

STP AMPTA Yogyakarta Students' Perceptions of the Use of Fruit Juice as a Substitute for Alcohol in International Cocktails in the Bar Operations Course

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ABSTRACT

This study examines STP AMPTA students' perceptions of using fruit juice as a substitute for alcohol in international cocktail preparations in the Bar Operations course. The research design employs a descriptive case study to comprehensively understand how students perceive and accept the concept of using fruit juice as an alternative to alcohol. The subjects of this study are STP AMPTA Yogyakarta students, while the object of the study is fruit juice-based cocktails. Data collection techniques include documentation, observation, and in-depth interviews with lecturers, experts, and STP AMPTA Yogyakarta students. The data analysis technique follows the Miles and Huberman approach: data reduction, presentation, and conclusion drawing. The results indicate that most students positively perceive using fruit juice as a substitute for alcohol, as it is considered healthier, innovative, and aligned with modern consumer trends that emphasise health awareness. However, there are challenges in creating cocktails that maintain the taste and complexity equivalent to alcoholic cocktails. This study is expected to serve as a reference for developing a more inclusive and health-conscious bar operations curriculum and contribute to innovations in cocktail presentations that are more accessible to all audiences.

INTRODUCTION

The hospitality and tourism industry continues to grow rapidly with product and service innovation (Prabowo, 2018), especially in cocktail drink innovation in bars and restaurants, which is the key to competitiveness and attracting diverse customer preferences (Yakubiv, 2020). In hospitality education, international cocktail-making skills are an important part of the curriculum, such as in the Bar Operations course, which equips students with practical knowledge of bar operations (Garcia, 2020). Mulyadi's study (2021) revealed that innovation in this curriculum increases students' readiness for a career in a competitive industry. Global trends show an increasing demand for healthier, alcohol-free drinks, such as fruit juice-based mocktails, due to their health benefits (Johnson et al., 2019; Gonzalez & Kim, 2019). Fruit juice is an attractive alternative because it offers freshness and can be adjusted to consumer tastes. Johnson et al.'s study (2019) found that these non-alcoholic drinks attract health-conscious consumers.

In response to these changes, hospitality education curricula need to adapt, such as teaching the use of fruit juices as a substitute for alcohol in international cocktails (Miller et al., 2020). This enriches students' skills in creating creative and innovative drinks (Harper & Fox, 2021). Miller et al.'s (2020) research shows that adapting the curriculum to industry trends increases the relevance of education.

However, understanding students' perceptions of this innovation is still limited. This perception is important because it can influence the application of this concept in the industry (Wang & Yu, 2021). Health knowledge,

technical skills, and practical experience influence their acceptance of this innovation (Jones, 2022). This study aims to explore STP AMPTA students' perceptions regarding using fruit juices as a substitute for alcohol and identify the benefits and challenges in its implementation, which can be input for further curriculum development (Gonzalez & Kim, 2019).

Consumer Trends and Preferences for Non-Alcoholic Beverages

There has been a significant shift in consumer preferences towards healthier beverages in recent years. Johnson et al. (2019) highlighted that consumers are now increasingly looking for beverages that are not only refreshing but also provide health benefits. Their study showed that fruit juices are the top choice as a base ingredient in mocktails or non-alcoholic cocktails because they are considered more natural and free from added chemicals. A study by Smith (2018) also supports this view, stating that non-alcoholic beverages, such as mocktails, are starting to replace traditional alcoholic cocktails in many high-end bars and restaurants.

Innovation and Product Development in the Beverage Industry

Innovation in using fruit juices as a substitute for alcohol creates new opportunities for the beverage industry to develop more varied products that align with market demand. A study conducted by Gonzalez and Kim (2019) found that using fruit juices as the main ingredient in cocktails can increase creativity in making drinks due to the variety of flavours and combinations produced. This suggests that bars and restaurants that innovate with fruit juice drinks have the potential to appeal to a broader clientele, including those who do not consume alcohol.

Challenges in Using Fruit Juice as an Alcohol Substitute in Cocktails

While there are many advantages to using fruit juice as an alternative ingredient, there are significant challenges in maintaining the flavour and complexity that alcohol typically provides in traditional cocktails. Jones (2022) emphasised that while fruit juice provides a refreshing taste, it does not have the same chemical characteristics as alcohol that can balance the flavours in a drink. Therefore, bartenders and mixologists need more skills in creating balanced and satisfying cocktails with non-alcoholic ingredients. This is also supported by the study of Cheng et al. (2017), which showed that innovative skills in drink-making are essential to adapt to market changes.

Influence on Hospitality Education and Bar Operations Course Curriculum

In hospitality education, especially in Bar Operations courses, innovation in using beverage ingredients is an important aspect that needs to be taught. Miller et al. (2020) examined the adaptation of hospitality curricula to changing market demands. They found that integrating innovations like using fruit juices in non-alcoholic cocktails can improve students' readiness to enter the dynamic hospitality industry. Their study showed that students trained in creating healthy and innovative cocktails are more valued by the industry for their ability to meet evolving consumer needs. Research by Harper and Fox (2021) also supports this view, proposing that a more dynamic and innovative curriculum is needed to prepare students for future trends and challenges.

METHOD

This study uses a qualitative approach. This descriptive qualitative study aims to understand students' views, experiences, and responses toward using non-alcoholic alternative ingredients in making cocktails. The study population included all STP AMPTA Yogyakarta students taking the Operational Bar course. At the same time, the sample was selected purposively, involving 10 students who had practised using fruit juice as an alternative ingredient, two lecturers teaching the course, and one barista practitioner involved in the

learning. Data were collected through in-depth interviews with students, lecturers, and practitioners to explore their perceptions and experiences, direct observation of practices in the bar laboratory, and documentation in the form of photos, videos, and practice notes during the learning process. The analysis technique used the Miles and Huberman (1994) interactive data analysis model approach to explore STP AMPTA Yogyakarta students' perceptions of fruit juice as a substitute for international alcoholic cocktails in the Operational Bar course. Data analysis was carried out through three stages: data reduction to filter relevant information, data presentation in the form of descriptive narratives and tables, and drawing conclusions based on the patterns and themes found, which were then verified through triangulation of methods and data sources. Data validity is maintained by method triangulation, source triangulation, and member check to ensure accuracy of interpretation. This research was conducted in the STP AMPTA Yogyakarta bar laboratory, where students do direct practice.

RESULTS AND DISCUSSION

Based on the results of the study conducted through in-depth interviews, direct observation, and documentation, several important findings were found related to the perceptions of STP AMPTA Yogyakarta students regarding the use of fruit juice as an alternative to alcohol in making international cocktails in the Operational Bar course. These findings are grouped into several main categories:

RESULT

1. Student Acceptance

Most students were optimistic about using fruit juice as an alternative ingredient to replace alcohol. They consider this method to be an innovative step that is relevant to current beverage industry trends. One student stated, "Using fruit juice provides a new challenge to create an attractive taste and appearance, so I am more creative in thinking." This finding supports research by Gonzalez and Kim (2019), which shows that consumer preference for non-alcoholic beverages is increasing in the hospitality environment, especially in the healthy beverage category.

2. Creativity and Competency Development

Using fruit juice encourages students to explore various combinations of flavours and cocktail appearances. One student said, "I find this method exciting because we can explore new flavours without relying on alcoholic ingredients." The lecturer also noted an increase in students' skills in creating new recipes. Harper and Fox (2021) explained that innovative approaches in bar operations, such as using alternative ingredients, improve students' competence in understanding market trends and global consumer needs.

3. Implementation Constraints

Several students expressed challenges in adjusting flavours to approach the characteristics of alcoholic cocktails. One student said, "Sometimes it is difficult to balance flavours because fruit juices tend to be dominant with sweet or sour flavours." This is in accordance with the findings of Jones (2022), who identified that replacing alcohol in cocktail recipes requires a deep understanding of mixing techniques to create harmonious flavours. In addition, lecturers stated that another obstacle was the limited reference recipes specific to non-alcoholic ingredients.

4. Relevance to the Market

Lecturers and practitioners highlighted that this approach is relevant to market trends. One lecturer stated, "The use of fruit juice not only supports learning innovation but is also relevant to global trends, where many

consumers prefer healthy drinks." Research by Johnson et al. (2019) supports this, stating that fruit juice-based mocktails are one of the main trends in the healthy beverage industry.

DISCUSSION

The results showed that students who were relevant to market needs received the application of fruit juice as an alternative ingredient in cocktails. They supported the development of their competencies in bar operations. These findings support the literature by Cheng et al. (2017), which states that integrating innovation in bar operations learning can improve students' practical skills while introducing them to industry trends.

The use of fruit juice as a substitute for alcohol provides an opportunity for students to be more creative and innovative in creating attractive drinks. Gonzalez and Kim (2019) showed that current consumer preference trends support healthy drinks, so learning strategies like this can prepare students to adapt to evolving market needs. However, the challenge of adjusting the taste highlights the need for more intensive mentoring from lecturers, as well as more varied recipe references to help students create the desired balance of flavours (Jones, 2022).

The relevance of this method to the non-alcoholic beverage market also provides additional benefits for students, namely a better understanding of global consumer needs. Harper and Fox (2021) stated that an innovation-based approach to bar operational learning can help students prepare for changing trends in the hospitality industry. In addition, research by Johnson et al. (2019) showed that fruit juice-based mocktails are a healthy alternative and reflect a commitment to sustainability through local ingredients. Thus, this approach is relevant to learning needs and provides strategic insights into market trends, which can support students' future careers in the hospitality industry. Additional support in the form of training and learning materials can further optimise the results achieved in this course.

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