

THE PHENOMENA OF BEHAVIOR HANDLING IN COFFEE SHOPS ASA PUBLIC SPACE: STUDY ON CONSUMERS OF DREAM COFFE KOPISTORES In BLITAR CITY

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Abstract

Along with the changing times and social changes in various fields, people's behavior is always dynamic in order to meet the needs of life. Including the behavior in drinking coffee, nowadays, there have been many dynamic shifts influenced by western culture through the latest information and developments, this is evident from the start of the rise of coffee shops with various nuances: gelato, cafes, shops, and lesehan, as well as traditional coffee shops. For this reason, researchers are interested in researching with the aim of: (1) To determine the phenomenon of hanging out at a coffee shop as a public space: Studies on Consumers at Dream Caffe Coffee Shops, Blitar City, (2) To determine the meaning of hanging out at a coffee shop as a public space: Phenomenology Study of Consumers at Dream Caffe Coffee Shop, Blitar City. This study uses a qualitative method because it is to dissect the phenomenon and meaning of hanging out in a coffee shop in depth. The results showed: (1) The phenomenon of hanging out at a coffee shop as a public space: Studies on Consumers at Dream Caffe Coffee Shops in Blitar City: Characteristics of consumers of Dream Caffe coffee shops are dominated by young people ranging from junior high school to high school students, students, and general public with an average age between 15 - 40 years, (2) The meaning of hanging out at the Warung: getting a relaxed and calm atmosphere, to find inspiration and ideas, to chat with friends, to join Zoom Meetings and read social books and Politics, discussion and discussing business,

Keywords: Hangout Behavior, Coffee Shop, Consumers

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1. INTRODUCTION

Along with the changing times and social changes in various fields, people's behavior is always dynamic in order to meet the needs of life. Including the behavior in drinking coffee, nowadays, there have been many dynamic shifts influenced by western culture through the latest information and developments, this is evident from the start of the rise of coffee shops with various nuances: gelato, cafes, shops, and lesehan, as well as traditional coffee shops.

Lifestyle Theory

According to Bourdieu, the individual lifestyle is a product of the accumulation of interactions between humans to work together, help each other and need each other, but the result of this interaction will have an impact on a person in the form of the influence of thought patterns, lifestyle, ways of making decisions, and in overcoming various problems.

This lifestyle will be carried away by environmental pengaru, association, interaction with colleagues, friends, friends, siblings, and partners. The lifestyle mechanism, according to Bourdieu, can be seen from the clothing brand, the way of dressing, the way of communicating and the way of speaking.

Coffee Culture

According to Nur (2003: 1) describes the notion of culture for youth and urban areas (Youth Culture and Urban), namely the culture that young people are interested in socializing with, interacting with others or peers among adolescents or urban youth. Youth culture is closely related to trends. The trend according to the New Oxford English Dictionary (2001), is; A general direction in which something is developing changing 'means a trend or fashion that is much loved and followed by youngpeople.

2. METHODS

Types of research

This type of research is a qualitative descriptive study that will uncover a cultural phenomenon of hanging out in a dream caffe coffee shop which is increasingly in demand by the public, especially the younger generation, to find behavioral phenomena and eating hanging out in coffee shops. Researchers conducted qualitative descriptive research with the intention of conducting descriptions of events and facts in society (Usman,2008: 4).

In this study, the researcher analyzed the facts in the field with the prevailing theory using descriptive methods. According to Keirl and Miller in Moleong (2010: 11), what is meant by qualitative research is "certain traditions in social science that are in depth for observing, seeing, listening to, listening to human behavior, in the reciprocal relationship between individuals in terms and concepts ". For the consideration of researchers using this qualitative research, Lexy Moleong (2010: 138)

The reasons for using qualitative research are; (1) Phenomenon of hanging out in a coffee shop as a public space: Studies on Consumers at Dream Caffe Coffee Shop, Blitar City, a qualitative analysis still requires a deep and comprehensive meaning, (2) Assessing the meaning of hanging out at the Shop. Coffee as a public space: A Study on Consumers at Dream Caffe Coffee Shop in Blitar City is qualitatively very appropriate because it describes in detail and in detail and depth. The special characteristic of qualitative research seeks to uncover the characteristics of an individual, group, society, or organization as a whole and in as much detail as possible in the form of descriptions of words, writings, or behavior patterns that can be seen from a person, group, society, and organization in a particular area (Bogdan and Taylor, 1992: 2-3, in Sudikin

4.2 Research Location and Research Time

The research location is at the Dream Caffe Coffee Shop, Blitar City. Several considerations underlying the location of the Dream Caffe Coffee Shop in Blitar City, while the research time was 5 to 27 October 2020. The reasons for the researchers chose this location, among others: (1) Dream Coffe Coffee Shop is a type of coffee shop that has the basic basic of a simple shop coffee and snack menus at popular prices, (2) Dream Coffe Coffee Shop is a coffee shop that is increasingly in demand by young people and is increasingly developing by starting to open a branch in Sentul, Blitar City, (3) Dream Coffe Coffee Shop has a strategic position adjacent to the northern border with Sumber Villages and West with Villages in the area of Sanankulon District, Blitar Regency.

Research Data Sources

Sources of Research Data According to Lofland and Lofland (Moleong, 2007) the main data source in this study is the primary data source is the secondary data source, namely Dream Caffe coffee shop owners, managers, waiters, and consumers.

Data collection technique

When viewed from data collection techniques can be done by: (1) interview (interview), (2) observation (observation), (3) documents, and (4) literature. Interview, according to

Prabowo (1996) interview is a method of collecting data by asking a respondent something, the way is by having a face-to-face conversation.

Document study is a complement to the use of observation and interview methods in qualitative research. The documents used in this study use documents from the Dream Caffe Coffee Shop, Blitar City.

Data Analysis Techniques and Data Validity

Analysis of qualitative analysis techniques from Miles and Huberman (1992: 15-21), namely the Interactive Analysis and Comparative Analysis model, an analysis of the findings in the field in the form of behavior, words, and observations in coffee shops to find patterns that are formed in a coffee shop in the context of the phenomenon and the meaning of hanging out in the Dream Coffe coffee shop in Blitar City

3. RESULTS AND DISCUSSION

The phenomenon of hanging out at a coffee shop as a public space: a study on consumers at the Dream Coffee shop in Blitar City

It can be analyzed the results of the interview that the type of menu served at the Dream Coffe Coffee Shop in Blitar City: "There are various types of coffee: black coffee, green coffee, ginger coffee, hot and cold drinks, sacetan drinks, wedang uwuh, as well as snacks, and steamed rice. , Wonten katah menunipun, wonten: ireng coffee, wedang uwuh, anget orange, ginger tea, Api boat, iced tea, Keraton ice ginger, kaliyan sekul packs, sumbih serve fried noodles, godok noodles, kaliyan snack kados kacang, krupuk urang, lan sakpinunngalipun, Customers, ranging from various types of coffee, black coffee, Tulungagung green coffee, Dampit Robusta coffee Malang, as well as various types of hot and cold sasetan drinks. This shows that the Dream Caffe Coffee shop serves all kinds of coffee menus of various types, especially Black Coffee, Ijo Tulungagung Coffee, Malang Robusta Coffee, Hot and cold sasetan drinks, packaged rice, cracker snacks, nuts etc.

The benefits of facilities and services at Dream Coffe Coffee Shop in Blitar City, the results of interviews with the Manager, Admin, and Waiters of the Dream Caffe Coffee Shop show the superiority of the facilities and services at the Dream Coffe Coffee Shop is that it is packaged with a simple coffee shop concept serving various coffees, hot drinks and cold, slammed rice / angkringan, and various snacks at affordable and popular prices, friendly and polite waiters, Free Wifi, Nobar (Watching Barenf using LCD Projector is very crowded, comfortable coffeeshop room, and good air circulation.

In addition, Dream Coffe Coffee Shop has the advantage in payment, namely it can serve cash and non-cash payments through the OVO application, each customer payment is given a digital print out of proof of payment slip, all types of food and drinks enter the data base so that they can be detected to facilitate automatic payment data collection. as well as the ease of financial reporting per day and per month. As well as there are several facilities and facilities as the advantages of a Dream Coffe coffee shop, including: cheap and very affordable prices, all types of coffee drinks, hot and cold sachets are all available, there is a 32-inch LCD TV provided for customers to be able to broadcast using STB Internet, table and chairs that are easily moved can be used for meetings or just hanging out with friends or family.

From the results of interviews with the Manager, Admin, and Waiters of the Dream Coffe Coffee Shop, it can be analyzed that the phenomenon of the Dream Coffee shop consumers is dominated by young people ranging from high school students, students, and the general public with an average age between 15 - 40 years. Most of those who come to the shop mostly come with their friends, have coffee while hanging out, their activities are besides drinking coffee, smoking, joking with friends, some are also students, some are present alone drinking coffee while operating cellphone chat, there are also who play games on line.

Besides that, the average number of visitors hanging out from adolescence from junior high to high school, college students, 95% who attended were male. Coffee shop opening schedule from 06.00 - 01.00 WIB. On average, the most crowded coffee shop visitors are from 18.00 to 01.00 WIB. The number of visitors to the coffee shop in the morning - noon between 10-20 people, 20-30 people in the afternoon, and more than 40 people at night. Below is also a discussion of the most crowded and full hours after sunset, most of those who hang out at this coffee shop are young people from school to college age as well as young people, most of the visitor activities are jagongan and cangkruan with fellow table mates, playing cellphones, using Free WIFI facilities, there are also those who bring top laps to do assignments, especially students, the most desirable drink is number one Black coffee then followed by milk coffee and number three cold sasetan drinks, looks very familiar, kinship and brotherhood between groups who are at the same age as the same table, sometimes there are also santri alumni who use meetings, organizational activists also sometimes use gatherings and activity meetings.

Consumer Motivation to Hang Out at Dream Coffe Coffee Shop in Blitar City: A Study in Public Spaces on Consumers

It can be analyzed and discussed that the motivation of consumers at the Dream Coffee Shop is very much, some are light and relaxed with their friends, about 80% of consumers

come to the coffee shop with their peers, for junior high school students to do school work. as well as college assignments while drinking coffee or cold drinks by using Free Wifi, there are also those who play games with their friends, some are in meetings, and some are alone while playing cellphones enjoying coffee.

Meanwhile, there are also various kinds of motivation for visitors, some are just hanging out with their friends while drinking coffee, some are enjoying music video shows while drinking coffee, some are used for business discussions while drinking coffee and enjoying snacks. There are also different consumer motivations, some want to find refreshing entertainment, coffee with and chat with friends, and some are having problems confiding in friends.

Below are the results of interviews with the Manager, Admin, and Waiter of the Dream Coffe Coffee Shop, which we can analyze in the discussion that: The consumers of the Dream Coffe Coffee shop are mostly young people ranging from high school students, students, and the general 15 - 40 years, most of those who come to the shop mostly come with their friends, have coffee while hanging out, their activities are besides drinking coffee, smoking, joking with friends, some are also students, some are present alone drinking coffee while operating chat on HP, there are also those who play online games.

Meanwhile, the most crowded and full hour is after Maghrib, most of those who hang out at this coffee shop are young people from school to college age as well as young people, most of the visitor activities are jagongan and hanging out with fellow tablemates, playing cellphones, using WIFI facilities. It's free, there are also those who bring top laps to do assignments, especially students, the most desirable drink is number one Black coffee, then followed by milk coffee and number three cold sasetan drinks, looks very familiar, kinship and brotherhood between groups who are at the same table as the same age, sometimes there are also santri alumni use meetings, organizational activists also sometimes use gatherings and activity meetings.

The meaning of hanging out at a coffee shop as a public space: a study on consumers at the Dream Coffee shop in Blitar City

It can be analyzed that the results of interviews with customers / consumers of FRZ Coffee Shop Dream Coffe show: the intensity of coming to the Coffee Shop 3 (three) times a week, usually inviting 2 (two) friends, drinking coffee at night, jagongan activities with friends, the meaning of hanging out in a coffee shop for consumers is to get a relaxed and calm atmosphere, to find inspiration and ideas. What's more, below are the results of interviews with

DNY customers. Coffee Shop Dream Coffe, Blitar City can be analyzed every day coffee at the Dream Coffe Coffee shop, during the day and night, consumers like to go to coffee shops, usually alone to participate in the Zoom Meeting Event because of Free Wifi the internet is more stable, besides that I always bring social andpolitical books to read at the coffee shop.

Below are the results of interviews with KRS customers at Dream Coffee Shop. It can also be discussed that consumers go to the afternoon coffee shop with 2 (two) friends to discuss business while drinking black coffee, the atmosphere of the coffee shop is very comfortable and suitable for discussions and business discussions. While below are the results of interviews with MNB customers at Dream Coffe Coffee Shop, showing that they usually visit the afternoon coffee shop with more than 6 (six) people, to discuss community and social organizations, to enjoy drinking black coffee, smoking, and a spacious coffee shop atmosphere. very comfortable and suitable for discussion. There are more, below are the results of interviews with WWN customers at Dream Coffe Coffee Shop. It can be analyzed that consumers go to a afternoon coffee shop with more than 6 (six) people, to discuss organizations like drinking black coffee, smoking, the atmosphere of a spacious coffee shop is very comfortable and suitable. for discussion, when there is a friend of mine from out of town I take my coffee there with a relaxed atmosphere as if returning tothe village atmosphere of a village stall.

The analysis of the phenomenon of hanging out at the Dream Coffe Coffee Shop is very interesting to study and discuss, in this case, after several studies were carried out with interviews, observations, and observations and documentation, it shows that the phenomenon of hanging out at the Dream Coffe Coffee Shop places consumers as kings who must be served optimally. and satisfying. In accordance with Parasuraman's opinion in Fandy Tjiptono, namely tangible, reliability, responsiveness, assurance and empathy in indicator keywords in **providing services to consumers at Dream Coffee shop.**

4. CONCLUSION

It can be concluded, among others: (1) The phenomenon of hanging out at a coffee shop as a public space: Studies on Consumers at Dream Coffe Coffee Shops in Blitar City: (1) 1. Types of Serving Menu for Dream Coffe Coffee Shops in Blitar City There are: (a) various types various coffees: black coffee, Tulungagung Ijo coffee, Robusta Dampit Malang, (b) various hot and cold sacetan drinks, (c) snacks, (d) steamed rice, and godog and fried noodles (2) Benefits of facilities at Dream Coffe Coffee Shop Blitar City with a simple coffee shop design and concept serves a variety of coffees, hot and cold drinks, rice dings / angkringan, and various

snacks at affordable and popular prices, friendly and polite waiters, Free Wifi, Nobar (Watch Together using an LCD Projector very crowded, comfortable coffee shop room, and good air circulation, serving cash and non-cash payments through the OVO application, every customer payment is given a digital print out of proof of payment slip, all types of food and drinks enter the data base, there is a 32 inch LCD TV using STB Internet, a table and chairs that can be moved easily can be used for meetings or just hanging out with friends and family, and a large and safe parking lot because at various points CCTV Camera On line, (3) Characteristics of consumers in the Dream Coffe coffee shop are dominated by young people ranging from junior high school to high school students, students, and the general public with an average age between 15 - 40 years. 95% who attended were men,

(4) Coffee shop opening schedule from 06.00 - 01.00 WIB. On average, the most crowded coffee shop visitors are from 18.00 to 01.00 WIB. (5) Most of the coffee shop consumer activities are jagongan and hang out with fellow tablemates, playing cellphones, using free WIFI facilities, some are carrying lap tops to do assignments, especially students, the most popular drink is number one Black coffee then followed by milk coffee and number three cold sasetan drinks, looks very familiar, kinship and brotherhood between groups that are one table with the same age, sometimes there are also santri alumni who use meetings, organizational activists also sometimes use gatherings and activity meetings, most of them come to the shop Most of them came with their friends, drinking coffee while hanging out, other than drinking coffee, smoking, joking with friends, some from the students, playing online games. (6) Motivation of Consumers to Hang Out at Coffee Shops for SMP-SMA children to do their schoolwork and assignments while drinking coffee or cold drinks using Free Wifi, some play games with friends, some use zoom meetings, and there are also those who are alone while playing on their cellphones enjoying coffee, enjoying music video shows while drinking coffee, some are used for business meetings while drinking coffee and enjoying snacks, want to find refreshing entertainment with coffee with chatting with friends, and some are Having problems confiding in friends, (2) The meaning of hanging out at a coffee shop as a public space: Studies on Consumers at Dream Coffe Coffee Shops in Blitar City for jagongan activities with friends, hanging out in coffee shops for consumers are: (a) getting a relaxed atmosphere and calm down, to find inspiration and ideas, (b) to hang out and chat with friends, (c) to attend the Zoom Meeting event. ena Free Wifi, the internet is more stable, besides that I always bring social and political books to read, (d) discuss and discuss business, (e) community and social organization meetings, (f) to reflect and enjoy drinking black coffee , smoking, with a relaxed atmosphere feels likereturning to the village atmosphere of a village stall.

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