

A barista is a person who makes espresso-based coffee drinks, but the range of their work is vast. Though they mostly work behind the coffee machine, depending on the type of business that they work for—multinational coffee chains like Starbucks? Or a small neighborhood coffee place? A barista could also work directly with customers; the work could include receiving customers' orders and making sure that the orders are correct.



Character: ECR



Enterprising (Persuader) – occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.



Conventional (Organizer) – occupations frequently involve following set procedures and routines. These occupations can include working with data and details more than with ideas. Usually there is a clear line of authority to follow.



Realistic (Do-er) – occupations frequently involve work activities that include practical, hands-on problems and solutions. They often deal with plants, animals, and real-world materials like wood, tools, and machinery. Many of the occupations require working outside, and do not involve a lot of paperwork or working closely with others.

Expertise

- **Active Listening** - giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- **Service Orientation** - actively looking for ways to help people.
- **Coordination** - adjusting actions in relation to others' actions.

Day-to-Day Tasks

- Prepare or serve hot or cold beverages, such as coffee, espresso drinks, blended coffees, or teas.
- Take customer orders and convey them to other employees for preparation.
- Clean or sanitize work areas, utensils, or equipment.

Work Setting

- Continually or almost continually requires standing.
- Constant contacts with others.
- Continually or almost continually use hands to handle, control, or operate objects and tools.

Knowledge

- **Customer and Personal Service** - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- **Sales and Marketing** – knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Education

There is no formal education needed for being a barista, but usually high school graduates are preferred. However, there are many courses that offer barista lessons. In Indonesia, there is

- Indonesian Coffee Academy
- Esperto Barista Course
- Fulcaff Barista Training
- Caswell's Coffee Lab
- ABCD School of Coffee.

Certification

- Lembaga Sertifikasi Profesi Kopi Indonesia (LSP-KI)
- Specialty Coffee Association of America (SCAA) Certification