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**Cafe marketing communication based on sustainability -
environmentally friendly of kopi nako alam sutera**

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Abstract

Coffee Shop and working are two same categories in people's daily activity. Young generation likes to perform their work from any place especially coffee shop. To them, coffee shops are like a mold for their soul where they can share stories, hangout, make a deal, etc. Kopi Nako Alam Sutera; who's not only Sustainable coffee shop but also presenting workspace comfortability and also lactose intolerant product. The quality of Kopi Nako's variant of service had proven to us the ability to commit to sustainability despite managing middle business-like Coffee Shop. Kopi Nako breaks the stigma that middle business doesn't have knowledge to contribute to sustainability program.

Keywords: *coffee shop; sustainability marketing; environmental issue*

INTRODUCTION

Sustainability marketing has evolved into a pivotal force in modern-day business strategies, transcending mere trend status to become a necessary approach for companies aiming to thrive in an increasingly conscious and environmentally aware consumer landscape while making business benefit out of it (Gao et al., 2023; Yunus et al., 2019). This strategic framework combines marketing practices with sustainable principles, fostering a harmonious balance between profitability, social responsibility, and environmental stewardship as befitting the standard of sustainability business (Rony & Panuju, 2018; P. Wibowo, 2021). As consumers become more informed and values-driven, sustainability marketing has grown from a niche concept to a mainstream necessity, reshaping the way companies engage with their audience, innovate their products, and position their brands. At its core, sustainability marketing revolves around the principles of

"People, Planet, and Profit," encapsulating the triple bottom line that considers social, environmental, and economic impacts towards the society. In the modern context, consumers are not just looking for high-quality products or services; they demand transparency, ethical practices, and a commitment to minimizing negative impacts to the environment around them. Consequently, sustainability marketing goes beyond highlighting product features; it communicates a company's values, its dedication to ethical practices, and its efforts to contribute positively to the world and the development of the mankind's future.

One key aspect of sustainability marketing is transparency. Consumers now have unprecedented access to information, allowing them to scrutinize companies' claims and practices as much as possible. Greenwashing—making misleading or exaggerated claims about environmental efforts—can lead to severe reputational damage since it also has several blunders. Modern sustainability marketing requires businesses to be genuine in their efforts, substantiating claims with credible evidence and metrics according to the proper data. This authenticity builds trust, fostering long-term relationships with customers who appreciate companies that walk the talk and actually implemented their plan (Hidayat et al., 2021). Innovation is another cornerstone of sustainability marketing as the industry always evolves. Companies are increasingly pressured to reevaluate their supply chains, production methods, and materials to reduce their environmental footprint and reconstruct some sustainability aspects. This drive towards eco-friendly practices often leads to innovative solutions that resonate with environmentally conscious consumers who is actively criticize their movement. Whether it's developing biodegradable packaging, incorporating renewable energy sources, or creating products with extended lifecycles, sustainability marketing encourages companies to explore novel approaches that align with consumer values while promoting sustainability which is for better profit and better business practice.

The concept of circular economy also plays a significant role in modern sustainability marketing which is also implemented in the company agenda. Rather than following the traditional linear model of "take, make, dispose," a circular economy focuses on minimizing waste and maximizing resource efficiency; therefore, the continuous environmental development is preserved. Businesses are finding ways to design products for longevity, facilitate repairability, and enable recycling or upcycling at the end of a product's life, where it shouldn't be a problem for a company to recycle wasted material and rebuild it as more important product. By highlighting these circular practices, companies not only reduce their impact on the environment but also resonate with eco-conscious consumers who prioritize sustainable consumption that is required in today's society. The rise of digital platforms and social media has significantly transformed the landscape of sustainability marketing beyond the good and bad morality, but a shared vision to make the future to be better. Social media provides a direct channel for brands to communicate their sustainability initiatives, engage with customers, and even involve them in the company's mission that will help them solve the problem. This two-way communication enables brands to showcase their efforts, share success

stories, and respond to customer feedback, fostering a sense of community around sustainability development(Hidayah et al., 2020).

Collaborations and partnerships have also gained prominence in sustainability marketing especially for the food and beverage sectors. Companies are joining forces with NGOs, governments, and other stakeholders to address complex sustainability challenges collectively which example is the current Jakarta's pollution is a deadly pollution. These collaborations not only amplify the impact of sustainability initiatives but also demonstrate a commitment to broader societal well-being and for the better health of the people. Such partnerships can lead to shared resources, knowledge exchange, and innovative solutions that go beyond what individual companies could achieve alone. In conclusion, sustainability marketing has transitioned from a novel concept to an integral component of modern business strategy that has quick and glorious growth. It reflects the changing values and expectations of consumers who demand ethical practices, transparency, and environmentally friendly products, then the sustainable product becomes a concept that'll inspire buyer. Successful sustainability marketing involves authenticity, innovation, circular practices, and active engagement through digital platforms, this is why digital platform has too much value. By integrating sustainability into their core strategies, companies can not only enhance their brand reputation and customer loyalty but also contribute positively to the planet and society. As sustainability continues to shape consumer behaviour, businesses that prioritize environmental and social responsibility will be well-positioned for long-term success in the modern marketplace, for the advanced development in their respective area.

In Sustainability business, it came across various aspects and we will detail one of their aspects, that is architectural aspect. Architectural sustainability has emerged as a vital and evolving concept in the realm of modern design and construction that leaves strong artistic memories in us. It encapsulates the integration of environmental, social, and economic factors to create buildings and spaces that minimize their negative impact on the planet while enhancing the well-being of occupants and surrounding communities, therefore building design had a great influence on their owner (Kim, 2023). As the world grapples with the challenges of climate change, resource depletion, and urbanization, the pursuit of architectural sustainability has gained unprecedented significance, Atlantic is described as intelligent society, hence their building is associated with high geometric but artistic design (Núñez-Andrés et al., 2022).

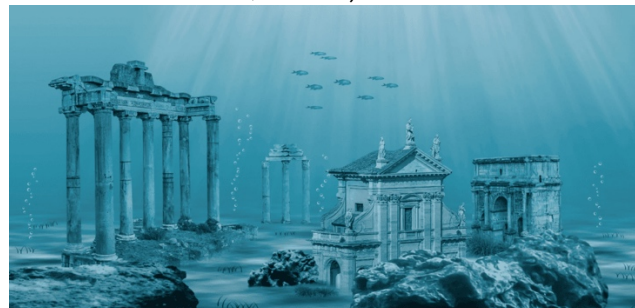


Figure 1. Atlantis Illustration

Source: SACRED

At its core, architectural sustainability seeks to strike a delicate balance between human needs and ecological preservation. It embodies the principles of reducing energy consumption, conserving resources, and minimizing waste generation throughout the entire lifecycle of a building – from design and construction to operation and eventual demolition. One of the fundamental tenets of sustainable architecture is energy efficiency, like what we see on Japanese Architectural design where it is material friendly, and nature based. Buildings are responsible for a substantial portion of global energy consumption and greenhouse gas emissions just as noted till' this day (Shaikh et al., 2019). To address this, architects are employing innovative design strategies that optimize natural lighting, ventilation, and insulation, thereby reducing the reliance on artificial heating, cooling, and lighting systems. Incorporating renewable energy sources such as solar panels, wind turbines, and geothermal systems further contributes to a structure's self-sufficiency and carbon neutrality to the sustainability agenda.

Material selection plays a pivotal role in sustainable architecture because it plays puzzle part of the building. The quest for sustainability prompts architects to choose eco-friendly, recycled, or locally sourced materials that have minimal environmental impact, therefore the sustainability agenda is actually implemented and not in theory only (Alencar Junior et al., 2023). This not only reduces the carbon footprint but also supports local economies and reduces transportation-related emissions where transportations contributed a big part in emissions. Additionally, the concept of adaptability and flexibility has gained prominence in digital era. Designing buildings that can be easily repurposed, reconfigured, or expanded prolongs their useful life and reduces the need for new construction, thus conserving resources for human lives.

Beyond environmental considerations, architectural sustainability encompasses social and cultural dimensions that plays important role in business and society. Creating spaces that foster well-being and connection among occupants is paramount. The integration of green spaces, communal areas, and access to natural elements can enhance mental and physical health. Moreover, sustainable architecture often engages with the surrounding community, reflecting local traditions and cultural aesthetics that has been passed for generations. This cultural sensitivity not only enriches the built environment but also promotes a sense of belonging and identity.

The economic aspect of architectural sustainability is multifaceted and contains many causes that built and help it develop sustainability. While incorporating sustainable features might entail higher upfront costs, the long-term benefits far outweigh the initial investment. Energy-efficient buildings incur lower operational expenses, as reduced energy consumption leads to decreased utility bills and efficiency. Moreover, such structures tend to have higher property values, lower tenant turnover rates, and improved marketability as well as its market segmentation (Feria & Amado, 2019). Additionally, governments and institutions worldwide are increasingly offering incentives, certifications, and grants for sustainable building practices, further encouraging architects and developers to prioritize sustainability over anything else if they can keep it.

Certification systems like LEED (Leadership in Energy and Environmental Design) and BREEAM (Building Research Establishment Environmental Assessment Method) have become benchmarks for evaluating the sustainability of buildings built for generations. These systems assess various aspects of a building, such as energy and water efficiency, indoor air quality, and sustainable materials, and assign ratings that validate a structure's environmental performance to match with the sustainability atmosphere. Achieving such certifications not only demonstrates a commitment to sustainable practices but also elevates the reputation of architects, designers, and builders of sustainability agenda.

In recent years, the concept of regenerative architecture has gained traction and becomes trending several times such as how FnB industry didn't give plastic bag anymore. It takes sustainability a step further by focusing on designs that actively contribute positively to the environment. Regenerative architecture aims to restore ecosystems, promote biodiversity further than the initiation, and rejuvenate the natural world together with the youngsters. Concepts like biomimicry, where designs mimic nature's forms and processes, are being explored to create buildings that are not only sustainable but actively beneficial to the planet inhabited by humans. In conclusion, architectural sustainability is more than a design trend; it's a vital approach to shaping a greener, more resilient future for others and people around the world. By integrating environmental, social, and economic considerations, sustainable architecture seeks to harmonize human habitats with the natural world which mean surviving both sides. From energy-efficient design strategies to responsible material choices and community engagement, architects are at the forefront of this movement, demonstrating that building sustainably is not only possible but essential for the well-being of current and future generations. As the world continues to confront global challenges, architectural sustainability stands as a beacon of hope and innovation, offering a path toward a more harmonious coexistence between humanity and the planet.

Kopi Nako Alam Sutera, a name that resonates with coffee enthusiasts and connoisseurs, has a history as captivating and complex as the Flavors it offers due to their quality in preserving the client. This renowned coffee establishment, situated in the heart of Alam Sutera, has become more than just a place to Savor a cup of coffee; it's a cultural experience that intertwines history, tradition, and innovation to build different image of coffee industry. The journey of Kopi Nako Alam Sutera began decades ago, rooted in the passionate vision of its founder, Ahmad Yani. With a deep appreciation for Indonesia's coffee heritage, Yani embarked on a mission to create a coffee haven that not only celebrated the country's rich coffee culture but also contributed to its growth in sustainability aspects through wasted plastic used as a glass to server the client. His inspiration stemmed from the stories of generations of coffee farmers and the aromatic coffee plantations that sprawled across the Indonesian archipelago which gives you nuance of romance with mixed smells (Darmawan & Romadhona, 2023).

In the early years, Yani faced numerous challenges. The coffee industry was evolving rapidly, with modern coffee chains dominating the market especially in Indonesia. However, Yani remained steadfast in his commitment

to authenticity and quality that is to be preserved in the future. He understood that preserving the essence of traditional coffee-making techniques was essential to crafting a unique identity for Kopi Nako Alam Sutera, it is as if they're worth the price of abstract rewards (Mekaniwati, 2020). The turning point came when Yani partnered with local coffee growers, forming a symbiotic relationship that would shape the future of Kopi Nako and the value of companionship. By working closely with farmers, Yani ensured that only the finest coffee beans were selected, grown using sustainable practices that honoured the land and the community. This commitment to ethical sourcing not only elevated the quality of the coffee but also empowered the local farmers; yes, for Indonesia.

As the café gained popularity, it transformed into a cultural hub where visitors could immerse themselves in the world of Indonesian coffee. The décor exuded a rustic charm, featuring elements reminiscent of traditional coffee houses and plantations, everything looks natural. Old photographs adorned the walls, narrating the history of coffee in the region and paying homage to the generations that dedicated their lives to perfecting the craft. Kopi Nako Alam Sutera's menu is a testament to its dedication to authenticity (Adli et al., 2023). Traditional Indonesian coffee beverages like "kopi tubruk" and "kopi tubruk susu" became the café's signature offerings. These drinks, made by boiling finely ground coffee with water (and often sweetened condensed milk), capture the essence of Indonesian coffee culture in every sip. The menu also features a variety of single-origin coffees, each telling a story of its own from different corners of the Indonesian archipelago and Indonesia which may interest people further.

What truly sets Kopi Nako Alam Sutera apart is its commitment to innovation while respecting tradition. Yani recognized the importance of adapting to changing times without compromising the core values that defined the café. The café introduced modern brewing methods and equipment that improved efficiency and consistency while ensuring that the taste remained true to its origins. Hence, they create sustainability development using their F&B business. The success of Kopi Nako Alam Sutera didn't just contribute to the coffee industry; it also revitalized the local community and persuade them to enjoy something in their coffee house regardless their activity (Nasution & Puspitasari, 2022). The café's emphasis on collaboration with local farmers created a ripple effect, inspiring other businesses to adopt sustainable practices and promote community engagement with their consistency. In doing so, Yani fulfilled his vision of creating a holistic coffee experience that extended beyond the cup but embraces other aspects of visitors by work or discussion.

Today, Kopi Nako Alam Sutera stands as a testament to the power of passion, tradition, and innovation. Its history is a tapestry woven from the threads of generations of coffee enthusiasts, farmers, and entrepreneurs (Syahriyah & Arifiansyah, 2022). It serves as a reminder that preserving heritage while embracing progress can yield extraordinary results to be proud of. In conclusion, Kopi Nako Alam Sutera's history reflects Indonesia's rich coffee culture and the dedication of its founder to maintain authenticity while adapting to the changing times they have spent together. This café's journey

from humble beginnings to a cultural phenomenon is a story that continues to inspire both coffee aficionados and entrepreneurs alike.

METHODS

For this topic, Qualitative content analysis would be fitting since we're involving digital platform. Qualitative content analysis is a systematic and interpretive approach to analysing textual, visual, or audiovisual data from the digital platform. It involves deep exploration of data to identify patterns, themes, and meanings that underlie the content or the data. Unlike quantitative analysis, which focuses on numerical data, qualitative content analysis emphasizes the context, emotions, and nuances within the data according to how our human emotion works.

Instagram's Visual Narrative: Instagram, primarily known for its photo and video sharing features, is an ideal platform for qualitative content analysis due to this aesthetic tendency. The images and videos shared on Instagram often serve as visual narratives that convey personal stories, opinions, aspirations, and cultural values. The platform encapsulates the modern human experience in a highly visual and interconnected manner that suits the Instagram style (Kolil et al., 2020; Susilo et al., 2021).

Methodological Framework: Conducting qualitative content analysis on Instagram involves several steps. First, researchers select a sample of posts based on their research objectives and criteria that would work for the research. This sample can range from individual posts to entire profiles or hashtags presented within the data. The selected content is then analysed systematically, often involving techniques such as coding, categorization, and thematic analysis.

Coding and Categorization: In qualitative content analysis, coding is a pivotal process even though it isn't exactly statistic. Researchers assign codes to segments of data, such as captions, comments, and even the visual elements within the images categorized as valuable information related to the topic. These codes can be descriptive or interpretive, capturing both surface-level content and underlying meanings within the data. Codes are then grouped into categories, allowing researchers to identify common themes and patterns across the data.

Thematic Analysis: Thematic analysis is a crucial element of qualitative content analysis on Instagram that is important for critical aspect of the data. Researchers identify recurring themes that emerge from the data, shedding light on the content's broader implications. Themes can encompass a range of subjects, from emotional expressions and personal narratives to social trends and cultural phenomena from the target of observation.

Challenges and Considerations: Analysing Instagram content using qualitative methods presents unique challenges in itself. One challenge lies in the constantly evolving nature of social media platforms. As new features and trends emerge, researchers must adapt their analytical frameworks to capture the shifting landscape for better analysis elaboration. Additionally, ensuring ethical considerations such as user consent and data privacy is paramount.

Insights and Applications: Qualitative content analysis on Instagram yields insights into diverse aspects of human behaviour, society, and culture that lives within Indonesian society. Researchers have employed this methodology to study topics like self-presentation, identity construction, political discourse, consumer behaviour, mental health discussions, and more. By delving beyond the surface, qualitative content analysis unveils the nuanced layers of meaning embedded in Instagram's visual content; therefore, we can find what's beyond the visual recognition (Gunawan & Susilo, 2021).

Bridging Academic and Applied Research: The insights gleaned from qualitative content analysis on Instagram hold relevance in both academic and practical contexts around their social media platform. Academically, this approach contributes to disciplines such as communication studies, sociology, psychology, and cultural studies. In applied settings, businesses, marketers, and policymakers leverage these insights to understand consumer preferences, track trends, and shape strategies for the analysis (Luthansa & Susilo, 2022).

The Human Element: One of the strengths of qualitative content analysis is its emphasis on the human element that works for the data. By analysing Instagram content, researchers can capture the genuine emotions, aspirations, and thoughts of individuals that they're beyond subjective stigma practiced by society. This methodology enables a deeper understanding of lived experiences and social dynamics, fostering empathy and connection in a digital world often criticized for its superficiality (Fernandez et al., 2020).



Qualitative content analysis of Instagram offers a window into the diverse and intricate world of visual storytelling from Instagram account. As a powerful research methodology, it enables researchers to decode the multifaceted layers of meaning embedded within images and videos shared on the platform. By systematically examining the visual narratives on Instagram, researchers can unearth insights that go beyond the surface, enriching our understanding of human behaviour, society, and culture in the digital age.

The technique will be using @kopinako.alamsutera Instagram account as analysis source. The author will extract the data of their account ranged in 2022 posts and it related to the sustainability development of Kopi Nako. After finding Suitable data, the data will be put inside the table to be examined properly.

RESULT AND DISCUSSION

CONTENT	CAPTION	DESCRIPTION
	kopi susu daur baur menu spesial @kopinako.daurbaur yang kini tersedia di semua outlet kopi nako. Menggunakan perpaduan oatmilk dan almond milk, kopi susu daur baur ini cocok	Kopi Nako promoted their product as anti- lactose friendly. It was from Daur Baru program.

	<p>untuk #sobatnako yang intoleran dengan laktosa</p> <p>Penasaran seperti apa rasanya ? Yuk Cobain</p>	
	<p>Sudah coba menu spesial Kopi Nako Daur Baur - Oat Latte Macadamia? Dengan kombinasi susu oat dan macadamia dicampur manis aren dan kopi, rasanya sangat spesial dan pastinya jauh lebih sehat.</p> <p>Segera dapatkan promonya ya, persediaan terbatas ya, Sobat.</p>	<p>Kopi Nako promoted their product as anti-lactose friendly. It was from Daur Baru program.</p>
	<p>Ada popcorn di kopi nako? Yupp, sobat gak salah denger kok.</p> <p>Di rumah kami tersedia camilan popcorn dengan berbagai varian rasa yang cocok buat temen ngopimu.</p> <p>Yuk cobain!!!</p> <p>Kopi Nako merupakan bagian dan dioperasikan oleh @kanmagroup</p> <p>Kopi Nako Alam Sutera Jalan Alam Utama, Serpong (seberang Flavor Bliss , belakang Ikan Bakar Cianjur)</p> <p>Jam Operasional : Senin - Jumat 08.00 - 22.00 Sabtu - Minggu 07.00 - 23.00</p> <p>#KopiNako23 #BerkumpulDiKopiNakoAlamSutera #KopiNako #KanmaGroup #WarungNako</p>	<p>Kopi Nako promoted popcorn using recycled plastic.</p>

	<p>#KembaliKeNako #SobatNako #MakanApaHariIni #SediaPayungSebelumNgopi #coffeeshoptangerang #coffeeshoptangsel #coffeeshopalsut #coffeeshopalamsutera #coffeeshop #kulineralstut</p>	
	<p>Suasana tenang dan nyaman menjadi pendukung saat kita bekerja. Maka tidak aneh, banyak saat ini yang mulai menerapkan Work from Cafe setiap harinya.</p> <p>Di rumah kami, cukup banyak Sobat yang datang bekerja di mulai pagi hari. Baik indoor ataupun outdoor. Kalau kamu tim bekerja di indoor atau outdoor nih?</p> <p>Kopi Nako merupakan bagian dan dioperasikan oleh @kanmagroup</p>	<p>Kopi Nako uses sustainability architectural in their café design and promote it for customer's workspace.</p>
	<p>Keseruan acara Pasar Pasaran Nako 2 hari ini.</p> <p>Terima kasih untuk semua Sobat Nako yang sudah mampir dan berbelanja di acara ini.</p> <p>Walau sempat turun hujan, antusias Sobat Nako tetap seru loh.</p> <p>Ditunggu kembali acara Pasar Pasaran Nako selanjutnya ya.</p> <p>Terima kasih kepada semua tenant yang sudah ikut berpartisipasi pada acara ini.</p> <p>Sampai jumpa di acara selanjutnya juga ya.</p>	<p>Kopi Nako promoted their own event called Pasar Nako and showing their recycled product.</p>

The data collected above is the data from 2022 posts. From the data above we can see that Kopi Nako's coffee business expanded beyond coffee. Kopi Nako showed us that they evolved into fine coffee shops. When we see coffee shops, we mostly connect them to freelancers HQ or just aesthetic place. But Kopi Nako showed us the capability beyond ordinary Coffee Shop. Kopi Nako shows consistency in sustainability through making event of sustainability product and encouraging their customers to buy local product that has the creation of sustainability such as recycling from the coffee or the plastic waste as Kopi Nako's glass. But it's not only that, Kopi Nako's sustainability effort is also reaching body health, where they specially made

a product about lactose intolerant customers, a sustainability for our own body.

Sustainability Café but For Work

The essence of a sustainability-focused coffee shop in Kopi Nako within a workspace encapsulates the fusion of environmental consciousness, community engagement, and conducive work environment, to present better mental treatment for workers. Such a coffee shop is not merely a place for caffeinated refreshment but a beacon of responsible practices and collaborative energy. That is what Kopi Nako is doing with their business. At its core, a sustainability coffee shop intertwines the principles of ecological stewardship with the concept of a productive workspace even though it's only a form of coffee shop. This establishment embodies the commitment to minimizing its environmental footprint through various means and to reach sustainability to daily activity level. From sourcing ethically grown, organic coffee beans that support local farmers and reduce pesticide use to employing energy-efficient appliances and waste-reduction techniques, every aspect of its operations is meticulously designed to contribute positively to the planet and the deed is done by a coffee shop business. By encouraging reusable cups, implementing composting, and recycling initiatives, and opting for eco-friendly packaging, the coffee shop becomes a tangible model of sustainability for its patrons, and it is thanks to Kopi Nako's commitment in sustainability (Asmuni et al., 2022; T. O. Wibowo et al., 2020).

However, the impact of a sustainability coffee shop extends beyond its green practices and sometimes it gets a miss. It serves as a focal point for fostering a sense of community within the workspace, so that they're more aware of their environment. The inviting ambiance, with thoughtfully designed seating arrangements and a warm aesthetic, encourages interaction and collaboration among professionals who contributed to purchasing or visiting the Kopi Nako promotion and event. This atmosphere of togetherness facilitates networking, idea exchange, and the formation of meaningful connections, turning the coffee shop into a hub for both work and social interaction, suited for those who seek peaceful family space. The coffee shop's role as a workspace enhancer is amplified by its dedication to offering a harmonious blend of productivity and comfort through Kopi Nako architectural design. High-speed Wi-Fi, ample charging stations, and strategically placed power outlets cater to the needs of the modern worker, enabling seamless digital engagement since internet is the most important role in connecting digital environment and people. Simultaneously, the presence of cozy nooks, well-lit corners, and soothing background music fosters an environment where creativity can flourish among today's society despite the cyberpunk tendency (Eom et al., 2021; Silva & Guenther, 2018). Whether individuals seek a solitary space for focused tasks or a collaborative spot for brainstorming, the sustainability coffee shop offers a versatile haven for diverse work styles to create a more diverse atmosphere in work.

Beyond the tangible features, the heart of a sustainability coffee shop lies in its commitment to education and advocacy; Kopi Nako performed this task well and is able to demonstrate their program in media. Regular workshops, seminars, and talks on sustainability-related topics impart

knowledge and inspire positive change among both patrons and the broader community especially as big as Jakarta. Through engaging events and interactive displays, the coffee shop has become a platform for raising awareness about environmental issues, prompting discussions on conscious living, and encouraging collective action to complete the action. In conclusion, a sustainability-focused coffee shop for workspace embodies the perfect synergy of environmental mindfulness, collaborative spirit, and productive surroundings and it was good thing to be amazed of. It goes beyond serving lattes and cappuccinos; it cultivates a culture of sustainable living, acting as a catalyst for positive change in the way people perceive their impact on the planet (Ghory et al., 2023). By seamlessly integrating eco-friendly practices with a conducive work environment and community engagement, this coffee shop becomes more than just a place—it becomes a movement that reflects a better way of working and living.

CONCLUSION

The conclusion from this research is that Kopi Nako's sustainability got the strongest promotion in visual; hence their team is difficult to obtain. It also means that for sustainability coffee shop development relies heavily on architectural. But we don't complain about that, Architectural design is what led humans gain wisdom, even in digital age like Kopi Nako, architectural design always won the audience where you can work and meet your friends without feeling guilty. If we exaggerate it, Architectural sustainability is the perfect influence of sustainability.

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