

Cultures, Politics and Media

Bridging Asian Communication
Perspectives



Executive Editors

Atwar Bajari

Sang Hee Kweon

Co-editors

Alfarabi

Hendra Alfani Ringgo Eldapi Yozani

Kun Wazis

Maylanny Christin

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Executive Editors : Atwar Bajari
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Maylanny Christin

Contributors

Dadang Rahmat Hidayat	Lukiati Komala Erdinaya	Ringgo Eldapi Yozani
Atwar Bajari	Sutrisno	Aan Widodo
Ninis Agustini Damayani	Retno Hendariningrum.	Nawiroh Vera
Eni Maryani	Detta Rahmawan	Zainal Abidin
Wahyuni Choiriyati	Nanda Utaridah	Kun Wazis
Ciwuk Musiana Yudhawasthi	Yi Gye-ree	Ade Tuti Turistiati
Meilani Dhamayanti	Kweon Sang Hee	Christiana Wulandari
Sumartono	Hendra Alfani	Leo Susanto
Elva Ronaning Roem	Siti Komsiah	Alfarabi
Maylanny Christin	Adiela Yanki Lubis	Evi Rosfiantika
Ilham Gemiharto	I Nyoman Sedana	Song Myung Bin
Andi Vita Sukmarini	Nur'annafi Farni Syam Maella	Lee Sung Na
Siti Nursanti	Tina Rakhmatin	Song Myung Bin, Po
	Fiteriady	

Reviewer Professor of Korea

Prof. Sang Hee Kweon (Sungkyunkwan University)
Prof. Sung Kyum Cho (Chungnam National University)
Prof. Hyun Joo Kim (Kwang Woon University)
Prof. Inyong Nam (Pukyong National University)

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Teddy KW

Lay Out:
Ibnu T

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The Coffeeshop Phenomenon: Between Social Action, Self Presentation and Lifestyle Transformation

Siti Komsiah

Adiella YankieLubis

Introduction

The growth of coffee shop at these times is one particular phenomenon that is interesting to be used as a social research theme. Coffee shop in Indonesia is pioneered by Starbucks back in 2002, followed by similar coffee shop franchise such as Coffee Bean, McCafe, Tea Leaves, etc. This phenomenon isn't just developed by international coffee shop franchise, but local coffee shop starts to grow with similar packaging as the international franchise does, by opening a franchise in a shopping mall with a comfortable furnishing, along with some type of certain products such as cappuccino, espresso, luwak, etc.

Some of them most popular coffee shop in Jakarta such as Ngopdul and Bengawan Solo, ABCD Coffee, Koultoura Coffee, 1/15 (One Fifteenth) Coffee, Giyanti Coffee Roastery, KedaiTjikini, Sabang 16, AnomaliCaffe, Yellow Truck Coffee Tea and Co, Kedai Kopi TakKieGlodok, Locale and a lot more. This kind of business doesn't stop there, the success of both local and international coffee shop franchise at this times are followed by smaller size coffee shop which can be found in almost any major roads. Sure enough, this small coffee shop does not offer the price and facilities as provided by international or local coffee shops in intermediate level by scale. Local coffee shop has a price and the facilities are definitely cheaper and lower standard facilities. However, in reality little coffee shop is still flourishing and full of visitors.

In today's era of the coffee shop is not only visited by men as a few decades ago. If previously the world of coffee is always identified as a world of men, Coffee shops in the present days also attended by women in terms of both workers and its customers, it's no wonder the taste of coffee has more varieties and personalize as the womenfolk, where coffee is made or dispense with softer flavor.

The phenomenon of the proliferation of coffee shops and the developments on the coffee customer, then followed also by the increasing number of coffee dispensing courses, ranging from the level of a course organized by the international coffee shops like Starbucks up with a course organized by a small coffee shop. This course is usually called the "barista course" which teaches Basic Espresso, containing the basic materials ranging from the introduction of coffee, the operation of the machine, milk texturing, until pouring cappuccino, until the advance level course of barista that includes advanced espresso, cupping, and latteart.

Finally, this research focuses on what grounds as a social and economic group of students visited the coffee shop, whether as a social act, self-presentation or as a lifestyle. This research is using interpretive paradigm which we use as a point of view that seeks to understand the meaning of the human life behavior, either human as its own individual or humans who interacts with the community and othersocieties.

Literature Review

There are several theories that can explain this phenomenon. First, let us see this phenomenon from the perspective of presentation theory, this theory explained that basically, everyone has special steps in presenting himself to others. Erving Goffman (1959) in his work "The Presentation of Self in Everyday Life", states that individuals, called actors, present themselves verbally or non-verbally to others who interact with it. Self-presentation refers to the desire to show a person's desired image both to the private and the public. Self-presentation or often called impression management is an act of self-presenting done by each individual to achieve an expected self-image. This self-presentation can be done by individuals or can be done by individual groups/teams/organizations (Boyer, et al, 2006:4).

In associate with this theory, the phenomenon of students were happy to come to the coffee shop just a cup of coffee, just chatting, hang-outatapun simply waiting time is part of the self-presentation of students because most students are not a coffee fan even less likely to drink coffee if not in coffee shop. The act of presenting themselves by students by coming to famous coffee shops, stylish luxury and the price is quite expensive for a cup of coffee is a form of self appearance to achieve an expected self-image.

This self-image that is expected by the student is considered to follow the trend that, luxurious lifestyles and one action taken by the student is to upload the photos when they are at the coffee shop via Instagram social media.

Second, the theory of Maslow theory, namely self-esteem and self-actualization in which a person needs self-recognition in society. Which self-confidence affects each other to the confidence of someone in the act within the community. The theory of self-esteem and self-actualization is the fourth level in the hierarchy is the need for awards or recognition (esteem needs). Maslow divides this level further into two types, namely the bottom type and upper type. The lower types include the need for appreciation from others, status, attention, reputation, pride, and fame. The top type consists of self-esteem, freedom, skills, and special abilities (specialization). What distinguishes both types is the source of the self-esteem obtained. In the lower self-esteem, a sense of self-worth and recognition is given by others. As a result self-esteem only appears as long as others say so, and disappears when people ignore it.

This situation will not occur in the upper self-esteem. At this level the sense of worth is acquired independently and is not dependent on the judgment of others. In other words, once you can honor yourself for what it is, you will stand still, even when others are dumping you!

The need for self-actualization (Self-Actualization Need) When the need for this award has been met, then the other needs that now occupy the top level is self-actualization. This is Maslow's focus and attention in observing the hierarchy of needs. There are several terms to describe this level, including growth motivation, being needs, and self-actualization.

The third theory is Alderfer's ERG theory existence and relatedness, where someone needs to show himself in its environment, hence the recognition of its environment. That way he will be able to connect with the surrounding community more easily. The theory of ERG by Alderfer (Existence, Relatedness, Growth) is a motivational theory proposed by Clayton P. Alderfer. Alderfer's theory found three basic human needs: Existence Needs is a necessity that will remain alive according to Maslow's low level of needs that includes the physiological needs and the need for safe and Hygiene factors from Herzberg. Relatedness Needs, includes the need to interact with others. This requirement corresponds to the affiliation needs of Maslow and Hygiene factors from Herzberg. Growth Needs is a need that encourages a person to have a creative and productive influence.

on oneself or the environment. Realization of the need for appreciation and self-realization of Maslow and motivation factors from Herzberg. (Koontz, 1990:121).

Research Method

This research is conducted using qualitative approach, as stated by Moleong (2007: 6) Qualitative research is research that aims to understand the phenomenon of what is experienced by the subjects. Qualitative research reports contain detailed descriptive terms on various matters related to the elements of the substance of the research and its context. By using a qualitative approach, researchers are trying to get as much information as possible about the phenomenon of the rise of coffee shops among college students in Jakarta. The method used in this research is phenomenology. Phenomenology is a methodological approach that includes a wide variety of methods. Phenomenology help researchers to enter in one's life and understand why they are experiencing that life. Phenomenology can do much more because it provides a way for researchers to dive deep within an event or experience to understand the lives experienced by their informants. (Daymon & Holloway, 2003, p. 146).

Data was collected in the aggregate, the data analysis is conducted inductively, and the results of qualitative research is more concerned with meaning rather than generalization. Deep research on the phenomenon of the coffee shop, aims to obtain a complete description of the behavior of customers ranging from the informants' motive of visiting a coffee shop to the habit of drinking coffee and flavored coffee of which they prefer. As data acquisition procedures of qualitative research, the research data were obtained from interviews and observations directly to the coffee shop. Resource persons in this study were 10 college students in Jakarta who regularly visits various coffee shop. The ten resource persons are: Zulfa Noor, Fitrah, Vira Tiara, Ekgi Dwi Nur, Citra Sugianti, Fitri, Widyo Mudji, Dwica Rina, and Hanni. They are given some questions related to the habit of drinking coffee brands, types of coffee they regularly drink as far as the reason of visiting a the coffee shop.

Findings and Discussion

Based on the results of interviews conducted to ten college students who regularly come to the coffee shop, the students expressed often come to the coffee shop between one to four times a month, and some

even could visit a coffee shop up to thirteen times a month. But there is also a state not too often only 5 or 6 times a year. The time of their visit is usually in the afternoon until nighttimes.

Time favored for visiting the coffeehouse by college students is partly admitted during weekdays, some of which visits when they feel bored, as in need someplace quiet to think, or when unwind before the weekend after leaving work, or even when gathering with friends, to pass the time, afternoon and night at weekends. Some coffee shops frequently visited are sipirok kopi, kopi OY, Journall, starbucks, watt coffee, J.CO, kedai kopi, Coffee paste bekasi, coffetiambekasi, anomaly coffe, gayanticoffe, othman's coffee, and cuppacoffe. The majority of the top ten sources more often come to the coffee shop in the middle compared to expensive coffee shops. For the price they prefer between eighteen thousand to fifty thousand rupiah.

Various reasons for choosing a coffee shop as a regular was because of the location that is close to where they live, close by where their friend (girlfriend) live, a strategic meeting with people, a sense of its coffee more pronounced, comfortable place, the location of the coffee shop is easy to find, famous brand of the coffee shops, the taste of the coffee itself, reasonably priced, many promotion programs, unique rooms, and fast wifi connection.

Enjoying desired coffee is the main reason why the informants always visit the same coffee shop. For those who want to keep changing the taste of coffee and try the other flavors they will usually visit different coffee shops as they are bored with a coffee shop frequently visited, which is why they want to try new places and taste the new coffee and a new menu. Sometimes it is not because of the taste of coffee they choose a shop but because of the location where it is located in a strategic area for a gathering point with friends.

Visiting a coffee shop does not simply mean one is a regular coffee enjoyer, from multiple sources which stated that they are not a fan of coffee, did not consume coffee at home but only in the tavern-coffee shop. But there are also those who simply are fans of coffee, who would prefer to visit the coffee shop for more delicious coffee at the coffee shop rather than at home to make a comparison. Some states coffee fans, although not particularly like, even if the drink at home only when staying up late waiting for a match night-football match. There are also

those who simply are a heavy coffee drinkers, almost every day and every place, at home, campus and other locations always consuming coffee.

The variant of the coffee preferred by informants are Mocha latte, coffee village, Arabica, Cappuccino, Green tea, Mochacino, Java Chip, Frapucino, Green tea latte, Vanilla Latte, Caramel Machiato, Coffe drift, Indochina, classic coffee and milk, ice cappuccino, ice cape latte, and coffee Americana.

The main purpose of the informants to visit the coffee shop is varied mostly expressed with just chatting with friends, spend leisure time hanging out with friends over coffee, meeting a business associates, eliminate the stress, complimenting snacks with coffee, filling time, relaxing, just updating status on social media e.g. path, doing the coursework, killing time while waiting for the movie theater schedule, a solitary place to be alone, and some number of the informants says that they need to find a WiFi network and fewer of them visits coffee shop just to get a taste of the coffee itself. The informants states that they visit the coffee shop not to follow the lifestyle of their friends, prestige or to be consider-in some ways-looks cool.

Coffee Shop and Social Action

Based on data collected as described above, the habit to come and drink coffee at the coffee shop shows the tendency of a person to get along within affiliated social groups. The basic nature of man as a social being is having inability to be alone by himself. Men as a social being will always find a friend to share and be dependent. It is a human tendency to choose friends who share the same habits, the same way of thinking, and of the same social group. Thus, a person will feel very comfortable when he gathers within the community. Thus the phenomenon of the coffee shop, where in view of the goal to come to the coffee shop is to meet with friends, looking for a place to just chatting with friends. This shows that the coffee shop is a means or a place that is used to interact with the friends. By having a convenient location and unique environment, a nice place to chat and hang-out. Coffee shop became a place of interest by college students to interact and associate with their social group. Thus, the phenomenon of the coffee shop here is a means of human social action as social beings.

Coffee Shop and Self Presentation

As social beings, and private individuals, other than the basic human needs to interact with others also have a feeling of wanting to be recognized

as part of a particular social group. A person in a particular social group, would feel that he is recognized by others inside and outside the group as part of the group if he is accustomed to hang-out in elite cafes (social class). This has to do with pride or prestige that later she would feel after having a coffee at the cafe. To be recognized and to be part of a particular group, the college students socialized and "hang out" in the place where his friends usually does, that is at the coffee shop. This is evident from the statements of students, which states that they are not a fan of coffee and do not drink coffee other than at the coffee shop, which means that the students come to the coffee shop is not for coffee but rather to fulfill the need to find a comfortable, unique and luxurious place to spend time, and chat with friends.

Coffee Shop and Lifestyle Transformation

When the coffee is focused on the dimensions of lifestyle, then we enter the issue of how changes in behavior patterns of consuming coffee and the cultural identity of the coffee drinkers continue to develop. In this regard, another issue that follows is a matter of social class disposition and tastes. The presence of "single origin" and espresso as well as ideas and devices such as Vietnam coffee drip, French press, mocha pot, siphon, pour over, etc., In terms of consumer behavior patterns we can see the difference before these things are present. In general, before the espresso and manual coffee tools are present, in Indonesia, in Jakarta in this case, by way of brewed coffee enjoyed, and filter-based fabric. In terms of cultural identity born from coffee yet complex activity. At that time, the consumption of coffee is merely a companion to chat or leisure activities and work under pressure. Indonesianism cultural identity in the brewed coffee has not been built in such a way. At the disposition of social class, drinking coffee is still seen as a common thing. A matter of taste, still preoccupied with the issue of what to drink, not how he drink the coffee.

Before cafes and hotels thrusting espresso-based drinks, as well as the proliferation of coffee shops, coffee drinking activity by the majority of people are still seen as a home-based activities. When small joint local food (*Warteg*) and small coffee shop starts to develop, room and spaces to enjoy coffee outdoors in various areas in Jakarta began to unfold. If at the present time people in Jakarta has a mindset about coffee shop as a main place to have a cup of coffee, the opposite of that happen before coffee

shop arise, people drink coffee at the local market, small joint local food (*Warteg*), and (*warkopburjo*-green bean porridge), and in some ways wheelbarrow serving drinks bottled participating selling coffee. In terms of demographics, most coffee lover at the site came from the lower middle class. Social class disposition attendance does not yet reflect the reification. The issue of taste was not to be something that needs to be dealt with in such a way. However, small joint local food (*Warteg*), and (*warkopburjo*-green bean porridge) an artifact that can not be removed in the reading of the historicity of coffee and lifestyle in Jakarta.

Once the hotel and cafe provider of espresso-based coffee drinks as well as international manufacturers such as Illy and Segafredo greet the people of Jakarta, there has been a shift in lifestyle. Especially when Starbucks is present in Indonesia in 2002. In terms of demographics, places of espresso-based coffee drinks, still dominated by the upper middle class. Through espresso, cultural identity, social class disposition, and tastes finds new forms, whether reflected in Indonesian identity, modernity, magnificent imagery, westernized, progress, and urbanity, etc.

One of the smallest unit of culture is information. When information about the coffee began to be preached and accessible to many people, like the idea of "*Specialty Coffee*" and "*single origin*", slowly but sure partook in development in other lifestyle. At this stage, the coffee started, although vague, is understood not just as "*what*", but "*how*" it is processed, served and drunk. The spread of information about coffee, particularly through the Internet, born (emergence) its own consumption behavior patterns.

The coffee transformation lifestyle rolling again as "*French Press*" and "*Vietnam Drip*" popularized. Plus when "*Pour Over*" and "*siphon*" follows, for coffee lovers see how coffee becomes complex. The transformation this time does not just occur at the end user level, even at the coffee shop. With easy access to the espresso tools coffee and espresso manual maker such as "*Presso*", coffee shops and small-scale start popping up in Jakarta, given the tools needed for it become lower. We also see the coffee booth inspired by Starbucks began to arise. Booths are even developed by way off franchising.

Conversations on "*single origin*" among coffee lovers come to polish the development of lifestyle. People started to be more specific when ordering or need a coffee. For example, ordering or looking for coffee from a specific area, such as Gayo, Toraja, and Java. Through the concept of "*single origin*" as well as small and medium coffee shop without using

an espresso machine had find their disposition. Later, coffee shops began boldly thrusting single origin coffee drinks served without an espresso machine. In the homes of single origin and specialty coffee lovers ensued change. Grinder begin to be owned so as to make a cup of coffee became available in additional ordinances, for instance milled coffee beans only when the coffee is about to be brewed.

Conclusions

Coffee shop phenomena and behavior of the visitors become an interesting issue to be investigated. The proliferation of coffee shops appear either because the needs of a human being as social beings to interact with other human beings, started just a place to "talk" to find a comfortable place to be alone and do other activities. The increasing need for a place to "hang-out" to meet and to interact with others who stir the coffee shop owners to open a coffee shop that are customized to the wishes of visitors. The owner of a coffee shop in addition to providing an attractive, unique and comfortable also provides some coffee flavors adapted to the increasingly varied visitors not only the men who came but also many women who come to the coffeeshop.

The emergence of coffee shops, proving that the copy is no longer just a cup of coffee. There is a social construction that is formed behind it. First, a person's tendency to hang out with his social group. The basic fact is not his own man. It will always find friends to share and dependent. A human tendency is to choose friends who have the same habits, the same mind, and of the same group. So, a person will feel very comfortable when they were together with the community. Secondly, the feeling of wanting to be recognized as part of a particular group. A person in a particular social group, will feel himself recognized by others within and outside the group as part of the group if it is used to copy the elite cafes. This has to do with pride or prestige that will be felt after copying in the cafe.

Urban consumption patterns that emphasize the brand image is the image of the urban lifestyle in big cities. They reflected on what they use, or their consumption. That lifestyle mobile, luxurious, and comfortable. This is then referred to as symbolic consumption; goods they consume symbolize 'who I am', and 'what my social status'. It is also influenced by the existence of globalization through the mass media. Which later gave rise to patterns of consumption as part of the urban lifestyle in big cities in developing countries, such as Indonesia

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