



Coffee Shop as Symbol Lifestyle of the Urban Community (Case Study on Customers of Coffee Shop in Makassar City)

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Abstract

This study discusses visiting and spending time in coffee shops as a symbol of the lifestyle of urban communities in Makassar City. This can be seen from the people who often visit coffee shops which consist of various groups based on their backgrounds and professions. This study aims to identify various activities of urban communities on coffee shop customers among marketing, students, and online motorcycle taxis so that they often spend their time in coffee shops. This research was conducted in three coffee shops in Makassar using a qualitative approach in the form of descriptive qualitative with a case study basis, by interviewing 9 informants who were referred to as customers based on the intensity of their visits and 3 coffee shop managers. Data were collected through observation, in-depth interviews, and recommendations. The results of this study indicate that various customer activities in taking their time to coffee shops in Makassar City which started as a place to rest and relieve drowsiness, now visiting coffee shops in Makassar City have become part of the lifestyle and fashion of various groups as a place of work and business, as a literacy space, and as a means of entertainment.

Keywords: - Coffee Shop, Lifestyle, Urban Community.

A. Introduction

Lifestyle is closely related to the development of the times, the development of the times, and the increasingly sophisticated technology, the more developed the application of lifestyle by humans in everyday life. In this case, the desired lifestyle is an active adaptation applied by individuals to their social conditions to meet their needs, so that they can integrate and socialize with other people. Lifestyle includes habits, views, patterns of response to life, and the equipment that supports life.

Lifestyle is something that can be expressed through what a person is wearing, such as what he eats and the way he acts in front of other people. Thus making lifestyle an open-source of interpretation, lifestyle is how certain groups use goods, places, and times that are highly dependent on cultural forms (Chaney, 1996).

The emergence of a lifestyle is influenced by the existence of people who experience a shift in the distribution of social prestige or prestige which can be manifested in various ways by urban communities who want to metamorphose. This can be seen in the life of urban people who make status as important, for example, how to dress or through various attributes attached to a person (Martono, 2011).

High activity and mobility, work demands and cultural changes that occur make people in urban areas experience fatigue in carrying out their daily routines. So that

on the sidelines of their busy lives, people look for free time that can be used to release their fatigue by visiting various consumption vehicles such as visiting coffee shops (Ridha, 2012).

The phenomenon of the proliferation of coffee shops is inseparable from the habit of people visiting coffee shops. The function of the coffee shop began to experience a shift, from a place to drink to relieve thirst, relieve fatigue and drowsiness. Currently visiting coffee shops has become one of the lifestyles of some people. We can also see this, especially what happened in the city of Makassar, people in city of Makassar now tend to often visit coffee shops. The phenomenon of the proliferation of coffee shops in the city of Makassar has even spread to other regions and cities in South Sulawesi which has now undergone various kinds of transformations, this shows a shift in the behavior of residents in the city of Makassar.

Some residents in the city of Makassar themselves now often visit coffee shops, in the midst of the rapid development of the city and the density of community activities, it is undeniable that the existence of coffee shops colors the lives of Makassar residents. People who visit the coffee shop come from various backgrounds, ages, professions, and their respective hobbies. Some coffee shops even seem to be dominated by certain groups.

People often visit and spend time at the coffee shop, which is now a part of the lifestyle and fashion of some people, so a cup of coffee has become a very extraordinary symbol because it is not only used to relieve drowsiness but has turned into a symbolic code that is used by some people. to actualize their existence in social groups (Sugihartati, 2010).

Certain individuals or groups need a basis that is used as a value in interpreting something in acting which is used as a guide to interpreting reality, the interpretation carried out so that it raises a reason in itself (Citra Abadi, 2013). In this case, the reasons for a particular person or group to visit a coffee shop are not the same, meaning that of course there is a goal they want when they are in a coffee shop that greatly influences a person or group in interpreting the surrounding social reality.

Visiting and spending time at coffee shops has become a lifestyle trend in the city of Makassar. This can be seen from the people who often visit the coffee shop which consists of various backgrounds based on their respective professions as if a coffee shop that was originally limited to a secondary need can become a primary need. Along with the times, the function of a coffee shop has now changed from a place to drink coffee and a place to rest into a kind of social space, a place to exchange information. The phenomenon of this coffee shop as an institution allows social interaction to occur in it.

This research is an interesting matter to examine more deeply about the social phenomena of urban communities, in this case understanding the behavior of urban communities who use coffee shops as a place that can accommodate certain activities from users of an environment, both individually and in groups.

B. Method

This research was conducted by researchers using a qualitative approach in the form of a qualitative descriptive with a case study basis that tries to explain and

reveal what the object being studied is like. In this study, we try to see how the background of the phenomenon of urban society and describe various activities so that they often visit and spend their time in coffee shops. This is in line with the opinion of Maleong (2010) who says that qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. In other words, this research is called qualitative research because it is research that does not carry out calculations. Qualitative research emphasizes the perceptions and experiences of participants, as well as how to make sense of life (Frankel & Wallen; 1990).

The data collection process begins with an observation process carried out by routinely visiting the three coffee shops at different times, then determining potential informants who are considered customers. Furthermore, the interview was conducted in a semi-structured or in-depth interview using an interview guide which was equipped with general questions designed to elicit the views of the informants. Informants in this study were selected by purposive sampling based on certain considerations or criteria, in this case, customers who often visit coffee shops based on the intensity of their visits, namely marketers, students, and online motorcycle taxi drivers.

The data analysis technique was carried out using the Miles and Huberman interactive model which was carried out interactively and continued continuously until it was completed so that the data was saturated, namely a model consisting of three processes that took place interactively (Miles and Huberman: 1992). Data reduction is the process of selecting, focusing, simplifying, and abstracting data from various sources, the process of analyzing data from interviews by copying data in text form, then describing the results of interviews. Furthermore, the data collection process was carried out by re-copying all interview data which was carried out by in-depth interviews with informants. The last stage, namely the process of drawing and testing conclusions, is carried out by analyzing the data presented and classified against the theory to produce research conclusions.

C. Result and Discussion

1. Customer activities in spending time at the coffee shop

There will be many interpretations regarding this activity. However, in this case, the intended activity is how each customer fills or spends their time at the coffee shop and the establishment of communication or social interaction between individuals and groups. Coffee shops provide space that accommodates various activities of visitors or customers. Along with the development of coffee shops in Makassar City, both in terms of increasing the number and increasing facilities and services, one's activities in visiting coffee shops are also increasingly diverse

a. Coffee Shop as a Workplace

For some people in Makassar City, the coffee shop is used as a place of work, in this case, the coffee shop is used as a place to complete several tasks related to their respective professions. There is a demand and responsibility as well as high mobility, thus making some visitors (customers) turn to coffee shops which are used to run and complete their work. The following is the statement of MN (29 years old) on August 8, 2020):

"As a marketing property I often go to coffee shops because I need a place where I can use it as my workplace because I don't have a permanent office so this coffee shop really supports my work and besides I like coffee, there are also other facilities that I need. like wifi, with this, I do sales promotions through social media and what I like the most is because there is a meeting room, I often have evaluation meetings about other marketing friends' products, because there are also meeting rooms provided, I often meet users or potential buyers here because sometimes I make an appointment with him to meet here before leaving for the housing location that I market."

In general, several work professions use coffee shops as a place of work. With the presence of a coffee shop that has a variety of facilities, visitors feel helped related to their office work. Moreover, professions whose activities are mostly outside the office such as meeting clients, offering products and services. Same thing by BD (29 years old) statement on 22 July 2020):

"Here it makes it easier for me in marketing activities, at the warkop I often offer my products through social media too, especially now that the digital era has become more efficient, I don't have to go around looking for customers. and it supports my work. I also usually use warkop for meetings with my friends in the profession, it's also common for prospective customers to make appointments at this coffee shop. You could say that the lamaka is at the Warkop, so the term is the same as the second place of work."

Visitors take advantage of coffee shops and their facilities which are vital tools to support their work. So this indicates that a coffee shop equipped with several facilities and the right location is needed by some field workers as a place to do office work or other activities.

This is in line with what Bourdieu calls the existence of a social practice, namely through practice, individuals or groups carry out social actions to reproduce or modify their habitus and dispositions, in this case lifestyles are formed, changed, and developed as a result of the interaction between individuals and groups. disposition, habitus with reality. Those who, in certain situations, regularly relate and experience mutual interactions, often develop definitions together, as well as the coffee shop customers that the researchers met in the field, where Bourdieu views that the existence of this community's social practice is through the habitus process as a social structure. dialectic between exterior internalization and interior externalization.

In this case the habitus is formed because of the influence that is absorbed or internalized from the objective structural conditions that are outside of itself, and in the end it is re-expressed out or externalized in the form of social practice, namely they act and create a realm where it is done repeatedly. so that this becomes part of the style of visiting coffee shops as a form of practice carried out by customers to make coffee shops an arena for completing various affairs related to their work.

b. Coffee Shops as Literacy Rooms

Chatting while enjoying a cup of coffee seems to have mushroomed in various circles, including students or other students, the variety of coffee shops in the city of Makassar so that several coffee shops are different from coffee shops in general, namely the nuances of very thick literacy, and the nuances of art inherent in it. It can be seen from the decorations that are arranged in such a way that makes every visitor feel comfortable, as well as the presence of books packaged in the form of a reading

garden provided by the coffee shop which indirectly encourages visitors and is interested in visiting the coffee shop which is often used as a medium for special learning spaces among students. students, this is according to what PS (22 years old) said on July 11, 2020):

“In this coffee shop, I often do campus assignments with friends, here I prefer the atmosphere which I think is comfortable with the atmosphere surrounded by several bookshelves equipped with various references for students to seek new information not only from the media. social, but also the results of reading the books that have been provided and the readings vary from philosophy, social, education, and religious nuances and indirectly the program from the owner of this coffee shop runs because it forms a reading park here.”

One of the things that makes the coffee shop crowded with students is the presence of a coffee shop that is different from the usual coffee shop, it can be seen from the facilities provided. The presence of several bookshelves filled with various quality reading books displayed facing the table, ranging from philosophical, social, educational books to books with religious nuances.

The current existence of a coffee shop is a multifunctional container that can be used by students as a means to gather, discuss, and do assignments and other learning activities that can be done anywhere, including in coffee shops. the facilities offered today are very supportive of learning activities in coffee shops. This is in line with the statement of AA (24 years old) on August 1, 2020):

“We see that this coffee shop is not only a place to gather but also a place for learning that presents the concept of literacy, indeed, why do I say that because it is not just a coffee place. and this is one of the things that distinguishes it from other coffee shops and has its characteristics, here are a lot of books that we can find so that apart from the coffee we can also add insight by reading books and even at this coffee shop, we from among students are often used to do discussion activities, workshops and book reviews with other student friends.”

Indirectly, it can be said that a coffee shop is a space that can be packaged with literacy nuances, learning activities can be carried out anywhere, including in a coffee shop. Activities that students usually do are chatting with friends while reading books, coffee shops are used as places to do assignments, and even often do workshops and book reviews.

Based on the description above, in this case, the lifestyle in modern society makes a style of condition for certain symbols, where the process of people's search for a lifestyle makes them desire a certain lifestyle, both in terms of certain conversations and certain social communities so that they can define self-identity, where a person's pattern of life is expressed in his activities, interests, and opinions. This lifestyle describes the whole person interacting with the environment. This is in line with what was said by Bourdieu who had previously revealed that in lifestyle there is an interaction that shows the identity of the individual, what is attached to the individual shows the lifestyle that exists in his life.

This shows that there is a lifestyle that is described as a space or more precisely a plural lifestyle space, in which members of social groups build their habits. According to Bourdieu, that lifestyle is formed as a systematic product of what habits are often done or what he calls habitus, where lifestyle is seen as the most expressive form of

how humans live and interpret their lives and are also understood as a patterned way of investing in certain aspects. from everyday life. Thus, lifestyle becomes a way to identify oneself and at the same time differentiate oneself in social relations.

On the one hand, a person's lifestyle requires a habitus that gives him a strategy and behavioral framework, which allows him to adapt and adapt adequately in a particular domain. So that it can direct individuals to choose a certain lifestyle, in this case it describes the disposition of the individual or the disposition of a social class. thus giving birth to interactions that show the identity of the individual. This can also be said as a mechanism for forming social practices that operate within individuals as actors who produce actions that are under their respective chosen domains, thus directing them to a certain lifestyle.

c. Coffee Shops as a Means of Entertainment

Currently, some visitors use coffee shops as a means to relax or find entertainment, by choosing coffee shops to enjoy several forms of entertainment that visitors get, such as a relaxed atmosphere, taste and facilities available in several coffee shops. This is as stated by SY (27 years old) on July 25, 2020:

"This is also a place to relax or as entertainment, because we can use a lot here, apart from work or business problems, we can also enjoy entertainment facilities such as playing chess, in this place it is also commonly used to play ball with the wide screen available."

In addition to completing various work-related matters, a coffee shop is also defined as a vehicle that can be used to relax by enjoying various entertainments such as playing chess and as a place for entertainment in the form of watching football together (nobar) with colleagues. This is in line with RD's statement (30 years) on August 3, 2020:

"Here, flexibility is here, so this warkop can be used for various things, usually if there is a regular football match schedule, I and my friends will also schedule watching together as a fun event, even though you can watch it at home and often use the big screen. people here, sometimes if it's not too crowded, you can also play music here because there are guitars, jimbe too."

The current widening of the function of coffee shops as a choice of entertainment for some people in the city of Makassar. The coffee shop that is currently developing as a form of entertainment that visitors get is mostly based on their activities such as watching a football match (nobar) together using a big screen and playing music provided by the coffee shop manager.

Visiting coffee shops has become a lifestyle for some people in the city of Makassar. Now the coffee shop is increasingly showing its complete configuration and totality to the Makassar public. The existence of a coffee shop in the community, as well as its openness to the public, on the other hand there is also a social categorization of the community in every coffee shop in the city of Makassar. The function of a coffee shop is no doubt, a coffee shop has become a social institution, as the most effective new institution for the community to assemble their social network and as a means of entertainment.

The establishment of a lifestyle for customers to visit coffee shops at this time as a means of entertainment, on the other hand, can also be interpreted as the success of a coffee shop that can encourage customers to enjoy various coffee shop menus and

other facilities as a supporter in enjoying the atmosphere in a coffee shop. Visiting coffee shops has become a means of entertainment and part of the lifestyle of some people, in this case, the coffee shop is a means of entertainment in the culture of a society that encourages the birth of social interaction in coffee shops.

D. Conclusion

Customers often visit coffee shops in the city of Makassar due to the presence of several facilities offered by coffee shops that can support and support customer activities, and coffee shops are spaces that are open to the public. Currently visiting a coffee shop is not just to relax and fill spare time. But now the function of a coffee shop has shifted to become a place of work, for customers, some jobs do not have to be completely in the office, now for some people, the existence of a coffee shop supports their work to be more productive.

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