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Coffee culture: Gen Z and coffee shops

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ABSTRACT

The provision of restitution to victims of criminal acts is considered not optimal in its implementation with various problems such as from the regulatory aspect and at the level of implementing relevant stakeholders in the implementation of prosecutions. The results of this study will be presented by describing the data obtained through literature studies analyzed by quantitative methods. The study shows that there is a need for an arrangement that contains a substitute crime if the defendant or convicted person is not able to pay a replacement crime as a norm that becomes the legal basis for public prosecutors and judges in prosecuting and deciding cases. The problem arises due to the lack of comprehensive regulations regarding criminal charges in lieu of the payment of compensation, the non-regulation of criminal substitutes for the payment, and the nonregulation of the amount of the criminal substitute. The ideal arrangement in a criminal prosecution that is carried out comprehensively and correctly by the relevant parties is expected to provide legal certainty, justice, and expediency.

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INTRODUCTION

Coffee is a drink made from coffee beans that are brewed after going through several stages, ranging from roasting to making coffee powder. The tradition of drinking coffee has become a culture that has become a habit in descending and developing in Indonesian society (Pawera et al., 2020). This is influenced by the taste of coffee which can be enjoyed by all ages and can be easily obtained anywhere. Currently, drinking coffee is no longer a tertiary need, but has become a hobby and lifestyle of the community; especially in big cities in Indonesia (Foedinatha & Hartanto, 2022; Gunawan, 2023; Krisnayana, 2020; Putri et al., 2021). The influence of social media and technology has pushed the popularity of coffee culture to be wider (Adekunle & Kajumba, 2021; Anggreni et al., 2021; Caskey et al., 2021; Hwang et al., 2021; Wulandari et al., 2021).

This coffee phenomenon is not a coincidence, during the Dutch East Indies period, coffee became the VOC's preferred trading commodity. Initially, coffee bean seeds were brought to Indonesia to be cultivated by the Dutch East Indies government. In addition to being enjoyed, during the colonial period the indigenous people consumed coffee for ceremonies or traditional events, coffee was considered a symbol of unity and diversity, so it was served when welcoming guests, gatherings with extended families, weddings and kenduri. Drinking coffee during traditional ceremonies is one way to show a person's social status in the community, the higher the quality of the coffee served, the higher the social status of the owner.

Who would have thought that the Indonesian coffee industry is growing and popular, especially among young people. Along with the development of the times, culture has also undergone development, including coffee culture . The influence of globalization and modernization that caused a shift in the existing coffee culture. Currently, coffee shops function as a means of communication and social interaction as well as an intermediary media. Staying silent for a long time in a coffee shop is not without reason, some people use coffee shops as a meeting place with colleagues. For young people, especially generation Z, this hangout activity is also called coffee. Coffee shops are not just a place to sell coffee drinks, but also a place to gather

and chat, and even a place for people to gather to enjoy coffee. Culture connects humans with their environment.

As a result, coffee culture continues to develop to meet the needs of the times, along with economic and social changes in society. In today's era, cafes and coffee shops are used as meeting rooms, recovery rooms, and relaxation rooms, and it is not uncommon for people to use them as a place to work or negotiate business. Drinking coffee in coffee shops and in some regions and even countries, is no longer just to enjoy a sip of coffee, but has become the culture and daily routine of generation z, millennials and baby boomers.

Regarding Generation Z or Gen Z, it refers to the generation born from 1996 to 2012, after the Millennial Generation or Generation Y. Gen Z is a generation that grew up in the digital era, where technology and social media have become the most important part of their lives. He is also aware of technological advances. Gen Z has a high level of awareness about issues that are happening in the surrounding environment, they are also often trend pioneers or trendsetters in cyberspace, Generation Z also often voices their opinions on social media. In addition, Gen Z is also known as a creative, innovative and highly imaginative generation. They are accustomed to the rapid and dynamic changes and adjustments in their lives. This ability to adapt quickly can be a driver for Indonesia to face such rapid economic and technological changes. Generation Z is often referred to as sensitive to emotional changes, they are often considered to have a weak or spoiled mentality. However, this does not mean that they are more prone to suffer from mental health problems than other generations. Generation Z is also living in the midst of challenging situations, such as the pandemic, pressure from social media, academic demands, and uncertainty about the future. Another uniqueness of Gen Z is the development of technology that provides opportunities for children to receive and access information from various sources and from different parts of the country. This means that Gen Z is a Generation with a very critical approach to information, which is carried away in their daily lives.

Coffee shops in Indonesia are one of the fastest-growing businesses in the last five years. The development of this coffee shop business is also seen in Cirebon City. This is marked by the number of coffee shops popping up in almost every corner of Cirebon City and Regency. Each coffee shop has its own characteristics that will attract the hearts of its customers. According to Wandi Sofyan, Head of Tourism of Cirebon City, explained that there are around 300 more coffee shops in Cirebon in 2021 (Hasyim, 2021). To be able to survive and remain the coffee shop of choice for the community, each coffee shop must be able to have a unique concept to attract the attention of visitors. Because the more coffee shops there are in Cirebon, the higher the level of competition will be. The reason why the author is interested in this title is because in the current era Gen Z is more interested in enjoying coffee at Coffee Shops than in other places and why coffee can become a culture for Gen Z.

Based on previous research Khakamulloh et al. (2020), there are differences in the subjects studied, where the author focuses on research subjects who are classified as generation Z in Cirebon City. Based on this background, this study focuses on researching: (1) How is the communication pattern that occurs in the Coffee Culture in Coffee Shop in the Generation Z Era (2) What is the impact in the Coffee Culture in the Coffee Shop in the Generation Z Era: with the aim of: (1) To find out how the communication pattern that occurs in the Coffee Culture in Coffee shops in the Generation Z Era (2) To find out the impact of Coffee Culture in Coffee shops in the Generation Z Era. Overall, the research contributes by filling a gap in understanding how Generation Z interacts and is influenced by coffee culture in a specific urban context.

METHOD

This research was conducted on visitors who were enjoying coffee at a coffee shop which would be the researcher's goal. The method used in this study is a qualitative research method, with a type of Communication Ethnography approach. This research aims to investigate emerging communication patterns and processes, including unique events, that are usually carried out by community groups in sociocultural contexts. The subject of the study was coffee drinkers who visited coffee shops, and the criteria for selecting coffee shops were coffee consumption and the number of visits to the coffee shop. The snowball sampling technique was used in this study.

The researcher uses interviews, observations, documentation, and literature studies. The data collection technique in this study uses primary data, namely observation. Observation is carried out directly and participatory. In this study, researchers enter a café as a buyer and at the same time observe the behavior of coffee drinkers inside the café. Next, the researchers conducted interviews with coffee shop owners to provide an overview of the concept of coffee shops and coffee drinkers in coffee shops, as well as capture the deep meaning of how communication and coffee consumption behavior have become a community consumption culture. Interviews are conducted continuously by researchers until complete data is available.

The observation technique is carried out by the researcher to get an overview of the focus of the problem to be studied at the research location. Interviews, the data collection technique used in this qualitative research emphasizes more on interview techniques, especially interviews. The use of this method is based on two

reasons. First, researchers can use interviews to learn what their research subjects know and experience. The interview method used in this study uses interview guidelines that contain questions that can be asked to the informant. This is solely to facilitate conducting interviews, data and information mining. Finally, literature study, which is a data collection technique by studying literature, books, documents and other written sources related to the problem that the researcher needs and then as reference material and research reference.

According to Stella Ting-Toomey, there are several characteristics of intercultural communication, the first characteristic, symbolic exchange, refers to the use of verbal and non-verbal symbols between at least two individuals to achieve a common meaning. The second characteristic, process, refers to the interdependent nature of intercultural encounters. After two strangers make cultural contact and attempt to communicate, they enter into an interdependent relationship. Furthermore, intercultural communication is an irreversible process because the recipient can form different impressions even in terms of repetitive messages at the same time. The third characteristic, different cultural communities, is defined as a broad concept. A cultural community refers to a group of individuals interacting in a restricted unit that enforces a set of shared traditions and ways of life. The fourth characteristic, negotiating common meaning, refers to the general purpose of any intercultural communication encounter. In intercultural business negotiations or intercultural romantic relationships, the first level of our concern is that there is a desire for the message to be understood. The last characteristic, interactive situations, refers to the interaction scenes of diadik meetings. An interactive scene between two individuals giving and receiving each other.

RESULTS AND DISCUSSION

In the era of Generation Z which is increasingly modern and technology is increasingly sophisticated, Coffee Culture in coffee shops is also becoming increasingly popular. Coffee Shop or coffee shop is now not only a place to drink coffee, but a place to gather, work, study, so as to provide a relaxed and comfortable atmosphere for its visitors.

Communication patterns consist of 3 types, namely one-way communication, one-way communication, which is the process of conveying messages from communicator to communicator through a medium or without using media, without producing a response or feedback from communicators. In this case, the communicator only acts as a listener. Two-way traffic communication is the process of delivering messages from communicator to communicator, and communicators and communicators exchange functions in communicating. However, in essence, the one who starts a conversation is the main communicator, the main communicator has a certain goal through the communication process, the process is dialogical, and feedback occurs directly. Multi-directional communication (all channels) is the process of sending messages that involve more than two or more people and form a communication group, and exchange ideas with each other dialogically. This communication pattern affects the atmosphere or harmony of a group or community.

Basically, every individual or group of Generation Z within the scope of a coffee shop, in addition to having a social culture and communication culture, they also have uniqueness and even harmony in their internal scope. This is essentially that every individual or group has one or more cultures, both social culture and communication culture. In an association there must be interaction, interaction is an unavoidable situation between an individual and another individual or group, because in an association it will definitely produce an interaction both in the scope of individuals and in the scope of groups. In the process of communicating, each individual or group cannot be limited by different social identities and backgrounds. Communication that is commonly used within the scope of Coffee shops in the Generation Z era is using verbal communication and nonverbal communication. Within the scope of Coffee shops in the Generation Z era, there is a process of conveying a message from communicator to communicator using written or oral (oral). Generation Z in the scope of coffee in coffee shops have a harmonious relationship with each other, they have a bond of friendship, friendship or brotherhood. Verbal communication occupies a large portion, because in fact the delivery of an idea, idea, thought or decision will be easier to convey using verbal communication compared to nonverbal communication. Meanwhile, nonverbal communication is the process of conveying messages using individual gestures in communicating without words. Individuals who convey messages will automatically use their gestures to support the communication process that occurs. Therefore, nonverbal communication is fixed and always exists in the communication process. In the culture of Coffee in Coffee shops in the Generation Z era, each individual or group has a different cultural background.

Communication Patterns that Occur in Coffee Culture in Coffee Shops in the Generation Z Era

A communication pattern is defined as a form or pattern of communication that occurs between two or more people in the process of communication in the right way so that the message in question can be understood (Sentosa, 2015).

Some characteristics of cultural communication according to Toomey (1999):

1) First, symbolic exchange refers to the use of verbal and non-verbal symbols between at least two individuals to achieve a common meaning: According to the owner of the Vespa Coffee shop in

Cirebon City, verbal communication is more dominant when they gather, because in fact they tend to be more active in communicating orally, but it is undeniable that non-verbal communication is still used, because when communicating they use words which involves body movements to convey a message.

2) The second characteristic, process, refers to the interdependent nature of intercultural encounters. After two strangers make cultural contact and attempt to communicate, they enter into an interdependent relationship. Furthermore, intercultural communication is an irreversible process because the recipient can form different impressions even in terms of repetitive messages at the same time: In the association at Vespa Coffee they are interdependent, in addition to being interdependent, they also influence each other, because they need a place to exchange ideas, tell stories, or just complain.
3) The third characteristic, different cultural communities, is defined as a broad concept. A cultural community refers to a group of individuals interacting in a restricted unit that enforces a set of shared traditions and ways of life. According to one of the visitors at Vespa Coffee, cultural differences usually occur in an association, starting from speech styles and habits.
4) The fourth characteristic, negotiating common meaning, refers to the general purpose of any intercultural communication encounter. In intercultural business negotiations or intercultural romantic relationships, the first level of our concern is that there is a desire for the message to be understood. As one of the speakers at Vespa Coffee said, the relationship between the speakers and their group has a harmonious relationship, because they have a strong bond with each other, resulting in a harmonious relationship.
5) The last characteristic, interactive situations, refers to the interaction scenes of diadik meetings. An interactive scene between two individuals giving and receiving each other. One of the visitors at Vespa Coffee said that in the communication they established with their group, there was a two-way communication that was mutually beneficial.

According to the results of the interview above, the communication pattern of coffee culture in coffee shops in the era of Generation Z has also experienced significant development. Generation Z is known as a generation full of creativity, innovation, and a desire to connect with others. Therefore, coffee shops are a suitable place for Generation Z to express themselves, express themselves, and socialize with others. The average visitor at Vespa Coffee Shop is college students and high school students.

Gen Z is very active on various social media platforms such as Instagram, Tik Tok and so on. In addition to purchasing power, the rapid development of technology, especially social media, has also influenced the emergence of the phenomenon of drinking coffee among Gen Z. Social media plays a big role in shaping the interest and habit of drinking coffee among Gen Z (Haqiya, 2023). They often share their coffee experiences at their favorite coffee shops, review the menus they try, and upload photos or videos while they are having coffee with friends. Social media is a means to share and connect with their friends, as well as to find recommendations for new coffee shops that are popular.

Some visitors from coffee shops or coffee shops, the reason why they choose coffee shops in Cirebon City as a place to enjoy coffee is because, the place is comfortable, the taste of coffee is different from others, and it has become a comfort place for Gen Z.

Based on the results of interviews from visitors to coffee shops in Cebon City, in addition to social media, other communication patterns that often occur in coffee shops in the era of generation Z are casual conversations and discussions about various interesting topics. Coffeeshop is a comfortable place to exchange ideas, share stories, or even discuss topics that are trending, they often talk about various things such as, fashion, business plans, automotive, sharing and exchanging stories and other casual chats, so often they will discuss these topics while enjoying a cup of coffee.

Coffee culture has become an important part of the lifestyle for some Indonesian people, especially Generation Z who is a generation that is used to technology and information. Coffee shop is a favorite place for Generation Z to have coffee, not just to drink coffee, but also as a place to socialize, work, study, or just to relieve fatigue, and meet their partners. The communication pattern that occurs in the Coffee Culture in Coffee Shops in the Generation Z Era has its own characteristics that distinguish it from previous generations.

In addition, the communication pattern in Coffee Culture in Coffee shops in the Generation Z Era is also characterized by a wider variety of topics of conversation. Generation Z is a generation that has diverse interests and insights, so the conversations that take place over coffee at coffee shops can range from topics around music, fashion, traveling, their respective stories to politics and social issues. This proves that Generation Z has the desire to continue learning and exploring new things, including through social interaction at coffee shops. In addition, the communication pattern in the Coffee Culture in Coffee Shops in the Generation Z Era is also characterized by diversity in the way of speaking and speaking. Generation Z is a generation that lives in the era of globalization, so they have wider access to cultures and languages from various countries. This is

reflected in the way they interact in coffee shops, where they often use vocabulary or slang derived from English or other foreign languages. They also tend to be more creative in using language and humor in communicating, thus making the atmosphere in the coffee shop more cheerful and fun.

It can be seen that some people who go to coffee shops or hang out at coffee shops are different from people who usually consume coffee only for their own needs or meetings with business partners. Nowadays, going and hanging out at coffee shops has become a popular culture in itself. Being in a coffee shop is not only buying food and drinks but also buying the values that arise from coffee at the coffee shop. In today's society, people who hang out in coffee shops are just to get a social status that is considered high by others.

The communication pattern in Coffee Culture in Coffee Shops in the Generation Z Era is also marked by the use of social media as a means to share experiences. Coffeeshop is an instagramable place for Generation Z, where they often capture the moment while having coffee and share the photo or video on social media and they choose to spend time at the coffee shop because it is a comfortable and trendy place, therefore there is a difference in coffee culture between generation Z and previous generations. They also often give reviews or recommendations for the coffee shops they visit, so that they become a reference for their friends who also like coffee. With the increasing public interest in coffee consumption, coffee shop owners are competing to make the interior of their shops look more attractive. The interior of a coffee shop has a huge influence on coffee sales.

Generation Z is more open to differences and diversity, so that the communication patterns contained in coffee culture become more dynamic and creative. They are good at using technology as a means of communication and information sharing. Thus, Coffee shop is not only a place to drink coffee, but also a place to gather, discuss, and exchange experiences in a more comfortable and pleasant atmosphere.

The Impact of Coffee Culture in Coffee Shops in the Generation Z Era

Coffee culture in coffee shops is now increasingly popular among Gen Z. Generation Z is a group of people born between 1997 and 2012 who have different characteristics compared to the previous generation. They are more open to technological developments and modern lifestyles. Therefore, the coffee culture in coffee shops has also become part of their growing lifestyle. In this case, there are several impacts caused in the coffee culture in coffee shops in the era of generation Z.

According to the owner of Vespa Coffee, the impact of coffee culture is very beneficial for the owner, financially. Because sometimes many groups or individuals visit Vespa Coffee to just enjoy coffee or strengthen friendship. In addition, the average customer who comes to the Vespa Coffee shop is Generation Z, they have a positive impact on the owner, namely by increasing brand awareness, Generation Z visitors often share their experiences on social media, so as to make people aware of the existence of Vespa Coffee, and encourage them to visit Vespa Coffee.

Coffee culture not only has an impact on the owner, but also visitors who enjoy coffee at Vespa Coffee. The coffee shop has its own space for its visitors. Coffee shops provide a comfortable and attractive place for their visitors. Vespa coffee is a safe and relaxing place for Generation Z to meet their friends, and can also create new relationships. The owner of the Vespa Coffee shop said that visitors to Vespa Coffee often spend their time just enjoying coffee while talking with their friends. In addition to small talk, they often spend time in shops to discuss, share stories or experiences and even have informal meetings.

Coffee culture not only has a positive but also negative impact, such as wasting time, consumptive behavior and health problems. In addition, some teenagers feel comfortable sitting and chatting with their friends until they forget the time without realizing that they have spent hours, the calm and inspiring atmosphere of the coffee shop in the coffee shop also makes it easier for Generation Z to focus and be productive in doing work or studying. Drinking coffee has become a trend that has emerged in society and has even formed as one of the cultures. The increasing public need for coffee has provoked the emergence of coffee shops and coffee shops. On the other hand, the need for modernization has increasingly emphasized the reality of coffee shops as a lifestyle, and coffee shops have now become a gathering place for people, a meeting place for young people, a convenient hangout place, and a place for breakfast has become a place.

Visitors can take a break while drinking coffee or chatting with colleagues. The habit of spending free time and spending money to drink coffee at coffee shops has become an activity and lifestyle.

It can be seen that there has been a change in the culture of drinking coffee in society from the colonial era to the modern era. This change occurred due to a change in the purpose of coffee consumption, in the past people enjoyed coffee to relax and socialize, but in this modern era, drinking coffee has become a lifestyle for people, especially the younger generation.

Generation Z often views coffee shops as a creative and inspiring place to develop new ideas and their passion. In addition, the culture of drinking coffee in coffee shops can lead to caffeine addiction for Generation Z. Consuming too much caffeine can lead to sleep disturbances, anxiety, and other health problems.

CONCLUSION

Coffee culture in coffee shops has become a crucial aspect of Generation Z's social life, providing a space for interaction, communication, and building social relationships. This culture evolves to meet the needs of the times, economic and social changes. Generation Z uses relaxed, expressive, and dynamic language, often using informal slang, abbreviations, or emoticons to express their feelings and opinions. The coffee shop culture in Generation Z focuses on discussion, debate, and idea exchange, fostering open and argumentative discussions on various topics. This openness helps Generation Z gain insight into trending issues and improves their understanding. Coffee shops also serve as a platform for Generation Z to support each other, build a sense of togetherness, and increase solidarity. They share stories, ideas, and experiences, creating a deep sense of togetherness and fostering strong social relationships.

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