



Articles

Claim Category in Indonesian Coffee Discourse Argument

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A B S T R A C T

The objective of this research is to describe the construction of claims in the strategies used in the coffee discourse. The claim in the argument can show cognition about coffee that is implanted by the producer. his research takes data from the online discourse of Indonesian coffee. The data of this research are statements that are contextually interpreted as claims and then examined from the Toulmin concept. By studying the types of claims, types of claims and its strategy to connect claims and ground, the researcher describes the arguments in the coffee discourse. From the results of the qualitative study, it is obtained that there are three types of claims, namely fact-based claims, judgment and value claims, and claim-based policies. From the three types of claims it can be concluded that there are. From the results and discussion it can be stated that there are subjective and objective claims formed in the coffee discourse. Objective claims are proven by geographical location, research, knowledge and environmental conservation in industrial agriculture (future knowledge). Subjective claims are shown by personality and support quality. Regarding history, as an aspect of judgment and value claims, it is subjective and objective. From these claims, it can be seen that the coffee discourse contains cognitions about coffee companies with historical authority, personality, and taste; future knowledge and research references; taste, packaging, and good process.

1. INTRODUCTION

The coffee discourse in this research refers to the informative-persuasive discourse about coffee in Indonesia. Basically, the coffee discourse is made on the basis of economic interests. Coffee industry companies have websites that can be accessed and linked with other websites or with pages that will help spread information about coffee. Although it does not directly mention the brand, the company will show its identity in other forms. For example, coffeeland.co.id is a website that provides a lot of information about Indonesian coffee. The website is a coffee company's medium for consumption that will increase people's desire to drink coffee. They will check the type of coffee referred to in the manuscript. On the other hand, writing information about coffee will increase recognition power. The coffee discourse emphasizes the conative function

(Bühler, 2011) because it focuses on the receiver of the message.

The existence of a conative function is supported by arguments. Deighton (1985) explains that advertising is argumentation in its sense of importance affecting the audience with argumentation, in the sense that it intends to influence an audience with substantiated assertions. The use of language for the purpose of influencing is discussed by The influence can be observed from Brutian (2002). In this case, he said that argumentative discourse, including advertising, has many layers: semantics level (especially at level two) as the basis, factual information, and intended meaning analyzed from pragmatics information. Deighton explained Toulmin's concern is how should an argument be laid out if we want to locate the sources of its validity? Three elements of his

structure are a claim, grounds, and a warrant or license to infer from the grounds to the claim. Setyaningsih & Rahardi (2020) through Toulmin's opinion stated that the components of the argument in full include (1) claims (2) facts, (3) warrants (4) backing, (5) capital qualifier, and (6) rebuttal. Of the six concepts, the study of coffee discourse in this research is discussed from the claim element. Garcia-Mila & Andersen (2007) how these processes develop, and most importantly, given the scope of the present book, how this development relates to science learning. For the latter, we need to situate the role of argumentation in science learning, and this is the focus of the first section of the chapter, where the case of the importance of argumentation in the new approaches of science will be made. Argumentation, however, is a very broad, multidisciplinary, and polisemic term, and thus is used differently within and between disciplines. The second section is an attempt to clarify the term. We will devote the third section to concretizing which aspects of argumentation specifically relate to science education, in order to make a cognitive analysis of these aspects in the fourth and fifth sections. Finally, the last section addresses what the literature says about scaffolding argumentation. In other words, we will try to answer the questions science educators may pose in order to deal with argumentation in their science classes: What are the main difficulties students meet when they engage in argumentation? What should we expect from young children in an elementary class in terms of their competencies to argue? In what ways are these competencies different when we compare elementary with secondary school students? What are they built upon? What is the role of metacognition in their development? Our underlying main claim is that argumentation is a process involved in general knowledge acquisition, regardless of whether it is individual silent learning or collaborative learning, and following Siegel (1989) provide underlyings from their research reporting that the main claim is that argumentation is a process involved in general knowledge acquisition.

This research describes the construction of claims in the strategies used in coffee discourse. Toulmin explained that claim or position statements are the main statements that the author wants to prove to reveal the truth. Harper (2011) describes

that a good claim is one that can be proven and formulated in a clear and precise manner. There are three types of claims. First, fact-based claims that refer to formulas are drawn or based on phenomena that can be empirically verified. This can be done by direct observation, experimentation, and other research data support; second, judgment and value claims are claims that are formulated based on judgment and value refer to the opinions, beliefs, and values. Third, claims based on policy, namely a phenomenon that occurs in the community that is the object of research is used as a basis for formulating claims. Of these three types, the types of claims in coffee discourse can be categorized based on their construction. This research finds the construction of claims made by producers in building the image of their coffee.

In the era of social media, consuming coffee is associated with a new culture and lifestyle. Henningsen (2012) in his research reports the results of the lens of consumption at Chinese Starbucks. the lifestyle and attitudes of parts of the mainland Chinese urban middle class, especially of the so-called xiaozi. He argues and analyzes how the foreign brand and the multitude of meanings associated with it are consumed. Consumption may be viewed as a particular search for authenticity that enables consumers to construct their self-images in the context of the vast changes occurring in contemporary China. Thus, consuming coffee with foreign brands is an image. It is natural that there is an extraordinary effort to support coffee branding. Society has been patterned with the prestige of branding and coffee has become a decent world product to show social class.

The claim is a conclusion whose merits must be established (Deighton, 1985). It can appear to be general knowledge (Garcia-Mila & Andersen, 2007) how these processes develop, and most importantly, given the scope of the present book, how this development relates to science learning. For the latter, we need to situate the role of argumentation in science learning, and this is the focus of the first section of the chapter, where the case of the importance of argumentation in the new approaches of science will be made. Argumentation, however, is a very broad, multidisciplinary, and polisemic term, and thus is used differently within and between disciplines.

The second section is an attempt to clarify the term. We will devote the third section to concretizing which aspects of argumentation specifically relate to science education, in order to make a cognitive analysis of these aspects in the fourth and fifth sections. Finally, the last section addresses what the literature says about scaffolding argumentation. In other words, we will try to answer the questions science educators may pose in order to deal with argumentation in their science classes: What are the main difficulties students meet when they engage in argumentation? What should we expect from young children in an elementary class in terms of their competencies to argue? In what ways are these competencies different when we compare elementary with secondary school students? What are they built upon? What is the role of metacognition in their development? Our underlying main claim is that argumentation is a process involved in general knowledge acquisition, regardless of whether it is individual silent learning or collaborative learning, and following Siegel (1989). An argument can be called structured if the claim of the argument is made explicit, and the relationship between the premise and the claim is formally defined (eg using logical entailment) Besnard et al., (2014). Thus, what is built into a product through claims will make the product known as a differentiator with other products. A research is needed to capture the construction claims that will establish how the product claims are formed.

Besnard et al., (2014) found that there were two types of claims. In general, there are two claims, namely objective and subjective. Claims subjective uses surrogate indicators to indicate the presence of brand attributes or benefits. Research that shows support or corroboration (for example, showing research from professionals in the field), symbols (for example, phrases or brand names) and exaggerated quantities (for example, those created by camera angles) can serve as surrogate indicators. Objective claims explicitly provide information about the attributes or benefits of a brand, for example in the form of direct evidence, technical specifications, or numerical cues. Advertisers usually rely exclusively on subjective claims or add objective claims to surrogate (subjective) endorsements. The use of subjective claims more often than objective claims. Objective claims also

tend to be unambiguous, having credible credibility. Consumers with higher product brand commitment were more positively influenced by exposure to a combination of objective and subjective claims than by subjective claims alone. In contrast, less committed people were equally affected by both types of claim strategies. Subjective claims appear to have the same impact on consumers, regardless of their level of commitment.

The argumentation process limits consideration of content and quality of evidence (Simon, 2008). Claim is the term Toulmin applies to what normally speak of as conclusions (S. E. Toulmin, 2003). Claims need support from evidence, facts, or specific data. The reasons submitted can be in the form of statistical data, quotations, reports, findings, physical evidence, other forms that can be used as a reason for the claims raised. Elements that can strengthen claims are warrant or guarantee (Setyaningsih & Rahardi, 2020). Warrants appear in the form of a syllogism. This element serves as a connecting bridge between reasons and position statements. There are several strategies can be done to connect claims and grounds. Strategies make connections between data claims, namely (1) generalization, (2) signs, (3) authority, (4) principles, (5) causality, and (6) analogies.

Language studies do not exclusively discuss terms and concepts, facts and laws, principles and hypotheses. The study of language is closely related to the character of the restructuring of scientific claims about method, purpose, and explanation, a well-established character in history, philosophy, and sociology (Duschl, 2007). In argumentation, the study of language is a discourse that critically examines and evaluates the function of language in shaping knowledge or social cognition. Therefore, claims as part of the argument in advertisements that contain many interests need to receive a sufficient portion of the study.

2. METHODS

Involvement of context in the meaning of research is needed in qualitative research. This study explains the claims of advertising arguments based on the context. Therefore, this research is qualitative. Researchers take interpretive steps to characterize qualitative research (Creswell, 2012).

The characteristics of this study meet the qualitative criteria based on the opinion of Bogdan & Taylor (1992). Broadly speaking, data analysis was carried out in 3 stages, namely (1) description, (2) interpretation, (3) explanation. At the description stage, the researcher identified the types of claims and the types of claims and its strategy to connect claims and ground. At the interpretation stage, the researcher understands the classification results which depend on the accuracy and the researcher considers the meaning of the data. In the explanation stage, the researcher explains the relationship of the statement to the linguistic, ethnographic, and social context. The data of this research are written sentences or statements that show claims based on the use of real contexts. Observations were made on the phenomenon of written language by describing in detail all the data obtained. The discussion is carried out by interpreting the phenomenon to be connected with the research description. In addition, the research was conducted in a certain context, period, and involvement so that it cannot be generalized.

At the data collection stage, the data sources are sorted by documenting all types of claims in the coffee discourse, determining the types of claims, both subjective and objective, and determining the construction of claims according to the context and the development of Toulmin, Rieke, & Janik (1979) theory of claims as developed by several previous studies. The results of this research were reviewed by observing the data sources and rechecking them with the data that had been analyzed and checking their suitability with the theoretical frame. The data source of this research is informative-persuasive discourse on advertisements (<https://coffeeland.co.id/>)

The discourse was created to build an image on coffee products. This study uses primary sampling and intensity selection (Denzin & Lincoln, 2011). Primary sampling is done by determining the sample from the level of sales and recognition level as evidenced by coffee story management. The data collection process is considered sufficient after repeated patterns are obtained to obtain the similarity of data characteristics.

3. RESULTS

The focus of this research is (1) the types of

claims used and the construction of claims that are built to build public (consumer) cognition about the image attached to coffee products. Therefore, data from informative-persuasive discourse is used; (2) characteristics of claims and its description.

3.1 Types of Claims

The basic concept for discussing types of claims is the claim is a conclusion whose merits must be established and claims need support from evidence, facts, or specific data. Therefore, claims in a structured manner can form general knowledge that becomes the image of a product. From the results of the analysis there are types of claims.

3.1.1 Fact-Based Claims

fact-based claims that refer to formulas are drawn or based on phenomena that can be empirically verified. This can be done by direct observation, experimentation, and other research data support. In the discourse of coffee claims in the form of facts, it is found to show the existence of heritage that makes the product has a superior legend. A subpart of fact-based claims in the coffee discourse, consisting of geographical references and research references.

(1) Geographic Reference

The following are the results of research on geographical references as compilers of claims.

Data 01:

Arjasari coffee is grown in the Mekarjaya Village area at an altitude of 1200-1300 meters above sea level (masl). Coffee plants are allowed to grow naturally along with various surrounding plants. (<https://coffeeland.co.id/>)

The data shows the results of research in the geographical context, especially on the location and natural processes. These claims are used to strengthen the nature of the coffee produced.

Data 02:

The garden, which is located 1,500-1,700 meters above sea level, is located on the hillside of Rante Karua, North Toraja, South Sulawesi (<https://excelso-coffee.com/our-story/>)

The altitude above sea level in units of meters

is an informative geographical reference and persuades readers to believe in the quality of coffee offered, including the company's advantages. These characteristics are also found in other data. In general, purely geographical references and accurate environmental processes are used.

Data 03:

From the best coffee plantations of Mandailing, North Sumatra which is known as one of the world's best coffee producers. (<https://www.indocafe.co.id/coffeestory.php>)

The data shows the existence of "From the Best Plantation" which is a claim for coffee quality. However, it does not show support for numerical data to ensure coffee quality.

(2) Research Reference

Data 04:

More than 23,000 cups of coffee are drunk every second, but with so many people enjoying it, we need to be careful not to run out of coffee. (<https://www.nescafe.com/id/article/>)

These statistics are scientific claims they have to show they care about the existence of coffee.

Data 05:

Climate change, plant diseases, water scarcity, and people leaving agriculture for the cities all threaten the future of coffee. (<https://www.nescafe.com/id/article/>)

In general, research references are used to indicate the quality of coffee. Observation results show that research is not used as a reference as a reference for claims. There are developments in research references in the coffee discourse. The research issues referred to are saving the environment and coffee conservation.

3.1.2 Judgment and Value Claims

Judgment and value claims are claims that are formulated based on judgments and values that are believed to be based on opinions, beliefs, and values that are considered true. One form of belief in the coffee discourse built by coffee companies is the age of the company that can build legend cognition. Subclaims judgment and value claims

consist of history, personality, quality, and future knowledge. The data that shows these claims are described below.

(1) History

Data 06:

It all started when our founders got the trust to manage a coffee plantation that "lost" after being left by the Dutch. (<https://excelso-coffee.com/our-story/>)

Data 07:

show history as a form of belief that they got trust in the colonial period. This shows that the company has a historical momentum that is older than the age of the Republic of Indonesia.

Data 08:

Toraja, became the first single origin to be offered. (<https://excelso-coffee.com/our-story/>)

The "first" claim indicates that they have a history or create history. This is very important to show the impression of having experience on them.

Data 9:

In September 1991, the first Excelso cafe outlet was opened at Plaza Indonesia, Jakarta. The name Excelso, which is derived from the word excellent, was chosen to answer coffee lovers' desire for high-quality coffee products. Kalosi Toraja, which is produced from his own garden. (<https://excelso-coffee.com/our-story/>)

Like the previous data, the history description in this data contains a description of the time. The difference is, in this historical data, education about names is also described. This is a complement to the historical description that strengthens the branding justification.

(2) Personality

Data 10:

Our team is filled with people who have a passion for always being creative and learning to bring new coffee, food, beverage and service products. Working closely with coffee farmers and processors in the Toraja

plantations, raw material suppliers and local roasters who share the same passion and love for quality has always been what inspires us the most. (<https://excelso-coffee.com/our-story/>)

The value raised is their personality as a core part of the company and the people they work with. It was formed to demonstrate a high work ethic.

(3) Quality

Data 11:

...Thus making indocafe coffee a product with the best taste that has been enjoyed by everyone. (<https://www.indocafe.co.id/coffeestory.php>)

Excelso coffee, which started with 1 Kalosi Toraja variant, has now presented the best Indonesian and world single origins, blends that we made especially for coffee lovers.

Data 12:

The best coffee beans are processed through the stages of roasting, refining with a standard level of fineness. To produce this type of coffeemix, coffee grounds go through an extraction process by mixing using the latest technological machines with strict quality control to produce the best quality. (<https://www.indocafe.co.id/coffeestory.php>)

Data 13:

Excelso Coffee, which started with a Toraja Kalosi variant, has now presented the best Indonesian and world single origins, blends that we made especially for coffee lovers. (<https://excelso-coffee.com/our-story/>)

Data 14:

When we taste Toraja coffee without using sugar or sweeteners, we will feel a savory taste that is rarely found in local coffees in other regions. This savory taste is one of the main characteristics of Toraja coffee that makes people addicted to enjoying this coffee. (<https://coffeeland.co.id/>)

Data 15:

High attention to quality is not only focused on gardens in Toraja, the production process

until the product can be consumed by consumers is also taken into account. The product technology uses the most advanced technology to ensure the best taste of coffee can be produced and packaged so that quality is maintained. The vision is clear, how coffee lovers from Sabang to Merauke can get the best quality products from the best origins in Indonesia and the world, blends that we make especially for coffee lovers. (<https://excelso-coffee.com/our-story/>)

In the results of claims judgment and value claims subclaims quality pad taste, coffee bean, single origin, and quality due to sophisticated machine technology, and packaging. This shows that during the progress of the coffee industry, coffee producers introduced more of these 5 aspects to describe excellence.

(4) Future Knowledge

Data 16:

In the next 20 years the world will drink about 50% more coffee than today. By making our coffee farms more productive today, our farms are better prepared for the future. This is critical in preventing deforestation while meeting growing demand. (<https://www.nescafe.com/id/article/>)

Data 17:

We encourage bees and insects to create greater biodiversity in coffee growing areas with intercropping and agroforestry programs. With us, farmers learn how to farm while developing natural diversity (<https://www.nescafe.com/id/article/>)

Data 18 :

Our experts teach farmers how to grow high-quality coffee using less water, thereby making water available to people and the environment. (<https://www.nescafe.com/id/article/>)

Future knowledge in this case relates to research issues raised in fact-based claims. The keyword he uses in his judgment and value claims is "future". Followed by an assessment of confidence in the accuracy of the steps that are considered

correct.

3.1.3 Claims Based Policy

Data 19:

Excelso cafe has become the choice for loyal customers because the philosophy of serve with HEART and give the BEST has always been a passion that we hold every day. (<https://excelso-coffee.com/our-story/>)

Data 20:

This is our highest appreciation for the farmers, by ensuring the results of their hard work are processed with special care and enjoyed by as many coffee lovers as possible in various settings. We pay great attention to quality because we believe coffee brings people together, and a good cup of coffee brightens everyone's day. (<https://excelso-coffee.com/our-story/>).

Data 21:

We are always inspired to bring and make it easier for our loyal customers to get premium quality coffee. (<https://excelso-coffee.com/our-story/>).

The policy claims used in the claims are generally affirming the response of the people who have voted, the company's loyalty to farmers as part of the community that supports quality, and the policy to make it easier to get products in accordance with advances in technology and information. These claims are an important part of showing the company's integrity to the public and consumers.

4. DISCUSSION

Fact-based claims that refer to formulas are drawn or based on phenomena that can be empirically verified. This can be done by direct observation, experimentation, and other research data support; second, judgment and value claims are claims that are formulated based on judgment and value refer to the opinions, beliefs, and values. Third, claims based on policy, namely a phenomenon that occurs in the community that is the object of research is used as a basis for formulating claims. From the results obtained, the claims about coffee can be described. This will be described in the following section.

Fact-Based Claims

To make claims there is a guarantee that needs to be used. Elements that can strengthen claims are warrant or guarantee (Toulmin, 2003). Therefore, adequate research results are needed. In general, traditional logic, a warrant is identical to the major premise (Setyaningsih & Rahardi, 2020). To prove the truth, it is necessary to support the facts. From the research results, claims about coffee discourse in Indonesia are supported by geographical references to show which plantations are used to support coffee quality. The higher the elevation, the better the quality of the coffee because the reference used is Arabica coffee, which shows the taste of coffee that is popular in the world. Altitude, soil chemical properties, have a positive correlation with the physical quality of coffee beans. The higher the place, the higher the chemical properties of the soil such as pH, C-organic, N-total, Na, and CEC, but vice versa for total P2O5 (Supriadi, Randriani, & Towaha, 2016). Thus, there is an expectation that the height or mountains will show the facts of coffee quality. In this study, evidence was used for arabica. It shows that the geographical reference as a syllogism is supported by research.

Research in informative-persuasive discourse on coffee is developed with statistical data, environmental research that supports conservation. This shows integrity in environmental security due to changes in soil and water ecosystems. Claims supported by research use statistical data to strengthen causality of the need to protect soil and water ecosystems. An effort to utilize natural resources that exceeds the carrying capacity of the environment which is not followed by efforts to conserve soil and water, turns out to lead to the emergence of environmental imbalances, namely the continued increase in the area of critical land (Nugroho, 2000). It seems that the response to water conservation has been well received as a persuasive aspect to show positive knowledge about coffee. Thus, it can be said that the research raised in the coffee discourse has experienced the development of knowledge.

Judgment and Value Claims

This judgment type is used to build knowledge (Toulmin, 2003). Some claim that this evidence relies on mechanisms that are fundamentally different from those that underpin other types of judgment (Harvey, 1997). Through history,

coffee companies will introduce themselves as experienced people. Mutlu & Er (2003) explains that the history of a product is done to show that innovation has been done for a long time. In the coffee discourse data, in terms of context, history is mentioned to claim that they have gained trust, have experience in managing coffee farming and the industry. In this case, the company reinforces the characteristics of history and coffee as part of human life in daily activities. This is supported by the claim personality that is built. The coffee discourse that takes advantage of historical momentum strengthens with personality as its characteristic.

Claim quality is the most chosen to facilitate persuasion. The coffee discourse mentions taste, coffee beans, single original, good packaging, and high technology-natural processes as warrants or quality guarantees. All four are guarantees of coffee quality in a referential explanation of coffee education research (Wuryaningrum, Muti'ah, & Rijadi, 2021). From these data it can be explained that the description of coffee quality is in these five points.

Coffee genetic resources are being lost at a rapid pace due to varied threats, such as human population pressures, leading to conversion of land to agriculture, deforestation, and land degradation; low coffee prices, leading to abandoning of coffee trees in forests and gardens and shifting of cultivation to other more remunerative crops; and climate change, leading to increased incidence of pests and diseases, higher incidence of drought, and unpredictable rainfall patterns. All these factors threaten livelihoods in many coffee-growing countries. (Krishnan, 2017)

The economics of coffee production has changed, the demand for specialty coffee is at an all-time high. In order to make coffee production sustainable, attention should be paid to improve the quality of coffee by engaging in sustainable, environmentally friendly cultivation practices, which ultimately can claim higher net returns (Krishnan, 2017). Therefore, the issue of future coffee plantations must receive attention. In the Indonesian coffee discourse, there is an attempt to claim the correctness of the coffee growing procedure by publishing the concept of "Grown Respectfully". Therefore, the cognition built in their coffee story is leading to conversion of land to agriculture, deforestation, saving water, and

guaranteeing environmental security and farmers' welfare in the future. This is also strengthened by fact-based claims. In the same data source, it was found that the developed future knowledge was followed by research reference on fact-based claims. That means, there is a claim of scientific values to be shown.

Claims Based Policy

In the claim-based policy, there are efforts to bring the company and the community closer. In the claim-based policy, what is published is loyalty and high appreciation for the community or consumers. There are not many claims in the coffee discourse. The characteristic of this type of claim is illocutionary speech. The illocutionary utterance shows commitment, appreciation, and care which is shown as a policy. The perlocution that is built from this illocution is that they (the coffee company) coffee lovers or coffee connoisseurs must be loyal to their products or cafes, we need to consume coffee because it provides goodness, consuming the best coffee in an easy way according to the times. Policy in this case, as Harper (2011) argues, is a phenomenon that occurs in the community that is the object of research is used as a basis for formulating claims. The claim formula in the coffee discourse from the policy is commitment as a form of consumer loyalty, coffee provides goodness to human activities because it can improve the quality of life, and coffee is an innovative aspect that continues to be developed. These claims show the social currents in coffee consumption. The Indonesian coffee discourse has portrayed coffee consumption as a matter of social relations between companies and coffee brands and consumers; between consumers and coffee; between consumers and other consumers.

5. CONCLUSION

The basic concept for discussing types of claims is the claim is a conclusion whose merits must be established and claims need support from evidence, facts, or specific data. From the results and discussion, it can be stated that there are subjective and objective claims formed in the coffee discourse. Objective claims are proven by geographical location, research, knowledge and environmental conservation in industrial agriculture (future knowledge). Subjective claims are shown by personality and support quality. Fact-based claims with geographic and research references are

the types of claims used to strengthen coffee quality statements. Judgment and value claims consisting of sub-claims history, personality, quality, and future knowledge are types of claims that are used to build a company image and ensure work quality or professionalism.

The results of this study have proven that the Indonesian coffee discourse places knowledge about coffee as part of the craze for coffee. It is information that coffee is not only a matter of taste, social class, but also knowledge because there is an

effort to improve the quality of coffee by engaging in sustainable, environmentally friendly cultivation practice.

This research is meaningful to clarify cognition about coffee which is built from the aspect of claims as part of the argument. In the next research, an in-depth study of all aspects of the argument is needed. Specifically, it is necessary to study the claim aspect in relation to other aspects of the argument in wrapping the ideology about coffee and its impact on people's mindsets.

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