“Wine Club” A New Phenomenon of Urban Lifestyle in Jakarta

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Abstract -The development of tourism industry has risen significantly in Indonesia. As the capital, Jakarta has become a metropolitan which has developed very fast in many fields, like in business & International trade. Other than that Jakarta is also a tourism destination which is focused on shopping and culinary tourism. There are many kinds of specialty dish that is offered for culinary lovers, the foods such as: rendang, gudeg, mpek-mpek, etc, and the drinks such as bandrek, tuak, etc. The graph of tourist's number, domestic or international, each year has shown a significant increase, this graph is also can be seen with the development of the number of accommodation facility like hotels, restaurants, and bars and lounges, which is also rising significantly.

Nowadays, there's a change taking place in the people of Indonesia's lifestyle, especially in large cities, like in Jakarta, Medan, and Surabaya, becoming a “melting pot” for many cultures coexisting there, especially from many expatriates who lives in those metropolitans. Slowly but surely, the people is influenced by the western cultures, making the Indonesian culinary have to compete with international culinary, it is proven by the existence of restaurants that has a western theme and is styled according to western's taste, from the menu that is served, the atmosphere inside the restaurant, to the service that is given. According to early research, many young people in Jakarta have already embraced the lifestyle of the tourists by starting to drink wine.

Even more, today in Jakarta there are already a lot of wine bar and lounges, which serves wine as the main drink, this is to attract foreign tourists and also Indonesian people who loves wine. After seeing this phenomenon, the writer is interested to study the phenomenon of wine community as a life style in Jakarta. The purpose is to identify the factors that have influence on the change of the people's life style, especially the young people, with the presence of wine community in Jakarta.

In this research, the writer will use qualitative method with the scale of measurement as interval scale and case study, because it is more fitting if the main question of a research has “how” and “why” in it, other than that, the writer only have a little chance to control the events that's going to be investigated, and also the focus of the research is located in the today's phenomenon in the context of real life.

The research will be conducted in five (5) sample of wine bar and lounge, three (3) wine community, and two (2) wine distributor in Jakarta. Gay's theory states that the size of minimum sample that is acceptable by the research design is 10% of the population. The ten sample which the writer will take are Social House, Cork & Screw, Vin + Wine & Beyond, Vox Populi Wine Komunitas, Asosiasi Sommelier Indonesia, Hog Nafas Café, The Peak Penikmat, Rotary Wine Club, The 101 Hotel Jakarta and PT. Prima Aktif Nusantara. After the research is conducted, it has come to light that the change in the Indonesian people's life style is influenced by the entry of western culture, be it directly by the tourists or foreign workforce in Indonesia, or indirectly through movies, tv's and the internet (social media) . The increasing number of Indonesian people who embraced wine as a part of their life (life style) is proven by the existence of wine communities which is pioneered by the Indonesian people. Some example of reasons of the increase of wine consumptions are prestige, innovation of serving with local foods (example: food pairing) and also health benefits. There are also increasing number of wine tasting events which is organized by the wine clubs in Jakarta, and their goal is to spread knowledge about wine and to change negative perspective of Indonesian people against wine. Wine has already be a part of life style and also a necessity of the people in Jakarta.

Keywords: *Wine club phenomenon, young people, life style, wine industry, wine bar & lounges, vin, Indonesia, Jakarta.*

I. INTRODUCTION

Wine is an alcoholic beverage with 15% - 21% alcoholic content, which is a result of a fermentation process of grape juice sugar into alcohol. Indonesia as a country with the largest Moslem population in the world still regards wine as an uncommon beverage to be consumed by the people, but along with the development of people's knowledge and the aculturation between international tourists and local people, now wine has become more familiar for Indonesian people, especially in big cities. Jakarta as the capital of Indonesia has become one of tourism destination that has its own attraction for tourists, domestic or international. The increase of the number of tourists, domestic or international from year to year shows that the graph is increasing, is directly proportional to the growth of the number of accomodation facility ranging from Hotels, Restaurants and Bars and Lounge increasing rapidly.

Other than shopping tourism, culinary tourism has become a major attraction for tourists in Jakarta, from traditional beverages to many variety of "modern" dishes. Nowadays there is a change in the lifestyle of urban communities like Jakarta which have become a "Melting pot" of many cultures, especially the many expats who lives in the metropolis. Slowly but surely the people is beginning to be influenced by western cultures, making the Indonesian culinary have to compete with International culinary, it is proven by the existence of restaurants and cafes that is Western themed, the menu that is served, the atmosphere in the restaurant to the service given. According to the results of initial observations, many young people in Jakarta has started to embrace the lifestyle of the tourists by starting to drink *wine*.

With the presence of wine among the people of Indonesia there is a change of lifestyle which is quite significant because the people of Indonesia still regards wine as an alcoholic beverage which is intoxicating, but now there are a lot of Jakarta citizen who started to drink wine and that is proven by the growing number of wine

communities that is pioneered by Indonesian people. According to the explanation above, the writer is interested to research deeper by a research titled "Wine Club a New Phenomenon of Urban Lifestyle in Jakarta".

The main purpose of this research is to find out the relation between the existence of wine clubs with the change of the lifestyle of urban communities, especially in young people in Jakarta. As well as by doing an analysis towards the phenomenon that's happening in the developing of wine clubs through wine bar and lounge which is existing in Jakarta and to obtain information about the development of wine clubs that is spread around Indonesia especially in Jakarta.

a. Lifestyle

According to Kotler (2002; 192), Lifestyle is a life pattern that is an expression in activity, interest and opinion, to describe "the entirety of one's life" in interacting with their environment and describe the whole pattern of someone in acting and interacting in the world. Lifestyle is divided into 2 (two) factors, forming factors dan changing factors. Forming factors is divided into 2 (two), that is demographic factor which is formed according to level of education, age, earnings and sex, meanwhile psychographic factor is formed based on characteristics, like activity, interest, view or opinion of the human. Changing factor is also divided into 2 (two) that is positive changing factor, like when someone learns to change their point of view and their character to know more about wine because the fact that wine has a lot of benefits other than that now there are many restaurants and *wine bar and lounge* that are doing innovations in introducing wine by combining and pairing local dishes with wine, and negative changing factor, for example like when someone who misuse or abuse wine, by consuming it exceeding normal amount (until drunk) and also wine is known as "expensive and prestigious beverages" which is by some people especially young people make wine drinking as a way to boast about oneself.

b. Wine

The beverage which is known to be first popular in Mesopotamia (from Iraq to Armenia), wine then spreads to many parts of the world. As many other history of food and beverages, wine is first produced unintentionally. According to legends, the invention of wine is when a Mesopotamian woman gathers grape from the field, and then stored in a big barrel. The grapes that are in the bottom part of the barrel were broken because of the pressure of the stacks of grapes above them and the broken grapes produced grape juice which is stagnant in the bottom part of the barrel. This grape juice later combined with natural yeast that is usually sticks on the skins of grapes and triggered the process of natural fermentation, after a few days it become the first wine that is ever known to man. And then at the age of the Pharaohs, wine has become a beverage for the nobles and also the upper class people of Ancient Egypt. The spread of Catholic religion in France in the 4th century, have a significant role towards the spread and development of wine in Europe. The bishops needed wine in religious rituals of the church which is used as the symbol of the blood of Jesus Christ, making wine to be a beverage that is common to be consumed by the Catholic people.

This is what caused the churches in France cultivate grapes in their territory, like in Paris, Lyon, Orleans and Cahors. In Bourgogne, they invented the concept of *terroir* which is the concept that stated that the location of planting grapes determines the taste and the quality of wine, this concept is the key to France's success in the wine industry until today.

c. Cave à Vin

Cave à vin is a storage room for wine that have been packaged in glass bottles, inside big wooden barrels or plastic barrels, it is also commonly known as *Wine Cellar*. The benefits of *cave à vin* is to keep alcoholic beverages from potential external effects that are often dangerous for them, and also it is to keep the temperature stable. Wine is a natural drink and it is really easy to be damaged. If in *cave à vin* it is treated well, then not only the quality of the wine but there will be changes in the aroma, taste and complexity of the wine, which will be better. *Cave à vin* can be divided into active and passive. Active *Cave à vin* could limit wine transformation and require exact and good construction because active *cave à*

vin requires air conditioner to guard the temperature and humidity. Meanwhile passive *cave à vin* must be built in a location that have a natural cold temperature and humidity in the environment because of that usually passive *cave à vin* is located in underground rooms that have cold temperature, but the temperature in passive *cave à vin* could not be predicted because the temperature is originated naturally, so if the temperature change and goes up drastically it could damage the taste of the wine.

d. Wine Lifestyle

There is a worldwide *stereotype* that when the word "wine" is said, then the first thing that will come in mind will be France. This *Stereotype* existed because of many reason, not just the popularity, but also the guaranteed quality and the high taste which is possessed by French wine.

The French government has utilized the AOC (*Appellation d'Origine Contrôlée*) system that is a system that is regulated by the French government in establishing rules for each cities in France that produces wine, each cities that produces new kinds of wine must pass through the process of AOC to guard the best quality of French wine. Other than that, French wine also have some peculiarity that is cannot be found in wine produced in other countries, like the soft taste, smoothness and elegance. This fine image of French wine, is guarded firmly by the wine producers in France so that the popularity and the quality stay in their standards. Other than that, the life style of the people of France that makes wine as a necessary beverage wherever they are especially in the time of *lunch* and *dinner*, made the development of wine in France more and more worldwide and famous. This is also followed by some other European countries like Italy, Germany, and Spain (Old World Country wine producer).

Nowadays wine is common not only for European people, but also in a lot of new countries that produces good quality wine (New Wold Countries), like USA, Argentina, South Africa, and even Australia and New Zealand have become a major wine producer. The increasing choice and variety of wine, and also the price of wine that is more and more cheaper makes the people to be enthusiastic to consume wine. Now wine has become a part of lifestyle for urban communities, making wine as

A beverage product that has potential to be continuously worked on.

This lifestyle trend can be seen with the existence of *wine bar and lounge* in big cities, the independent ones in shopping centres and also as part of hotel facilities, and also with the emerging of wine lover communities. Wine has a prestige symbol for its lovers even more from historical aspects and the way and etiquette in enjoying wine.

e. *Wine bar and lounge*

An enterprise that is focused only in wine or more commonly known as *Wine Bar*. In a *wine bar and lounge* enterprise it is necessary to have a comfortable place for gathering or sit to enjoy wine, like: sofas, relaxing chairs, etc. If *wine bar and lounge* is a part of a restaurant, then the venue must also have an area to sit back and relax that is separated from the dining rooms, because the menu offered is only bar beverages menu or light tapas/snacks.

II. METHOD

A. Sampling Procedures

In a research, sampling is a crucial thing in order to accumulate data and information. The end result of a research will depend on obtained information, meanwhile the accurateness of the information depends on the data that is gathered. In this research, the writer utilizes the qualitative method with the measurement scale as interval scale and case study, because it is more fitting if the base question of a research is “*how*” and “*why*”, other than that the writer only has a little chance to control the events that will be studied, and also the focus of the research is on the present phenomenon in the context of real life.

The sampling technique that is used by the writer is *nonprobability sampling* technique which is a sampling technique that doesn't give the same chance or probability for every element or member of the population to be chosen as sample. And then this research utilizes the *purposive sampling* approach, which is the sampling done by picking subject not based on level, random or region but based on a specified goal. This technique is chosen based on many various considerations, among them is the limitation of time, energy and funds that make it

impossible to get a bigger sample and from further locations.

Gay (in Umar, 1999:108) stated that the minimum sample size that is acceptable based on research design that is used in descriptive method is 10% of the population minimum. In this research, the population is *wine bar and Lounge*, wine club and also wine distributors that is based in Jakarta. The writer chose 5 (five) sample of *wine bar and Lounge* which are Vin+ Wine & Beyond, Cork & Srew Plaza Indonesia, Social House Grand Indonesia, Hog's Breath Café, The 101 Hotel Jakarta, and 3 (three) wine lover communities, which are : Vox Populi Wine Community, Indonesia Sommelier Association Jakarta Chapter, Rotary Wine Club, and 2 (two) wine distributors, The Peak Connoisseurs and PT. Prima Aktif Nusantara.

B. Data Analysis Method

In this research, the data analysis method that is utilized by the writer is *flow model analysis*. According to Miles and Huberman, *flow model analysis* is a model of analysis that is used in ongoing and flowing research and is consisted of 4 (four) activities. The first activity is the gathering of the data which is a process executed in the duration of the research, by utilizing a set of instrument that is prepared in advance, to obtain data information through observation, interviews, and documentation. The second activity is Data Reduction which is a process of data selection, summarizing and focusing the data that has been gathered which is for the purpose to separate necessary data and unnecessary data. The third activity is the presentation of the data which is the process that is done after obtaining the data that is targeted and in the presentation of data is depicted in the form of a brief description, charts, graphs, etc. The fourth activity is the depiction of conclusion which is the base conclusion that is temporary and will change if there are no strong evidence which supports in the step of next data gathering but if the stated conclusion in the initial step is supported by valid evidences and is consistent when the researcher returns to the field for data gathering, the conclusion that has been stated is a credible conclusion.

III. FINDING AND DISCUSSION

Although wine has entered Indonesia since the age of Dutch occupation, wine was not yet a common beverage to be consumed by Indonesian people because the majority of Indonesian people is moslem and also the mindset of the people that regards wine as an intoxicating beverage because of the alcohol that is contained within. As the times flow, wine has become more common and begin to be consumed in Indonesia, one of the factor of the rise of wine distribution is because of the needs of the expats who lives in big cities in Indonesia like Jakarta, and also with the rising number of foreign tourists, especially Europe, also contributes the consumption pattern of wine in Indonesia until today.

In the beginning of year 2000, wine could only be bought and enjoyed in lounges or bars or restaurants of starred hotels, other than that wine is only limited to duty free shops, with also limited number and options of wine. The need of wine with affordable price and fulfilling the consumer demands that is always rising, then emerges many independent wine bar and Lounge that does not have any relation with hotels at all. One of them is Vin+ Wine & Beyond Kemang which was standing since 2004, which is regarded as a pioneer of wine retail, first in Indonesia.

The management of Vin+ Wine & Beyond offers many *wine tasting* occasion (tasting a variety of wine) for beginners, has also become a gathering place for people who wanted to know more about wine to accomodate the passion of wine lovers that is increasing in number and didn't have a representative place to support their love for wine. The region of Kemang South Jakarta that is famous as the center for entertainment and the living place of many expats, has become the place of choice of Mr. Reimer Simorangkir and Mr. Dani Wanadi to open their first wine bar and Lounge Vin+ Wine & Beyond. Now the collection of wine owned by Vin+ Wine & Beyond is about 5.000 (five thousand) bottles which originated from many countries.

The development of wine bar and Lounge is now rising significantly, it is proven by the increasing number of wine bar and Lounge in Jakarta, and in the year 2015, the researcher has discovered more than 50 (fifty) wine bar and Lounge in Jakarta. According to the result of the interviews and observations with many parties, it is clear

that wine club today has become a part of lifestyle for urban communities in big cities in Indonesia especially Jakarta.

a. *Factor of Wine Entrance to Indonesia*

There are no clear written document that stated that the entry of wine in Indonesia, but it is known that in the age of Dutch colonialism, wine was a main beverage for the Dutch colonists and also as military logistics that is believed useful to prevent poisoning when drinking unhygienic water like water in rivers or other sources. Other than that, the entrance of Catholicism in Indonesia is also one of the entrance doors for wine to Indonesia, because wine is used as a ceremonial instrument in the celebration of *Eucharist*¹. In Catholicism, grape juice or wine is regarded as a symbol of the blood of Jesus Christ, so wine was a common drink for Indonesian people that follows Catholicism.

b. *People's Goals in Consuming Wine*

The spread of knowledge about wine, the affordability of wine price and the development of technology that is more advanced everyday, made the people could see and access various promotion, knowledge and experience of someone who has tasted wine and other various reasons, made more and more people wants to try the special taste offered by wine. If someone drinks wine correctly, they will gain a variety of natural taste that is contained in the wine, like : strawberry, lemon, celery, cinnamon, dan sebagainya. The taste produced by the wine is purely from the variety of grapes used and not from additional artificial flavorings, it is for that reason wine is famous for its unique taste and its element of surprise.

Other than that there are many goals of the people in consuming wine, first, wine as prestigious beverage because since the past times wine is regarded as a symbol for *prestige* and a drink for the nobles. Wine also has a higher

¹ Holy Communion, Holy Communion, Passover, is a ritual that is regarded by most Churches in Christianity as a sacrament. According to the New Testament, *Eucharist* is instituted by Jesus Christ in the Last Supper. Jesus gave His disciples bread and wine at the Passover meal, and then ordered his disciples: "do this in remembrance of Me " while referring to the bread as "My body" and the wine as "My blood".

status compared with other beverages because of the way it is made, how it is stored in special shelves (*cave à vin*) and the requirement to wait for years for a bottle of wine with the best taste and also the way of one to enjoy wine, must be elegant and there are particular etiquettes.

Secondly, wine as a companion for food. The tradition of European people especially French people that when they eat there is always accompanied with wine making the tradition immortal, when they come to Indonesia also, and making some Indonesian people to adopt the tradition while making it a custom when drinking wine. And also in pairing a wine with a dish, there are a few reference that could be followed by wine lovers and also the beginners who just begun to try to mix and match a glass of wine with meat-based dishes, that is red wine that can be combined with a cooking that is based on red meat like: beef and lamb. Meanwhile for the white wine could be paired with white meat-based cuisines, like: fish, chicken, pork. But it all returns to each individual's taste.

Third, the innovation that is done by wine bar and Lounge. The expansion of people's knowledge about how to pair wine with food, one of them is with many kinds of traditional food, like red wine that is paired with *Rendang* a'la Padang, or white wine which is paired with *Ikan Kuning* a'la Papua, makes the culinary people to do an innovation in foods offered in wine bar and Lounge menu. The purpose of this innovation is to make the consumer feel something new when they eat. This thing have enjoyed a good response from the consumers, until today there are more and more restaurants and wine bar and Lounge who is competing to attract consumers by their innovation in their menu.

Fourth, wine for health. With the expansion of knowledge about wine especially the fact that shows that wine is believed to be beneficial to health. According to Burhan Abe, the pioneer of *Vox Populi* Wine Community, wine is good to drink 1 (one) glass per day. In the beginning, wine was a beverage that is common to be consumed by European and American people and also the people who live in a country that have 4 (four) seasons which is useful to guard body heat. Slowly, wine has started to be acceptable by

some eastern people, one of them is Indonesia. Wine has a lot of benefits for health especially for the health of the heart which makes the blood flow in the body to be smoother and also to guard the body's endurance. With the smoothness of the blood flow, stroke risks are also reduced. Other than that, wine also has antioxidant contents and some other compounds which could have an important role to prevent many kinds of cancer.

Wine Club Phenomenon in Jakarta

The development of wine industry in Jakarta, now improved significantly, one of them was because of the existence of wine clubs. The beginning of wine clubs in Jakarta was dominated by the expats, but with the expansion of knowledge about wine, now wine clubs has become one of part of lifestyle in urban communities in Indonesia especially Jakarta. The interest of Indonesian people towards wine, especially in Jakarta, it is seen by the formings of wine lover communities like: *Vox Populi Wine Community*, Wine and Spirit Circle, Sayang Bordeaux Indonesia, Evergreen etc. in the year 2000s. Burhan Abe, Pioneer of *Vox Populi Wine Community* which has already standing since 9 (nine) years ago, stated that “*wine is a social drink*”, meaning that wine must be enjoyed together with friends, families, or as a beverage in an occasion like wine dinner.

Their purpose of building this wine community is to spread the knowledge about wine and make the custom of drinking wine to be common in young people so they will not only drink spirits that contains at most 40% of alcohol which is commonly for them to be drunk, they also holds wine tasting occasions to try the newest wine that has entered Indonesian market and build a social network with other wine lovers. The members of these wine clubs would expend to tens of millions even they would hunt to many countries in Europe to Middle East just to get the best wine taste quality. Most of the members of these wine club is dominated by young people that have mid-upper earnings, the socialites, and also the writers and *freelance* reporters that started from each member's interest towards the uniqueness of the taste of wine.

Independent Wine Bar And Lounge in Jakarta

No	Name Of Place	Address
1	Elysee Restaurant & Wine Bar	Jl. Kemang Raya No. 37, Jak-Sel
2	Vin+ Wine & Beyond (Kemang)	Jl. Kemang Raya No. 45, Jak-Sel
3	Decanter Wine and Food	Plaza Kuningan Jl. HR. Rasuna Said –Jakarta
4	Bacco Wine Culture	Jl. Karet Kuningan - Jak-Sel
5	The Wine Cellar	Jl. Kelapa Gading Boulevard blok M Lantai 1 – Jakarta
6	Gusto Tapas & Wine Bar	Epicentrum Walk Ground Floor, Jl. Taman Rasuna – Jakarta
7	Cork & Screw	Plaza Indonesia Lt. 1 Unit 127 A-D, Jl. MH. Thamrin no 28 - 30, Jak-Pus
8	Vinoteca	Pacific Place Mall Lt. 5 SCBD. Jl. Jend. Sudirman No. 52 - 53, Jak-Sel
9	Beyond Bar, Resto & Wine	Graha Iskandarsyah Lt. 1, Jl. Iskandarsyah Raya No. 66, Kebayoran Baru - Jak-Sel
10	E & O	Menara Rajawali Lt. 1, Jl. Dr. Ide Anak Agung, Kuningan – Jakarta
11	Apero Wine Lounge	Citiwalk Sudirman Lt. GF, Jl. Kh. Mas. Mansyur No. 121, Jak-Pus
12	J. House	Pavilion Apartmen, Jl. Kh. Mas. Mansyur kav. 24
13	Vin + Wine & Beyond (Arcadia)	Jl. New Delhi Pintu 1 Senayan, Jakarta
14	Fable	Fairgrounds SCBD Lot. 14, Jl. Jend. Sudirman, Jakarta
15	Cork & Screw	Wisma Kodel GF, Jl. Rasuna Said Kav. B4, Jakarta
16	Kudus Bar & Wine	Jl. Gatot Subroto, Gelora Tanah Abang,

Wine Club's Events.

The development of knowledge about wine and the increasing number of wine communities in Jakarta, made some communities in Jakarta to held events about wine to introduce wine to Indonesian people who still prefers to drink alcoholic beverages in the form of spirits that contains 40% of alcohol and only wants to get drunk.

The wine events that is held in Jakarta, one of them is wine dinner, which is held by restaurants and wine bar and Lounge that cooperates with wine distributors. And then the yearly event that is held which is *Wine and Cheese Event*, the event that has begun to be held yearly since 2003, is a part of a series of events in *Jakarta Fashion And Food Festival*. With the growing knowledge about wine, now seminars and wine tasting for beginners to professional is regularly held by some wine bar and Lounge or some particular importer like the wine tasting that is often held by wine distributors free of charge to beginner wine lovers that is often held in hotels in Jakarta. Some event, seminars, or wine tastings also involves international wine experts (*sommelier*), wine maker, to well-known *vitticultur* from abroad, especially from wine producing countries. These events really helps Indonesian people to open their minds about wine and also to know more and deeper about wine. When the wine industry in Indonesia keeps on developing, even now there is an Indonesian Sommelier Association (ISA) which consists of the wine experts and also the professionals in Indonesian Food and Beverage which has become a vessel for wine professionals, merchants, and lovers. One of the routine events that they held is *Indonesian Sommelier Contest*, an event to fight for the title “The Best Indonesian Sommelier of The Year” and also its variety of prizes, one of them is to participate in enology class in a number of universities in Europe.

Change of Lifestyle with The Existence of Wine Clubs in Jakarta Phenomenon

Indonesia is one of the biggest moslem country in the world, where before the year 2000s wine club and wine bar and Lounge were not spread in Jakarta, the young people in Jakarta still regards wine as an intoxicating drink, expensive in price and regards wine bar and Lounge as a place not fitting to socialize. But in time, where now there are a lot of expats who enter and live in Indonesia, made a

significant change in the life style of Indonesian people, especially the young people in Jakarta.

Nowadays, the young people in Jakarta has started to be familiar with wine, liking it, and even regards wine as a part of their life because the wine lovers regards wine as a media for socialization, good for health and what makes a cuisine perfect, other than that wine is also regarded as prestigious beverage.

The complex taste of wine has become its own attraction for the wine lovers, not only from the various types but also the etiquette of enjoying it, the history, the knowledge about the best year of wine production, and also the way to pair wine with food, these things give an extraordinary culinary experience compared with other beverages.

The lifestyle change in young people now is clearly visible with the existence of wine clubs and wine bar and Lounges which is spread across Jakarta. The wine lovers now are dominated by young people of Jakarta. Many young people in Jakarta spends their leisure time, waiting on rush hours, held meetings or hangouts with friends and go to wine bar and Lounge and enjoy many kinds of wine, this has already a lifestyle of socialites in Jakarta.

IV. CONCLUSION AND SUGGESTION

According to the research and the study, then it can be concluded that in Indonesia, especially in big cities like Jakarta, wine is not a primary drink that is consumed by the people of Indonesia because the people in Indonesia still think that wine is an intoxicating drink. But along the passing of time and the increasing number of foreign tourists or expats that enter Indonesia especially Jakarta that spreads the knowledge about wine directly or indirectly, which made the people slowly but surely changing their perception about wine.

The development of wine in Jakarta is very significant, that is proven by the many restaurants, hotels and wine bar and Lounges which serves wine on their menu. The developing of wine also can be seen from the increasing number of Indonesian people and communities that love wine more and more

and even made wine as a part of their life, it is proven by the growing number of wine lover communities in Jakarta.

Wine, until today is still regarded as a prestigious beverage or high leveled, compared to other beverages, which made the initial purpose of drinking and consuming wine for Indonesian people is because of lifestyle, and also the health benefits, and the interest with the wine events that's held and also the innovations that's offered by restaurants and bar à vin in Jakarta.

And the suggestions from the writer that could be followed up by related parties are (i) The governments must pay more attention towards the development of wine industry in Indonesia, because today not only the import wine that is circulated in the market but also local wine which has attracted the attention of wine lovers in Indonesia. This development is expected to be able to improve Indonesian economy, affecting the people in a positive manner and also to change their perception about wine as a symbol of prestige, so not only the upper-class citizens could consume wine, but also every class could enjoy the benefits of wine. (ii) The industries especially the entrepreneur of Wine Club and Lounge in Jakarta should be more creative in their innovation and marketing strategies in promoting and introducing wine to the people of Indonesia, especially in pairing traditional Indonesian dishes with wine. (iii) The members of Wine Clubs in Jakarta should be able to be more creative in organizing the events about wine so that the Indonesian people who's still traditional-minded will be interested to try consuming wine, learning about wine and start to change their point of view so they'll know that wine is one of many culinary products that possesses a lot of benefits.

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