuk menciptakan komunitas yang digerakkan oleh pengetahuan, mempromosikan keberlanjutan, dan membentuk kota yang tangguh dan inklusif. Inisiatif visioner, seperti ambisi Anies Baswedan untuk menciptakan 40 kota di Indonesia, menggambarkan potensi transformasi positif di lingkungan perkotaan dengan mengintegrasikan taman literasi ke dalam rantai nilai kopi.

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1. INTRODUCTION

The integration of coffee shops into literacy gardens provides a ground-breaking chance to research and apply sophisticated and impactful concepts in the context of sustainable cities. By combining the cultural appeal and general popularity of coffee shops with the transformative power of literacy and sustainability, this article has the potential to have a significant impact on urban surroundings (Collins, 2010). Integrating coffee shops into literacy gardens seeks to promote intellectual development and lifelong learning in sustainable cities. These spaces offer a one-of-a-kind and immersive atmosphere in which people may interact with a variety of reading materials, encouraging curiosity, critical thinking, and a desire to learn (Lukas, 2016). Literacy gardens encourage clients to broaden their perspectives and cultivate a culture of continual learning by transforming normal coffee shop visits into chances for intellectual development.

Furthermore, incorporating reading gardens into coffee shops promotes sustainable living and responsible consumption (Seyfang, 2005). Coffee shops can serve as examples of urban sustainability by procuring ethically produced local coffee beans, advocating fair trade, and implementing ecologically friendly methods in their operations (Raynolds, 2009). The existence of literacy gardens supports this message by encouraging customers to read more sustainably and improving environmental consciousness (Stibbe, 2009). This combination of intellectual development and ecological behaviors generates a powerful synergy, emphasizing the necessity of making responsible decisions in all parts of life.

In addition to intellectual development and sustainability, including coffee shops within literacy gardens encourages community engagement and social cohesiveness in cities (Knox & Mayer, 2013). These rooms become more than just reading areas; they are cultural hubs where book clubs, literary talks, and other community events can take place. Literacy gardens foster a sense of community and belonging by bringing people together through a common love of reading and knowledge (Correa, 2013; Comber, 2015). This social engagement enriches the fabric of cities by encouraging inclusivity and a common sense of identity among inhabitants.

Furthermore, literacy gardens serve as a platform for preserving and celebrating local culture and indigenous knowledge in sustainable cities (Newman & Jennings, 2012). Literacy gardens are a platform for preserving and celebrating local culture and indigenous knowledge in sustainable cities (Cutter-Mackenzie, 2009). Coffee shops honor and revive cultural heritage by displaying locally produced literature, folktales, and language resources. This integration guarantees that a place's essential traditions and wisdom are passed down to future generations, cultivating a greater awareness for local identity and boosting cultural variety in urban settings.

Moreover, exploring the integration of literacy gardens within coffee shops, with a focus on advanced and influential concepts, allows us to investigate the enormous influence these projects can have on sustainable cities. This integration serves as a positive change agent by encouraging intellectual development, responsible consumerism, community participation, cultural preservation, and urban regeneration. Coffee shops with literacy gardens evolve into transformative venues that develop knowledge-driven communities, promote sustainability, and shape resilient, inclusive cities for the future.

2. METHOD

This qualitative study, which is based on comprehensive literature reviews, in-depth talks, and local observations, investigates the integration of coffee shops and literacy gardens as a pioneering method in the field of sustainable cities. This study dives into complex topics and their practical application by combining insights from many sources. The merging of coffee shops and literacy gardens not only combines the cultural attractiveness and widespread popularity of coffee shops, but it also capitalizes on literacy's transformative

potential and sustainability. Literacy gardens within coffee shops promote intellectual development, lifelong learning, curiosity, critical thinking, and a love of learning through an immersive and one-of-a-kind environment. The integration also encourages sustainable living and responsible consumption by campaigning for ethically produced coffee beans, fair trade procedures, and ecologically friendly businesses. Furthermore, these integrated venues go beyond their original function, converting into lively cultural hubs that promote community participation and social cohesion. They serve as venues for preserving and celebrating local culture and indigenous knowledge, ensuring that important traditions and wisdom be passed down to future generations while boosting urban cultural diversity.

3. RESULT AND DISCUSSION

This advanced article explores the integration of literacy gardens into the coffee value chain in Indonesia. Coffee shops are becoming increasingly popular, both locally and globally, and there is a potential to integrate this growing industry with resilience-focused practices and environmental sustainability (Kuhl, 2018; Siavash, 2016). Literacy, as a strategic tool for societal growth, has the potential to play a critical role in the nation's governance and education. The article emphasizes the possibility of societal sustainability by using literacy gardens to enhance intellectual development and environmental resilience. Furthermore, given Indonesia's significant position as the world's fourth-largest coffee producer, incorporating specialty coffee qualities into forthwave coffee consumption can increase social understanding about the complexities of the coffee value chain.

a. Exploring Literacy Gardens in Coffee Shops as Catalysts for Intellectual Development

Literacy theory emphasizes the transformative power of reading and information acquisition for both individuals and societies. According to Freire (1970), encouraging literacy can result in greater intellectual ability, critical thinking skills, and personal empowerment. Integrating literacy gardens into coffee shops produces immersive spaces that inspire customers to engage in intellectual pursuits, encouraging a culture of lifelong learning and critical thinking. Literacy theory emphasizes the enormous impact that reading and information acquisition have on individuals and society, allowing them to transform and grow. When literacy gardens are integrated into coffee shops, they create immersive surroundings that encourage intellectual activity, encouraging a culture of continual learning and critical thinking. Coffee shops become more than just places to get coffee; they become sites for intellectual growth and literacy development.

According to literacy theory, reading and knowledge acquisition promote intellectual progress. The presence of literacy gardens in coffee shops allows people to immerse themselves in books, magazines, and other educational tools. These surroundings promote curiosity, discovery, and a passion for learning (Wang, 2016). Literacy gardens in coffee shops offer customers to a wide range of reading materials, fostering intellectual development and broadening their horizons.

According to sustainability philosophy, firms must operate in such a way that both society and the environment benefit in the long run. By including literacy gardens into the coffee value chain, coffee cafes may support sustainable practices. They can obtain ethically produced coffee beans, promoting fair trade and environmentally friendly farming practices (Daviron & Ponte, 2005). Furthermore, coffee businesses can include environmentally responsible practices into their operations, such as employing compostable or reusable materials and lowering energy consumption. Coffee shops help to promote sustainability and ethical consumption by raising customer awareness of the environment.

Sustainability theory emphasizes businesses' critical role in ensuring the long-term well-being of society and the environment. Integrating literacy gardens within the coffee value chain provides unique opportunity for promoting sustainable practices. Coffee shops should prioritize the sourcing of ethically produced coffee beans, supporting fair trade and environmentally friendly farming practices. Furthermore, they can include environmentally friendly activities into their operations, such as trash reduction and energy efficiency. Coffee shops help to create a sustainable future by raising consumer awareness about the environment (Carter, 2022).

Local wisdom theory acknowledges the importance of indigenous knowledge and practices in addressing modern issues (Kohsaka & Rogel, 2021). Cultural preservation becomes an essential component of the experience when literacy gardens based on local expertise are integrated into coffee shops (Maspul, 2022). Coffee shops, for example, can display books, artwork, and storytelling that honor local customs and indigenous knowledge. Patrons benefit from this integration by increasing their cultural pride, intellectual growth, and sense of community. Coffee shops help to preserve and revitalize cultural heritage by valuing and accepting local wisdom.

Local wisdom theory acknowledges the enormous relevance of indigenous knowledge and traditions in addressing current issues. Coffee shops connect international knowledge with local customs by incorporating literacy gardens anchored in local wisdom, such as the renowned Martha Tiahahu Literacy Garden and the regenerated Taman Ismail Marzuki (TIM) in Jakarta, both of which are managed successfully

by Anies Baswedan (Bachtiar *et al.*, 2023). This integration not only promotes cultural pride and intellectual advancement, but it also enhances the sense of community. Literacy gardens become important platforms for maintaining and reviving cultural history, as well as promoting intellectual development and community participation, by acknowledging and embracing local expertise.

Coffee shops can improve their spaces by incorporating literacy theory, sustainability theory, and local knowledge theory. Literacy gardens in coffee shops promote ongoing learning, critical thinking, and intellectual curiosity. They also enable coffee cafes to encourage sustainable practices such as responsible sourcing and environmentally friendly operations. Furthermore, by incorporating local knowledge, coffee shops promote cultural pride and a sense of community. As coffee shops adopt these theories, they become significant agents of good change, contributing to the intellectual, social, and environmental well-being of individuals and society at large.

Coffee shops can become effective change agents by incorporating these theories into the concept of literacy gardens inside the coffee value chain. They design locations that promote literacy, sustainability, and cultural preservation while also allowing people to enjoy coffee. These transformative environments inspire intellectual progress, promote appropriate economic practices, and instill pride in local traditions. Coffee shops accept their position as catalysts for positive change, contributing to the collective well-being of individuals, society, and the environment.

b. Literacy Gardens Promotes Sustainability and Innovation in Coffee Shops

The integration of literacy gardens into the coffee value chain not only provides chances for sustainability, but it also opens the door to advanced innovations that have the potential to significantly alter the coffee shop sector. Coffee shops can effect dramatic change by employing cutting-edge technologies and practices that alter how they operate and engage with their consumers. Coffee shops can form agreements with local coffee producers to promote fair trade practices that benefit the economic livelihoods of coffee-producing communities. This collaboration ensures that farmers are fairly compensated for their labor while also encouraging sustainable farming techniques such as organic cultivation and biodiversity conservation (Ponte & Gibbon, 2005). Coffee shops that source coffee directly from local farmers can lessen the environmental impact of long supply chains while also supporting the social and economic development of coffee-producing communities (Jaffee, 2014).

Coffee shops can also help to stimulate sustainable packaging innovation by replacing single-use materials with eco-friendly alternatives. They can consider compostable cups, biodegradable packaging, and reusable containers to reduce the environmental impact of coffee consumption (Aichner & Coletti, 2013). Furthermore, coffee shops can implement effective waste management methods, such as recycling and composting initiatives, to reduce the amount of garbage sent to landfills (Alfarizi *et al.*, 2023). These strategic innovations support the concepts of the circular economy by decreasing waste and encouraging material reuse and recycling.

Coffee shops can also embrace innovation by integrating energy-saving methods into their operations. This involves installing energy-efficient equipment and LED lighting, optimizing heating and cooling systems, and encouraging energy conservation among employees and customers. Furthermore, coffee shops might study the integration of renewable energy sources, such as solar panels or wind turbines, to power their facilities (Cerović *et al.*, 2014). Coffee shops may help to combat climate change by lowering energy consumption and embracing renewable energy.

One example of advanced innovation is the use of blockchain technology to improve transparency and traceability throughout the coffee supply chain. Coffee shops can use blockchain to give customers with verifiable information about the coffee beans' origins, agricultural techniques, and certifications. This level of transparency fosters confidence and enables customers to make educated decisions that promote ethical and sustainable coffee production. For example, Bext360, a technology startup, has developed a blockchain-based platform that allows coffee growers to receive fair payment for their beans while also ensuring coffee traceability from farm to cup (Kshetri & DeFranco, 2020).

Another notable advancement is the use of precision agriculture techniques in coffee farming. Precision agriculture makes use of technologies like satellite imaging, drones, and IoT devices to improve farming techniques, conserve resources, and reduce environmental effect. Coffee cafes can work with farmers who practice precision agriculture to source beans cultivated with low-chemical inputs, optimum irrigation, and improved soil health. This not only encourages sustainable growing practices, but also produces higher-quality coffee with distinct flavor nuances. For example, Nespresso collaborated with Colombian farmers to develop precision agriculture techniques, resulting in greater productivity and environmental sustainability (García-Cardona, 2016).

In terms of customer experience, coffee shops can use augmented reality (AR) and virtual reality (VR) technologies to provide immersive and instructive experiences within their reading gardens. Coffee shops can use AR/VR to take clients to local coffee farms, demonstrating the path from bean to cup and offering

interactive courses in coffee farming, processing, and tasting. This novel technique not only improves the learning experience, but also increases customers' understanding for the workmanship and cultural value of coffee. As demonstrated by the Martha Tiahahu Literacy Park, which has launched books that can be accessed digitally using a sort of QR (Code) model AR technology that is rarely available in libraries or other reading rooms in DKI Jakarta, this is one of the metaverse implementation models. Taking advantage of Metaverse technology will open up options in education and media at the Blok M Literacy Park. The design concepts that must be implemented in generating instructional media in the Metaverse age are based on AR and VR technology, such as layouting, typography, color principles, and a sense of place and space (Nugraha *et al.*, 2023).

Besides, coffee businesses can look at novel waste management solutions, such as anaerobic digestion systems, which can turn coffee grounds and food waste into renewable energy and nutrient-rich compost. These systems use microorganisms to degrade organic waste, resulting in biogas for electricity generation and nutrient-rich digestate for agriculture. Coffee cafes that adopt anaerobic digestion systems can drastically lower their carbon footprint while also contributing to the circular economy (Mayson & Williams, 2021).

These cutting-edge solutions not only help coffee businesses stay sustainable, but also establish them as industry leaders. The combination of literacy gardens and cutting-edge technology and practices offers clients a one-of-a-kind and enlightening experience, while also promoting a culture of continual learning, sustainability, and innovation. By adopting these innovations, coffee shops demonstrate their dedication to good change, providing customers with an engaging journey that celebrates the art, science, and sustainability of coffee.

c. Case Study: Using Coffee Culture at the Martha Christina Tiahahu Literacy Park to Improve Jakarta Urban Tourism

Tourism, as defined by Republic of Indonesia Law No. 10 of 2009, refers to a wide range of activities that meet the needs of visitors, local communities, governments, and private businesses in tourist locations (Atsmara & Kusuma, 2014). In hectic cities with towering skyscrapers, congested streets, and high levels of pollution, green open spaces provide a significant alternative for both inhabitants and tourists seeking calm and a connection with nature.

To address the desire for tourism experiences that differ from the urban environment, the government and commercial sectors have used novel initiatives, such as the creation of Green Open Spaces (GOS) as multipurpose venues. These GOS are aimed at urban inhabitants who value natural environments within the city and want to escape the fast-paced city life (Ellisa & Gamal., 2023; Yuniastuti & Hasibuan, 2019). One example is the Martha Christina Tiahahu Literacy Park, also known as the Blok M Literacy Park, which is located in South Jakarta. The park, which has been revitalized as part of a transit-oriented development project in the Blok M and Sisingamangaraja regions, will officially open on September 18, 2022.

As an example of a literacy garden, the Literacy Garden Martha Tiahahu in Jakarta demonstrates the practical application of integrating coffee shops with literacy spaces. This dynamic establishment, located in the middle of the city, embodies the conclusions of this qualitative study, which prioritizes intellectual development, sustainable living, community engagement, and cultural preservation. Visitors to the Literacy Garden Martha Tiahahu can immerse themselves in a unique environment that promotes reading, learning, and exploration. The carefully curated collection of reading materials appeals to a wide range of readers, sparking curiosity and encouraging critical thinking. Aside from its literary offers, the coffee shop within the garden promotes sustainability principles by sourcing ethically produced coffee beans and using eco-friendly operational procedures.

The Literacy Garden Martha Tiahahu functions as a cultural hub, offering reading clubs, literary presentations, and other community events that promote belonging and inclusivity. By presenting locally produced literature, folktales, and language materials, the garden maintains and celebrates Jakarta's rich cultural history, ensuring that indigenous knowledge is passed down to future generations. This exceptional example demonstrates the transformative power of combining coffee shops and literacy gardens, supporting the study's results on knowledge-driven communities, sustainable practices, and the establishment of resilient, inclusive cities.

The Martha Christina Tiahahu Literacy Park, which covers an amazing 20,960 square meters, is one of South Jakarta's largest parks. It has quickly become a famous tourist destination, with a variety of services and unique features that distinguish it from other parks. The park's modern design and diversified services appeal to people of all ages, raising excitement about its potential as a new tourist attraction that combines urban and nature features. Its amenities include a healing garden, an amphitheater, discussion rooms, a gallery, a learning space, and a separate children's play area. The park has grown in popularity, particularly among the younger generation, with an average daily visitor count of 400 to 500 on weekdays. The Blok M Literacy Park's diverse offerings and appeal make it an important addition to Jakarta's list of significant tourist destinations.

Despite its growing popularity, the park confronts hurdles in terms of preparation as a new tourist destination, as well as the public's continuous interest in urban tourism paired with natural attractions. Tourism in large cities is perceived by some as repetitious and lacking in appeal due to inadequate services and infrastructure. As the number of visitors grows, it becomes increasingly important to maintain the park's facilities in order to keep existing visitors interested and attract new ones. The Martha Christina Tiahahu Literacy Park in Blok M has become a popular tourist destination in Jakarta, offering a wide range of facilities and activities. However, constant maintenance efforts are required to maintain the park's readiness and popularity among the locals.

The Martha Christina Tiahahu Literacy Park is an exceptional example of a multifunctional location that meets the different needs of tourists, making it an important contribution to urban tourism. Several options for expanding the park's offerings and integrating it into the coffee value chain can be considered. Introducing coffee gardens and cafes within the park would allow visitors to learn about coffee farming while drinking specialty coffees. Furthermore, conducting coffee tastings, workshops, and hosting coffee-related events and festivals can help to engage coffee lovers and create a lively atmosphere. Emphasizing sustainable coffee methods and including coffee-inspired art displays would enhance the park's experience while also aligning it with the cultural significance of coffee.

Jakarta is a metropolis brimming with literary activity, with almost 30% of Indonesia's modern bookstores and 5,248 publishers. Every year, nearly 4.5 million people visit libraries in 5,600 locations throughout the city, indicating a great interest in reading among locals (Berita Jakarta, 2022). The Martha Christina Tiahahu Literacy Garden acts as a hub for ideas and discussions, supporting the community's different literary requirements. This refurbished garden has 9,710 square meters and includes observation terraces, a reading pavilion, gallery, amphitheater, plaza garden, forest walk, lotus pond, prayer room, offices, and a playground. It has a library, reading rooms, discussion areas, and a bookstore that are open to the public, communities, book lovers, and publishers alike (Noer *et al.*, 2022; Nugraha *et al.*, 2023).

The Martha Christina Tiahahu Literacy Garden Library was built in conjunction with Gramedia, Literasi Nusantara, Jakarta Library, and Integrasi Transit Jakarta (ITJ). Gramedia supplied 2,000 book collections, 600 of which are now on exhibit in the literacy garden's library. QR codes put at various spots enhance digital access, allowing visitors to instantly access more than 300 book collections that are directly linked to the Jakarta City Library. This collaborative library is the only one in the Martha Christina Tiahahu Literacy Garden, and it serves as a useful community resource (Nugraha *et al.*, 2023). Visitors can enjoy the park's green landscapes while simultaneously immersing themselves in the rich coffee culture, thanks to the integration of the coffee value chain with the Martha Christina Tiahahu Literacy Park. This integration has the potential to attract a wider range of visitors, stimulate local entrepreneurship, and contribute to the overall development of Jakarta's urban tourism industry.

d. Transforming society Literacy Gardens' Impact on Indonesia's 40 Cities

Development plans in 40 Indonesian cities, similar to Jakarta, include huge sustainable literacy parks with support from the government, which have the potential to have a significant impact on society. (Wiryono & Krisiandi, 2024). Anies Baswedan, a presidential contender who has committed to promote the construction of literacy gardens, is a prominent supporter of the idea. Literacy gardens as intellectual and social hubs would provide numerous benefits; these gardens would encourage a love of reading, hence fostering a literacy culture and knowledge diffusion. The gardens would encourage people of all ages to read books, magazines, and other written materials by creating a friendly and accessible atmosphere for them. This, in turn, would help to build critical thinking abilities and promote lifelong learning (Fatmawaty, 2023; Harrison, 2008).

One of the key advantages of literacy gardens is their ability to provide egalitarian access to information. By making reading materials available to people of all socioeconomic backgrounds, the gardens would assist to bridge the literacy gap and promote inclusiveness (Adetayo *et al.*, 2023; Lopez *et al.*, 2023). This would be especially important in Indonesia, where access to education and resources remains limited. Literacy gardens would be a wonderful resource for those who do not have access to books or educational facilities in their communities, providing them with knowledge and opportunities for personal growth.

Furthermore, literacy gardens would improve community engagement. These areas would not only be used for individual reading, but also for book clubs, literary discussions, and cultural activities. The gardens would build a sense of community and social interaction by bringing people together based on their mutual love of reading. This, in turn, would help to foster social cohesion and a stronger feeling of identity. Literacy gardens would be important for cultural preservation in addition to encouraging community engagement (Vargas-Hernández *et al.*, 2023). Indonesia is famous for its rich cultural legacy and distinct indigenous languages. The gardens would help to revitalize and preserve Indonesian culture by incorporating local literature, folktales, and language resources. They would function as forums for showcasing local authors,

storytellers, and indigenous knowledge, ensuring that these priceless pieces of Indonesian legacy are passed down to future generations.

The government's support for constructing literacy gardens in 40 Indonesian cities, as championed by personalities like as Anies Baswedan, will have far-reaching consequences for society. These gardens would function as intellectual and social hubs, encouraging a love of reading, promoting equitable access to knowledge, encouraging community interaction, and conserving Indonesia's cultural diversity. Prioritizing this project allows the government to empower individuals, improve communities, and contribute to the general development of a more literate and knowledge-driven society.

e. Implications of Integrating the Coffee Value Chain Within Literacy Gardens in Indonesia

The integration of literacy gardens into the coffee value chain in Indonesia has important ramifications for the country's coffee industry. Literacy gardens help to create intellectual and social hubs throughout the coffee value chain, resulting in long-term growth and good business transformations. To begin, literacy gardens offer a one-of-a-kind opportunity to demonstrate and promote local coffee culture. By combining coffee-related resources and experiences into these gardens, visitors are exposed to the complexity and diversity of specialty Indonesian coffee. This exposure raises awareness and enthusiasm for Indonesian coffee products, helping to strengthen the coffee industry and improve the livelihoods of coffee growers, producers, and suppliers.

Furthermore, literacy gardens act as a catalyst for community engagement and knowledge sharing along the coffee value chain. These gardens, which serve as exciting locations for book clubs, literary talks, and cultural activities, encourage connections and collaborations between coffee enthusiasts, professionals, and stakeholders. This interchange of ideas and expertise encourages innovation, improves industry practices, and develops Indonesia's coffee community as a whole.

Additionally, incorporating literacy gardens into the coffee value chain improves the industry's environmental efforts. These gardens provide individuals with the tools and information they need for sustainable coffee production and consumption by fostering literacy and knowledge dissemination. This results in a more ecologically conscious and socially responsible coffee sector, which aligns with global sustainability objectives and positions Indonesia as a pioneer in sustainable coffee production.

Furthermore, the presence of literacy gardens across the coffee value chain helps to preserve and promote Indonesian coffee history. These gardens promote and spread Indonesian coffee's unique stories and histories by using local literature, cultural resources, and storytelling activities. This cultural preservation not only instills a sense of pride and identity in Indonesians, but it also attracts travelers looking for authentic and immersive coffee experiences, strengthening the tourism industry and offering economic prospects.

Anies Baswedan's ambitious idea to construct 40 Indonesian cities focuses on improving literacy and sustainability throughout the coffee value chain. Literacy gardens will transform these cities into intellectual and social magnets for fostering and appreciating local coffee culture. This exposure will raise awareness and appreciation for Indonesian coffee products, leading to industry growth and advantages for growers, producers, and suppliers. Furthermore, the literacy gardens will promote community participation, knowledge exchange, and collaboration among coffee aficionados, experts, and stakeholders, leading to better industry practices.

Furthermore, incorporating sustainability methods into the gardens would help to promote environmentally friendly coffee production and consumption, establishing Indonesia as a pioneer in sustainable coffee. The literacy gardens will attract tourists looking for authentic coffee experiences, resulting in economic prospects. Anies Baswedan's complete approach ensures that these 40 cities prosper in literacy and sustainability along the coffee value chain, paving the path for a better future.

4. CONCLUSION

The integration of coffee shops into literacy gardens represents a ground-breaking chance to research and implement sophisticated principles in the context of sustainable cities. By combining coffee shops' cultural appeal and popularity with the transformative power of literacy and sustainability, these locations have the potential to have a substantial impact on urban surroundings. The integration of literacy gardens into coffee shops fosters intellectual growth and lifetime learning by establishing immersive environments in which individuals may interact with a range of reading materials and foster a culture of continuous learning. Furthermore, this integration supports sustainable living and responsible consumption by emphasizing ethical coffee sourcing and environmentally beneficial procedures. Coffee shops with literacy gardens promote community participation and social cohesion by acting as cultural hubs for book clubs, literary discussions, and other community events.

Additionally, literacy gardens within coffee shops help to preserve and celebrate local culture and indigenous knowledge, improving urban environments and fostering cultural diversity. By exploring into how literacy gardens may be integrated into coffee shops, we can harness their transformative power to foster

knowledge-driven communities, promote sustainability, and build resilient, inclusive cities for the future. Anies Baswedan's vision for 40 Indonesian cities focused on literacy and sustainability along the coffee value chain opens the road for a brighter and more prosperous future.

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