

Gaya Hidup, Budaya “Ngopi” di Coffee Shop, dan Identitas: Studi terhadap Gen-Z sebagai Konsumer Coffee Shop di Kota Jakarta = The Lifestyle, and Culture of Consuming Coffee in Coffee Shop, and Identity: A Study on Gen-Z as Coffee Shop Consumers in Jakarta

Donny Sutedi, author

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Abstrak

Studi ini meneliti gaya hidup, budaya “ngopi” di coffee shop, dan identitas di kalangan generasi Z sebagai konsumer coffee shop di Kota Jakarta. Beberapa tahun terakhir, konsumsi kopi di coffee shop telah berkembang menjadi suatu fenomena global yang mencerminkan gaya hidup masyarakat perkotaan dan konsumerisme. Dalam fenomena ini, generasi Z memainkan peran sentral dengan turut memproduksi makna dan praktik konsumsi kopi di coffee shop sehingga membentuk identitas dalam masyarakat perkotaan. Studi-studi sebelumnya mengenai konsumsi kopi di coffee shop pada generasi Z telah banyak membahas terkait bagaimana kaum muda menggunakan coffee shop sebagai ruang sosial dalam kehidupan sehari-hari. Dalam studi ini, konsumerisme dan taste menjadi unsur penting dalam mengkaji gaya hidup generasi Z dalam budaya “ngopi” di coffee shop yang dapat merepresentasikan identitas di kalangan mereka. Peneliti berargumen bahwa aspek simbolis dan taste dalam budaya “ngopi” di coffee shop berperan terhadap pengukuhan gaya hidup dan identitas kelas menengah kaum muda di perkotaan. Studi ini menggunakan pendekatan kualitatif dengan pengumpulan data dari studi literatur, wawancara mendalam, dan observasi partisipan terhadap konsumer kopi di coffee shop di Jakarta.

.....This study examines the lifestyle and culture of consuming coffee in coffee shops and the identity of Generation Z as coffee shop consumers in Jakarta. In recent years, coffee consumption in coffee shops has evolved into a global phenomenon reflecting urban lifestyle and consumerism. In this phenomenon, Generation Z plays a central role by producing meaning and coffee consumption practices in coffee shops, thereby shaping identity in urban society. Previous studies on coffee consumption in coffee shops among Generation Z have extensively discussed how young people use coffee shops as social spaces in their daily lives. In this study, consumerism and taste become crucial elements in examining Generation Z's lifestyle in the culture of consuming coffee in coffee shops that can represent identity among them. The researcher argues that symbolic aspects and taste in the culture of consuming coffee in coffee shops play a role in reinforcing the lifestyle and identity of the urban middle-class youth. This study uses a qualitative approach with data collection from literature studies, in-depth interviews, and participant observations of coffee shop consumers in Jakarta.