

STUDI FENOMENA GAYA BARU KAUM MUDA YANG GEMAR MENGUNJUNGI *COFFEE SHOP* DI KOTA YOGYAKARTA

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ABSTRAK

“Studi Fenomena Gaya Baru Kaum Muda yang Mengunjungi *Coffee Shop* di Kota Yogyakarta” Skripsi Jurusan Ilmu Komunikasi. Universitas Mercu Buana Yogyakarta. Penelitian ini menjelaskan tentang fenomena keberadaan *Coffee Shop* terhadap gaya hidup kaum muda di Yogyakarta. Penelitian ini bertujuan untuk mengetahui fenomena gaya hidup kaum muda yang mengunjungi *Coffee Shop* dengan teori dari Peter L. Berger & T. Luckman (Realitas Sosial, Objektivitas & Internalisasi, Budaya & Sosial). Metode yang digunakan dalam penelitian ini adalah Kualitatif deskriptif melalui observasi, wawancara dan dokumentasi. Penelitian ini menggunakan teknik pengambilan purposive sampling. Pertimbangan dalam pengambilan sampel akan ditentukan sesuai pada kualitas informasi partisipan yang tepat yaitu kaum muda yang mengunjungi kedai kopi. Hasil penelitian menunjukkan fenomena gaya hidup yang diciptakan melalui *Coffee Shop* seperti adanya aktivitas nongkrong bersama teman, mengobrol, diskusi mengenai pekerjaan, mengerjakan tugas kuliah dan tugas kantor. Serta hasil penelitian menunjukkan adanya ketertarikan kaum muda terhadap *Coffee Shop*, sehingga kaum muda sangat senang mengunjungi *Coffee Shop*. Fenomena yang terjadi menunjukkan bahwa keberadaan *Coffee Shop* merupakan salah satu gaya hidup kaum muda pada saat ini. Dimana *Coffee Shop* sudah menjadi tempat untuk memfasilitasi kaum muda dalam melakukan aktivitas, minat serta opini seseorang sehingga menciptakan gaya hidup kaum muda pada saat ini.

Kata Kunci: Gaya Baru, *Coffee Shop*, Kaum Muda.

***STUDY OF THE NEW LIFESTYLE PHENOMENON OF YOUNG PEOPLE
WHO ENJOY VISITING COFFEE SHOPS IN YOGYAKARTA CITY***

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ABSTRACT

"Study of the New Lifestyle Phenomenon of Young People who Enjoy Visiting *Coffee Shops* in Yogyakarta City" Thesis of the Department of Communication Studies. Mercu Buana University Yogyakarta. This research explains the phenomenon of the existence of *Coffee Shops* towards the lifestyle of young people in Yogyakarta. This study aims to understand the phenomenon of the lifestyle of young people visiting *Coffee Shops* with the theory of Peter L. Berger & T. Luckman (Social Reality, Objectivity & Internalization, Culture & Social). The method used in this research is descriptive qualitative through observation, interviews, and documentation. This research uses purposive sampling techniques. Considerations in sample selection will be determined according to the quality of participant information, namely young people who visit *Coffee Shops*. The results of the study show the phenomenon of lifestyle created through *Coffee Shops* such as hanging out with friends, chatting, discussing work, doing college assignments, and office tasks. The results also indicate the interest of young people in *Coffee Shops*, so young people are very happy to visit *Coffee Shops*. The phenomenon that occurs shows that the existence of *Coffee Shops* is one of the lifestyles of young people at present. Where *Coffee Shops* have become a place to facilitate young people in activities, interests, and opinions, thus creating the lifestyle of young people at present.

Keywords: New Lifestyle, *Coffee Shop*, Young People.