

A Coffee Shop and Bar Culinary Tourism Development Model to Increase Tourism Attractiveness Towards Tourists' Rights in Amed Beach, Karangasem Regency

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ABSTRACT

Legal protection for tourists as consumers is a crucial aspect in ensuring a balance between the rights and obligations of tourists as consumers and business actors, as regulated in Law Number 8 of 1999 concerning Consumer Protection. This protection is crucial in preventing abuse of position by business actors against tourists/consumers. Along with the development of the business world, one place that has received attention is Amed Kedai Coffee and Bar in Karangasem Regency. This study aims to answer two main questions: how does the culinary tourism development model increase tourism attractiveness towards tourists' rights at Amed Kedai Coffee and Bar Beach coffee shops and bars in Karangasem? and what legal efforts are taken by Amed Kedai Coffee and Bar Beach business actors in Karangasem Regency in addressing tourist complaints? This study employs an empirical legal research method with a sociological and legislative approach, which was conducted directly at Amed Kedai Coffee and Bar Beach. The data used include primary data obtained through interviews and observations, as well as secondary data from related document studies. The results of the study indicate that, although business actors have attempted to fulfill their obligations to protect tourists, several obstacles remain in terms of documentation and standardization of complaint-handling procedures. Therefore, it is necessary to enhance internal regulations and increase the legal awareness of business actors for improved tourist protection. When the research results are linked to the Sustainable Development Goals (SDGs), their relevance encompasses SDG 1 on poverty eradication, SDG 3 on healthy and prosperous lives, and SDG 12 on responsible consumption and production, which involves ensuring sustainable consumption and production patterns.

KEYWORDS - Development Model, Culinary Tourism, Coffee Shops and Bars, Consumer Rights, Business Actors

1. INTRODUCTION

Legal protection for tourists as consumers is a key pillar of the modern economic system. This concept aims to protect tourists as consumers from potential losses caused by irresponsible business actors, such as fraud, negligence, or other legal violations (Abdul Halim Barakatullah, 2017:25). As an essential part of protecting human rights, fulfilling the rights of tourists as consumers is a shared responsibility between businesses and the state. From this perspective, the state is obligated to provide regulations that ensure the rights of tourists as consumers are respected. At the same time, companies are required to conduct their operations in good faith and with integrity.

In Indonesia, the government has issued policies governing the rights of tourists as consumers through laws that serve as a legal basis for ensuring the protection and respect of tourists' rights as consumers in every transaction (Zulham, 2013:6). Consumer legal protection is expressly regulated through Law Number 8 of 1999 concerning Consumer Protection (UUPK). The Consumer Protection Law is not anti-producer but rather a form of appreciation for consumer rights, specifically the rights of tourists universally. Furthermore, protecting tourists as consumers is a key aspect of human rights protection. (Beby, Riswan, and Anggreni, 2021:71). The rights of tourists as consumers regulated in the Consumer Protection Law include the right to comfort, security, and safety when consuming goods or services, the right to receive accurate information, the right to choose, and the right to compensation in the event of a loss. (Ahmadi Miru and Sutarman Yodo, 2004:41).

In recent years, consumer protection has received increasing attention, particularly in sectors experiencing rapid growth, such as the food and beverage industry. One prominent subsector is the coffee shop business. Changes in people's lifestyles, which increasingly prioritize culinary and social experiences, have driven the growth of the coffee shop business in Indonesia. Coffee shops serve as a place to enjoy food and drinks, gather with friends or family, engage in casual conversation, hold serious discussions or business meetings that cannot be completed in the office, and engage in a variety of other activities. (Teguh Setiandika Igiyasi, 2017:12).

With the growing public interest in coffee shops, various challenges have also emerged related to protecting tourists as consumers. These challenges include uncertainty about product quality, a lack of accurate product information, and weaknesses in complaint mechanisms. In Karangasem Regency, one coffee shop that has attracted attention is Amed Kedai Coffee and Bar. Established in May 2024, the shop is located on Jl. Ketut Natih, Banjar Dinas Amed, Purwekerti Village, Abang District. Ni Kadek Reka Kristina, Ketut Indra Kurniawan, and I Kadek Riski own Amed Kedai Coffee and Bar. As a new venture, the shop aims to offer a comfortable space for both locals and tourists to relax.

In addition, this coffee shop also offers various services directly related to the tourist consumer experience, including interactions between tourists and the business owner, as well as the facilities provided. However, as a new business, Amed Kedai Coffee and Bar faces challenges in fulfilling its obligations to protect tourists/consumers under the Consumer Protection Law (UUPK). One key challenge is ensuring that all services and products offered comply with legally mandated standards. For example, the business owner must be able to provide clear and accurate information about food and beverage products, maintain service quality, and effectively handle consumer complaints. These challenges are not only crucial for maintaining tourist satisfaction but also for ensuring the long-term sustainability of the business.

In the Consumer Protection Law (UUPK), Article 4 regulates consumer rights, while Article 7 regulates the obligations of business actors. The relationship between these two articles reflects a legal antinomy, where the obligations of business actors are directly related to the fulfillment of consumer rights, specifically the rights of tourists. (Shidarta, 2000:18) Therefore, coffee shop businesses, such as Amed Kedai Coffee and Bar, must ensure that their business practices not only meet tourist expectations but also comply with applicable legal provisions. This research is expected to provide practical solutions and valuable recommendations for businesses to improve compliance with the UUPK and enhance service quality at Amed Kedai Coffee and Bar, Karangasem Regency. Based on this background, this research is structured with the following research questions: 1) How does the culinary tourism development model at the Amed Beach tourist attraction enhance tourism appeal and fulfill tourist rights at Kedai Coffee and Bar, Abang District, Karangasem Regency?, 2) What legal remedies are available for coffee shop and bar businesses in Abang District, Karangasem Regency, to address tourist complaints?

2. METHOD

The type of research used is empirical legal research. Empirical legal research is a legal research method that aims to examine law in a concrete sense and examine how law operates in a community. Therefore, the empirical legal research method can also be described as sociological legal research (Syahrudin Muhammad, 2022: 4).

3. RESULTS AND DISCUSSION

A Culinary Tourism Development Model for Amed Beach Tourist Attractions to Enhance Tourism Attractiveness and Fulfill Tourist Rights at Coffee Shops and Bars in Karangasem Regency. The term "tourist" in this context is synonymous with the term "consumer," referring to an individual who uses goods and services. It originates from the word "consumer" (English) or "consumer" (Dutch). The definition of "consumer" depends on the individual's position. Literally, a consumer is any person who uses goods or services. The purpose of using goods or services determines the consumer group to which they belong. (Wiwik Pratiwi, 2020: 1). Law Number 8 of 1999 concerning Consumer Protection (abbreviated as UUPK) is the primary legal basis governing the relationship between tourists as consumers and business actors.

According to Article 1, Paragraph (2) of the UUPK, the definition of a consumer is every person who uses goods and/or services available in society, whether for the benefit of themselves, their families, other people, or other living creatures, and not for trade. Another important party in a business is the business actor. Business actors are parties, including both individuals and business entities, involved in transactions of goods or services to consumers, with the responsibility of maintaining product quality, providing honest information, and complying with applicable regulations. (Sunaryo, 2013:48). Article 1 Paragraph (3) of the UUPK defines a business actor as every individual or business entity, whether in the form of a legal entity or not a legal entity, established and

domiciled or conducting activities within the jurisdiction of the Republic of Indonesia, either alone or jointly through an agreement to carry out business activities in various economic fields.

Law Number 8 of 1999 concerning Consumer Protection aims to protect the rights of tourists/consumers and create legal certainty in transactions between businesses and consumers. (Widi Nugrahaningsih, Mira Erlinawati, 2017:29). Tourists/consumers have several rights that must be respected by companies, as stipulated in Article 4 of the Consumer Protection Law. Amed Kedai Coffee and Bar, Karangasem Regency, as a business operator, has an obligation to fulfill these rights, as stipulated in Article 7 of the Consumer Protection Law.

Based on research results from July 2025, the overall implementation of tourists' rights at Amed Kedai Coffee and Bar, Karangasem Regency, has been progressing well, in accordance with the provisions of the Consumer Protection Law. Amed Kedai Coffee and Bar has strived to fulfill the model for fulfilling tourists' rights as consumers as stipulated in Article 4 of the Consumer Protection Law. The right to comfort, security, and safety is realized through a comfortable cafe atmosphere with live music, clean premises, and guaranteed hygiene in food and beverages. Despite complaints about employee cellphone noise during live music, the coffee shop responded quickly by apologizing and rectifying the situation to prevent similar incidents in the future. The consumer's right to choose goods and/or services is also fulfilled by the availability of a diverse menu complete with descriptions of ingredients and prices (Chandra Adi Gunawan, et al., 2023). Tourists/consumers have the freedom to choose menu items according to their needs, which increases customer satisfaction and loyalty.

Furthermore, the right to accurate and precise information about products and services is also guaranteed through detailed menu explanations, friendly staff service, and transparent promotion through social media. Based on an interview with Ni Kadek Reka Kristina, a business owner, on Wednesday, July 9, 2025, Amed Kedai Coffee and Bar has strived to fulfill the model for providing tourists with comfort, security, and safety. One case reported involved a tourist/consumer's complaint regarding the employee's cellphone noise, which was heard louder than the live music. According to her, a tourist/consumer complained about the employee's cellphone noise, which she felt was louder than the live music. At that time, the coffee shop quickly apologized to the concerned tourists and consumers, taking this as a lesson to prevent it from happening again.

Furthermore, an interview with a tourist/consumer named Christine on Thursday, July 9, 2025, demonstrated her satisfaction with the right to choose goods and/or services. Christine stated that the menu at the coffee shop is extensive and varied, and the location is comfortable, which has led her to dine there several times. This demonstrates that the varied menu offers successfully meet tourist/consumer needs while creating a pleasant experience. In the same interview on July 9, 2025, another tourist/consumer named Hanny appreciated the clear information regarding the menu. She stated that the service she received was excellent and that the staff politely explained the menu. This testimony indicates that tourists' right to correct, clear, and honest information has been effectively implemented at Amed Kedai Coffee and Bar. All of these responses demonstrate the shop's commitment to maintaining good relationships with tourists/consumers while adhering to the principles of tourist/consumer protection.

The coffee shop has fulfilled tourists' rights at Amed Kedai Coffee and Bar, as stipulated in Article 4 of the Consumer Protection Law. Legal Action for Amed Coffee Shop and Bar Business Owners in Abang District, Karangasem Regency, in Addressing Tourist Complaints. Legal protection is an effort to guarantee and protect human rights that are harmed by the actions of other parties. This protection aims to ensure that the public can enjoy and utilize all rights guaranteed by law. (Satjipto Rahardjo, 2000:12). Another definition of tourist/consumer protection encompasses all legal principles or rules governing the relationships and issues between various parties related to goods and/or services provided by tourists/consumers in social life. (Eli Wuri Dewi, 2015:4).

The concept of legal protection for tourists/consumers encompasses two aspects: preventive legal protection and repressive legal protection, both written and unwritten, to enforce legal regulations. (Agustinus Sihombing, 2023:3) Preventive legal protection is a form of legal protection in which the public is allowed to raise objections or express opinions before a government decision is formally implemented. In other words, preventive legal protection is a form of legal protection designed for the public, with the primary goal of preventing problems or disputes from arising. Meanwhile, according to Philipus M. Hadjon, repressive legal protection is a form of legal protection that is more focused on dispute resolution. Repressive legal protection is a legal effort undertaken to resolve problems that have already arisen between businesses and consumers (Roberto Ranto, 2019, p. 157).

At Amed Beach Kedai Coffee and Bar, this preventive legal protection approach is implemented to ensure that the rights of tourists/consumers are respected and fulfilled proactively, thereby minimizing potential conflicts. Various preventive measures have been implemented, such as information transparency, improved communication, responsiveness to complaints, and amicable resolution mechanisms. Information transparency is one of the shop's priorities in protecting tourists/consumers. Clear and complete information about products, including ingredient composition, potential allergens, and flavor descriptions, is provided to help tourists/consumers make informed decisions. Furthermore, improved communication is also implemented through openness to criticism and suggestions from tourists/consumers.

This approach not only demonstrates respect for the rights of tourists/consumers as stipulated in Article 4, letter g of the Consumer Protection Law, but also prevents minor complaints from escalating into major issues. The restaurant's response to tourist complaints reflects the implementation of effective preventive measures. For example, in the case of an Egg Benedict menu that did not meet tourist/consumer expectations and an employee's cellphone interruption during live music, the restaurant responded by listening to the complaint, providing clarification, apologizing, and resolving the matter amicably. These steps prioritized dialogue and collaborative solutions, enabling the restaurant to maintain a good relationship with tourists without the need for third parties. This approach aligns with the principle of preventive measures, which focus on conflict prevention and proactively fulfilling tourists' rights.

Based on an interview conducted on July 2, 2025, Amed Kedai Coffee and Bar consistently offers compensation in the form of food or a refund to tourists, as stipulated in Article 19 of the Consumer Protection Law. This article states that business operators are liable for losses incurred by tourists due to their products or services, with compensation provided in the form of replacement goods, refunds, or other forms as required by regulations. The implementation of this preventative approach includes several key steps—first, a proactive approach to tourist complaints.

Since its establishment in May 2024, Amed Kedai Coffee and Bar has addressed two main complaints: the taste of Egg Benedict not meeting tourist expectations and the interference of staff cellphones during live music. The shop receives these complaints openly, without defensiveness, and promptly addresses them. Second, direct consultation between the business operator and tourists is the key to amicable resolution, where the shop listens directly to tourists' complaints. Third, it does not involve third parties in problem resolution, reflecting the shop's commitment to resolving issues independently. Furthermore, Amed Kedai Coffee and Bar demonstrates its commitment to improvement through operational evaluations. For example, after receiving a noise complaint, the coffee shop instructed its staff to maintain a conducive atmosphere during live music performances.

This approach not only resolved the issue but also prevented similar complaints in the future. The amicable resolution implemented by Amed Kedai Coffee and Bar reflects local values such as deliberation and cooperation (*gotong royong*), which are highly valued in Bali, particularly in Karangasem Regency. This approach has proven effective in maintaining strong relationships with tourists and enhancing the coffee shop's reputation as a business that prioritizes customer satisfaction.

In the future, documenting complaints and developing a resolution mechanism can strengthen the quality of the existing amicable approach. When associated with sustainable development called Sustainable Development Goals (SDGS), the research results from the Team show the relationship between SDGS Number 1, SDGS Number 3, and SDGS Number 12, with the basis of analysis that the culinary business development model of the Amed Beach Coffee and Bar shop, Abang District, Karangasem Regency, towards the rights of tourists, is linked to SDGS or Sustainable Development Goals, which means that the objectives of ecotourism development can support each other in sustainable development efforts that are integrated into research and community service.

The results of the analysis show that the Amed Beach ecotourism area can contribute significantly to several relevant SDGS goals, including SDG 1 concerning poverty alleviation, meaning that with the existence of the Amed Beach coffee and bar business, the Company is automatically obliged to contribute to the surrounding community in improving the welfare of the community in the economic sector. Then SDGS Number 3 on ecotourism aims to also ensure the healthy and prosperous life of its people, meaning health risks such as diarrhea, dysentery, with the existence of Amed Beach coffee shop and bar businesses, these businesses are required to guarantee health standards for food and beverages in accordance with Law Number 18 of 2012 concerning Food, so that there are no health risks to tourists in the sense that the products sold are hygienic in the health sector.

In addition to SDG 12 on ecotourism, which aims to ensure sustainable production and consumption patterns, professional businesses in marketing products commercially should guarantee that tourists, as consumers, are not harmed. As long as it is done with good intentions in running the business, it is said that the Company is honest and responsible; likewise, tourists are required to conduct transactions with good intentions so that the business runs smoothly and conductively.

4. CONCLUSION AND SUGGESTION

The culinary tourism development model for fulfilling tourist rights at Amed Beach, Kedai Coffee and Bar, Karangasem Regency, complies with Law Number 8 of 1999 concerning Consumer Protection. This shop offers a combination of adequate, safe, and friendly service while maintaining high product quality. However, several aspects, such as sound management during live music, require improvement, which the shop has addressed as part of its commitment to maintaining tourist trust. Furthermore, the business owners at this shop implement preventative legal protection through information transparency, amicable resolution, and fair compensation, thus maintaining good relations with tourists.

The government and relevant agencies are advised to provide guidance and training to business owners on standard operating procedures (SOPs) for handling tourist complaints, while also increasing oversight of small and medium-sized businesses. Amed Kedai Coffee and Bar is expected to improve its service by developing standard operating procedures (SOPs), utilizing technology for customer surveys, and providing transparent information. Meanwhile, the public, as consumers, in this case tourists, are expected to better understand their rights under the Consumer Protection Law and to submit complaints politely, thereby creating practical solutions and fostering good relationships with business owners.

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