ABSTRACT

Coffee is called Kopi in both Indonesia and Malaysia. It was said to be introduced to these two countries during the period of colonisation. Various studies (i.e., Robelt McStock, 1987; Jeff Neilson & Felicity Shonk, 2014; Cheryl Chang & Ian McGonigle, 2020) have discussed the coffee industries, coffee consumption and political economy of livelihood opportunities in these coffee-producing regions. In her book titled, “Coffee Culture: Local Experiences, Global Connections”, Tucker (2010) asserts that “coffee is a material substance, but culture infuses with social and symbolic meanings” (p. 6). Both Indonesia and Malaysia demonstrate their own patterns of appreciation on coffee culture and cultural heritage in digital formats in a modern setting. According to Jambunathan (2019), upward mobility in coffee-business families in these regions is playing a role, as well-educated younger generations have successfully propelled new technique and advance application on numerous aspects of coffee business.

Keywords: Website Communication, Coffee Culture, Cultural Heritage, Indonesia, Malaysia