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EXPLORING COFFEE SHOP AND SHARING GENERATION Z COMMUNICATION EXPERIENCES IN SOUTH JAKARTA ON TIKTOK

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Abstrak

Keberadaan kedai kopi dan *cafe* telah menjadi simbol yang mewakili gaya hidup anak muda. Generasi muda memanfaatkan kedai kopi untuk berbagai tujuan, termasuk belajar bersama teman, berkumpul, berdiskusi, dan mengerjakan pekerjaan kantor. Pengalaman berkunjung ke *coffee shop* kini menjadi salah satu topik menarik untuk dibagikan di sosial media. Penelitian ini bertujuan untuk mengetahui motif *because of* dan motif *in order to* dalam menjelajahi *coffee shop* dan berbagi pengalaman komunikasi ala generasi Z Jakarta Selatan di media sosial TikTok. Jenis penelitian yang digunakan adalah kualitatif dengan metode fenomenologi untuk menjelajahi fenomena yang dialami individu secara holistik. Pengumpulan data dilakukan melalui observasi, wawancara semi terstruktur, dan dokumentasi. Hasil penelitian menemukan bahwa *because of motive* Generasi Z menggemari kunjungan ke *Coffee shop* bukan hanya karena kecintaan mereka terhadap kopi, tetapi juga karena berbagai faktor lain yang menjadikan *Coffee shop* sebagai tempat multifungsi dalam kehidupan sehari-hari mereka. *In order to motive* dari berbagi pengalaman di *Coffee shop* melalui media sosial TikTok bisa karena individu ingin mengekspresikan kecintaan mereka pada kopi, atau berbagi pengalaman, dan memberikan rekomendasi bagi pengikut mereka. Penelitian selanjutnya dapat dilakukan menggunakan metode kuantitatif untuk melengkapi penelitian yang sudah ada.

Kata Kunci: Coffee Shop, Generasi Z, Pengalaman komunikasi, pengunjung, TikTok

Abstract

The existence of coffee shops and cafes has become a symbol that represents the lifestyle of young people. The younger generation uses coffee shops for various purposes, including studying with friends, hanging out, and doing works. The experience of visiting a coffee shop has now become an interesting topic to share on social media. This research aims to determine the because of motive and the in order to motive in exploring coffee shops and sharing communication experiences in the style of generation Z in South Jakarta on TikTok social media. The type of research used is qualitative with phenomenological methods to explore phenomena experienced by individuals holistically. Data collection was carried out through observation, semi-structured interviews, and documentation. The research results found that because of motive, Generation Z enjoys visiting coffee shops not only because of their love of coffee, but also because of various other factors that make coffee shops a multifunctional place in their daily lives. In order to motive for sharing experiences at coffee shops via social media TikTok could be because individuals want to express their love for coffee, or share experiences, and provide recommendations to their followers. Further research can be carried out using quantitative methods to complement existing research.

Keywords: Coffee Shop, Communication Experience, Generation Z, TikTok, Visitors



INTRODUCTION

Exploring coffee shop featured on TikTok has become a trend among Indonesians. According to the International Coffee Organization Indonesia (2017), the coffee industry in Indonesia has experienced rapid growth, with a shift in consumer preference from beverage stalls to coffee shop in recent years (Rahmawaty et al., 2022). The Data Center and Agricultural Information System of the Ministry of Agriculture (2018) projects that domestic coffee consumption will grow to 370,000 tons, in line with the increasing number of coffee shop in Indonesia. Coffee shop now offer a variety of coffee from different regions, as well as tea and light snacks. Spending time at coffee shop has become a lifestyle, especially for Generation Z, aged 18 to 26 (Putri, 2020). This generation, born in an era of rapid technological advancement, integrates the internet into their daily lives (Aeni, 2022)

Generation Z strong digital skills and familiarity with technology have shaped them into a unique generation. Although they are accustomed to digital interactions, they also crave direct social experiences, such as exploring coffee shop and sharing their experiences on TikTok. Coffee shop have become popular hangouts for young people to study, socialize, and work, with aesthetically pleasing interior designs capturing their attention (Safitri et al., 2019). In South Jakarta, coffee shop are flourishing with various Instagrammable concepts to attract customers.

According to Kurniawan (2019), there are nearly 3,000 cafes and coffee shop in Indonesia, with Jakarta being the fastest-growing area. The coffee-drinking culture has become a unique means of

communication, especially in South Jakarta, where people from various backgrounds meet and share experiences. The experience at coffee shop is increasingly intertwined with TikTok, particularly among Generation Z. TikTok allows them to share unique moments and spark new trends related to coffee culture. Visitors to coffee shop can share their experiences, from the ambiance to the menu, inspiring other users.

This study offers insights into Generation Z lifestyle, particularly their habits of visiting coffee shop in South Jakarta and how they communicate in the digital age using TikTok. Generation Z, open to social, environmental, and technological issues, leverages technological changes in their lives. Although often perceived as narcissistic due to selfie posts, Generation Z also shows humility in their travel experiences (Haddouche & Salomone, 2018). The presence of coffee shop enhances the quality of life for young people with comfortable atmospheres and substantial patronage (Ratnasari, 2022). The use of social media as a marketing tool significantly influences purchasing decisions (Listiyani et al., 2023). Research into Generation Z communication experiences at coffee shop and their sharing on TikTok is compelling. The aim is to understand the "because of" motives that identify why Generation Z chooses a specific coffee shop and shares their experiences on TikTok, as well as the "in order to" motives that reveal the goals they seek to achieve through these activities.

THEORETICAL REVIEW

The term "phenomenology" derives from the Greek words "phainomenon," meaning phenomenon or appearance, which allows an event to be understood clearly and fully. Phenomenology explores phenomena based on an individual's experience of a particular issue, where each interaction involves sending signals to other individuals who are assumed to have a similar perception of reality (Haryanto, 2012). Schutz proposed two types of motivation: "because of" motives and "in order to" motives. "Because of" motives are the fundamental reasons behind someone's actions, while "in order to" motives describe the goals they aim to achieve. Understanding individual actions requires considering both types of motives (Ningsih & Pambudi, 2015).

Communication experience is the result of information exchange involving the process of conveying meaning through messages. Communication, as an interaction, creates experiences where individuals engage in encoding and decoding messages influenced by subjective interpretation based on their experiences (Mailasari & Wahid, 2020). Generation Z, born between 1995 and 2010, is highly skilled in using technology and the internet, making social media a platform for expressing their emotions (Sladek & Grabinger, 2014). They possess broad global insights and frequently interact with people from various countries.

With around 130 million social media users in Indonesia, these platforms allow users to create and share information. TikTok, launched in 2016, has become a popular platform for short music videos and was downloaded over 700 million times by 2019, with the majority of its users being

Generation Z in Indonesia (Kusuma, 2020). Coffee shop, offering coffee and other non-alcoholic beverages, have become significant venues for social and cultural experiences. The history of coffee shop dates back to 1475 in Constantinople, Turkey, and the coffee-drinking culture spread to Europe, creating spaces for social and productive activities (Nestiti dkk, 2022). Consumer preferences for the ambiance and function of coffee shop make them an essential part of modern life, especially for Generation Z, who often use social media platforms like TikTok to share their experiences.

IMPLEMENTATION METHOD

This study employs a qualitative research methodology to gain an in-depth understanding of the phenomena experienced by research subjects, including their actions, motivations, and perceptions, as proposed by Moleong (2022). The research uses a verbal descriptive approach in an authentic setting to explore the phenomena of coffee shop and Generation Z sharing experiences in South Jakarta. The methods used include in-depth interviews, focus group discussions (FGD), observation, content analysis, virtual methods, and life history or biography tracing, as suggested by Henink in (Haryono, 2020). Phenomenology aims to explain the significance of individual experiences shared by many related to specific concepts (Moleong, 2022).

The informants in this study are Generation Z individuals who share their experiences through TikTok. The criteria for informants include being Generation Z, residing in South Jakarta, aged 18-26 years,

frequently visiting coffee shop, and being active on TikTok. Data collection techniques include observation, interviews, and documentation. Observation is conducted non-participantly to obtain an objective perspective, while interviews are conducted in an unstructured manner to allow participants to freely express their views and opinions (Kriyantono, 2021). Documentation involves gathering data from relevant documents, archives, or recordings (Mulyana, 2020).

Data analysis involves data condensation to identify key information, presenting data in narrative form, and developing conclusions based on observations, interviews, and documentation, following Miles & Huberman in (Latifah & Supena, 2021). The research is conducted from March to July 2024 in South Jakarta. The location of the study was chosen based on its relevance to the research theme and objectives to ensure that the data collected aligns with the research focus.

RESULTS AND DISCUSSION

Because of Motive

Generation Z is increasingly drawn to coffee shop not just for their love of coffee, but also because coffee shop offer multifunctional experiences that fit into their daily lives. In South Jakarta, coffee shop have become popular choices because they provide a comfortable atmosphere for studying, working, and socializing, with amenities such as WiFi and aesthetically pleasing interior designs. For Gen Z, enjoying various types of coffee is part of a holistic experience that involves both taste and ambiance, making it an integral part of their lifestyle. Coffee culture for

Generation Z goes beyond just drinking coffee—it represents an opportunity to share social moments and express themselves on social media. They frequently capture and share their coffee experiences on platforms like TikTok and Instagram, which not only serve as communication tools but also as sources of inspiration and recommendations for hangout spots. Social media plays a crucial role in shaping their preferences, with TikTok in particular serving as a primary platform for discovering and exploring coffee shop that offer Instagrammable settings.

This phenomenon is also driven by FOMO (fear of missing out), where Generation Z feels compelled to stay updated with the latest trends shared on social media. This increases their interest in coffee shop that not only offer high-quality coffee but also provide an attractive and comfortable atmosphere for sharing moments with others. Social media, with its ability to expand the reach and visibility of content through hashtags and interactions, plays a key role in determining their choices and enhancing the appeal of coffee shop. Therefore, Generation Z preference for coffee shop is significantly influenced by a combination of their love for coffee, the need for satisfying social experiences, and the active influence of social media. South Jakarta is a preferred location for them as it strikes a balance between the hustle of a major city and a cozy atmosphere, contributing to enjoyable experiences and inspiring social interactions.

In Order to Motive

Sharing experiences at coffee shop through TikTok offers various benefits for Generation Z. The platform allows them to express their love for coffee and showcase unique places they visit in an engaging and

aesthetic manner. TikTok, with its short video format, facilitates the display of the atmosphere and decor of coffee shop, while also providing recommendations to their followers. Additionally, sharing these experiences enhances social interactions, stimulates discussions, and creates opportunities for collaborations with local brands, which can provide economic benefits for content creators. However, not all experiences at coffee shop are positive. Sometimes, Generation Z encounters issues such as poor service or unsatisfactory coffee quality. Despite this, negative experiences can also serve as constructive feedback for improvements and offer customers a chance to voice their complaints directly or through social media in a more subtle form of criticism.

Generation Z also leverages consistency in posting content on TikTok to boost engagement and interaction. They recognize that TikTok, with its broader exposure and more active interaction compared to Instagram, is an ideal platform for lifestyle content. The use of hashtags on TikTok plays a crucial role in increasing content visibility and helping audiences find relevant information or recommendations. This study indicates that Generation Z motivation to visit coffee shop and share experiences on social media is interconnected, with social media playing a significant role in influencing their choices and behaviors. Understanding these motivations can help coffee shop tailor their marketing strategies and services. Furthermore, future research could explore other factors such as location, pricing, and promotions, and compare Generation Z behavior in different regions to gain broader insights.

CONCLUSION

This study reveals the motivations of Generation Z in exploring coffee shop and sharing their experiences on TikTok. Generation Z is drawn to coffee shop not only because of their love for coffee but also due to their multifunctional nature as places for studying, working, and socializing. They enjoy the variety of coffee and the aesthetic atmosphere of coffee shop, which also serve as venues for self-expression and social networking through social media. The motivation to share experiences on TikTok includes providing recommendations to followers, gaining recognition and interaction from an audience with similar interests, and attracting the attention of local brands and businesses for beneficial collaboration opportunities. This study shows that Generation Z behavior in this context is influenced by both intrinsic and extrinsic motivations, reflecting how they leverage technology and social media to fulfill their social and aesthetic needs.

Future research is suggested to apply quantitative methods to develop theories on motivations in digital communication. Additionally, Generation Z is encouraged to use TikTok as a platform for self-expression by sharing authentic content that reflects their personality, in order to build a strong and appealing digital identity.

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