

FEMALE COFFEE LOVERS' CONSUMPTIVE LIFESTYLE AT ESPRESSO BEACH CAFÉ IN PARIAMAN

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Abstract

This research was entitled Female Coffee Lovers' Consumptive Lifestyle at Espresso Beach Café in Pariaman. This study was a kind of illustrative subjective exploration that highlighted field research and did not put aside the concentration of writing that intended to describe the impolite behavior of female coffee lovers at Espresso Beach Café in Pariaman. The investigation strategy used in this research was purposive investigation. The informants taken in this study were female coffee lovers at Espresso Beach Cafe in Pariaman. The techniques used for collecting data were interviews, observations, and documentation. The results of this research showed that the quality of female coffee lovers was observed from their lifestyle and their public activities that spent a lot of energy with their friends. The inspiration for female coffee lovers was to satisfy their desires, supported by financial assistance and close friends that made female coffee lovers feel more comfortable in their exercise. The spendthrift behavior of female coffee lovers was in choosing the place, the type of the drink, the friends, friends' nicknames, time according to their assumptions, how to drink a drink, and the environment while drinking and saving pocket money.

Keywords: Lifestyle, Female Coffee Lovers, Coffee Shop.

Abstrak

Kajian ini merupakan semacam eksplorasi subjektif ilustratif yang menyoroti tentang “Gaya Hidup Konsumtif Wanita di Espresso Beach Cafe Pariaman”, penelitian ini tidak mengesampingkan konsentrasi penulisan yang bermaksud menggambarkan cara tidak sopan perilaku para wanita pecinta kopi di Espresso Beach Café Pariaman. Strategi pengumpulan data yang digunakan dalam kajian ini menggunakan *purposive sampling*. Lokasi yang diambil dalam penelitian ini adalah para wanita di Espresso Beach Café Pariaman yang mendapat kesempatan untuk mengkonsumsi kopi. Strategi pengumpulan informasi yang digunakan adalah wawancara, observasi dan dokumentasi. Hasil penelitian ini menunjukkan bahwa kualitas yang dimiliki wanita yang menyukai kopi terlihat dari gaya hidup dan aktivitas publik mereka, menghabiskan banyak energi dengan teman-teman mereka. Inspirasi bagi para ahli kopi wanita adalah untuk memuaskan hasrat mereka, didukung oleh bantuan keuangan dan pasangan yang membuat para pecinta kopi wanita lebih nyaman dalam latihan penggunaan mereka. Perilaku boros yang dilakukan para wanita penikmat kopi adalah dengan memilih tempat coffeshope, jenis minuman, memilih teman minum kopi, waktu untuk *nongkrong*, cara meminum, dan berusaha menghemat uang saku.

Kata Kunci: Gaya Hidup, Wanita Pecinta Kopi, Coffee Shop.

Introduction

At the beginning, drinking coffee in Indonesia has been done by people since a long time ago. It is because Indonesia is one of the most amazing coffee bean makers (barista) in the world. No wonder that Indonesia also exports one ton of its best coffee to several other countries. There are some of areas in Indonesia which produce the best and most famous coffee bean such as Aceh, Java, Ternate, Sulawesi, Flores, Lampung, and Medan.

The habit of drinking coffee, especially in the morning, is one of the characteristics of Indonesian culture. Drinking coffee in the morning is considered to increase enthusiasm for training early.¹ However, nowadays we can drink coffee anytime and anywhere. Coffee has become one of the most famous beverages for Indonesian people, not only for men but also for women.²

The latest thing is that women drink coffee at the *coffee shop*. The number of *coffee shops* in Indonesia has been more than 2,950 outlets in August 2019, increasing threefolds compared to 2016 which was only 1,000 outlets in which the resulting market esteem reached a market of Rp 4.8 trillion.³

The lifestyle of drinking coffee is not only to quench thirst but also to do activities such as cooking, reunion, dating, and

meetings.⁴ This is what makes coffee a trend among coffee lovers recently. Therefore, drinking coffee has become part of lifestyle. Nowadays, people also like to drink coffee at *coffee shop*. Coffee shops sell not only coffee but also the atmosphere, so people who like to go to cafes don't understand that they are pursuing a sustainable lifestyle.⁵

Currently in Indonesia, the coffee lovers include all genders and age so that the coffee lovers are truly countless. Starting from young people to old people, men and women, they love drinking coffee. For coffee lovers, coffee is a drink which they consume every day.⁶ The word '*coffee shop*' (cafe) comes from French word, 'café' which means coffee.⁷ The coffee lovers can also enjoy drinking coffee at the mall or at five-star hotel with certain brands. Not surprisingly, the coffee lovers can easily get the coffee they want in every place.⁸

The results of Pramitha D.A and Pinasti V.I.S's research in 2016 showed that hanging out at cafes was college students' lifestyle at Mato Kopi café, Yogyakarta. There were various activities that students

⁴ Kelvianto Suisa and Veronica Febrilia, "Gaya Hidup Minum Kopi Konsumen Di The Coffee Bean & Tea Leaf Company Plasa Tunjungan Surabaya," *Jurnal Hospitality Dan Manajemen Jasa 2*, no. 2 (2014): 1–29.

⁵ Elly Herlyana, "Fenomena Coffee Shop Oleh.," *Jurnal Thaqafiyat* 13, no. 1 (2012): 188–204.

⁶ Raden Roro Atiqah Sekararum Dewanti Meliala, "Tingkat Konsumsi Kopi Berdasarkan Pendapatan, Usia, Dan Harga Di Kota Depok," *Skrripsi*, 2017, 1–159.

⁷ Rofikhotul Khoeriyah and Nia Kurniadin, "Sistem Informasi Geografis Coffee Shop Di Kota Samarinda Berbasis Web," *Buletin Poltanesa* 22, no. 2 (2021): 245–49, <https://doi.org/10.51967/tanesa.v22i2.881>.

⁸ Elly, Sintia Afriyanti, and Bobby Rachmat Saefudin, "(Kasus Pada Belike Coffee Shop Dan Balad Coffee Works) PENDAHULUAN Berdasarkan Data Dari FAO (2019), Indonesia Tercatat Sebagai Produsen Kopi Terbesar Ketiga Di Dunia Setelah Brazil Dan Vietnam . Meskipun Demikian , Ekspor Kopi Dari Indonesia Diperkir," *Agritekb* 1, no. 1 (2020): 26–45.

¹ Solikatun Solikatun, Drajat Tri Kartono, and Argyo Demartoto, "Perilaku Konsumsi Kopi Sebagai Budaya Masyarakat Konsumsi (Studi Fenomenologi Pada Peminum Kopi Di Kedai Kopi Kota Semarang)," *Jurnal Analisa Sosiologi* 4, no. 1 (2018), <https://doi.org/10.20961/jas.v4i1.17410>.

² Sudarto, *Peluang Usaha IKM Kopi*, ed. Sudarto (Jakarta: Kementerian Perindustrian Republik Indonesia, 2017).

³ Ainun Nadrah Santoso, "Fungsi Coffee Shop Bagi Perempuan Penikmat Kopi (Studi Deskriptif Di Coffee Hoome Surabaya)," *AntroUnairdotNet* VI, no. 1 (2017): 13.

did while hanging out at the *coffee shop* including enjoying the atmosphere, completing the tasks, understanding the books, having a meeting, chatting to friends, playing cards, and playing music. College students always hung out at Mato Kopi.⁹

From the research above, the lifestyle of “hanging out” with *coffee shop* can be associated with different sexual orientations where the use of *coffee shop* must be seen from its ability, for example capacity as a lifestyle or capacity that should be seen from the way shoppers behave in relation to orientation. Currently “hanging out” in *coffee shop* is done by both men and women.¹⁰

As time passes, the coffee lovers not only drink coffee but also consume everything sold at the coffee shop. Therefore, many coffee shops try to provide what the customers want to create their loyalty and comfort. Each coffee shop plans with different explicit subjects according to the business focus to be achieved.¹¹

The uniqueness of *ladies' advantage* at the *coffee shop* is getting bigger. For example, in Bogor City there are *coffee shops* which are managed by women, from executives to baristas who serve coffee, especially “Dailydose and POPOLO” *coffee shops*. The efforts of the coffee shop owners themselves are to adjust the view of the society which considers that coffee cannot be separated from men, as in the Javanese

saying “Kopi Lanang” (Peaberry). Nowadays, coffee is an interesting topic to be discussed because not only men but also women drink coffee and this fact breaks the expression of “Kopi Lanang”.¹²

Drinking coffee as a lifestyle has existed since long time ago to meet the needs of coffee lovers. Without realizing it, people believe that drinking coffee is another lifestyle done more than once.¹³ The coffee lovers will spend a lot of money for the taste of coffee they want and for the comfortable place. It makes the businessmen and businesswomen compete to create new ideas for their coffee shops. They not only sell the coffee but also the comfortable atmosphere for the customers.¹⁴

In Jakarta, it is very easy to find the *coffee shops* which provide *wireless fidelity (wifi)* because almost all *coffee shops* provide it for getting customers’ loyalty. In general, the coffee lovers are teenagers and women who need a *coffee shop* to accommodate their lifestyle needs, such as a *coffee shop* with “Pink” theme. It is easy for businessmen and businesswomen to convey the theme of their coffee shops. The progress and imagination of the coffee shop owners also open opportunities to start new business.¹⁵

Not surprisingly, the uniqueness of the *coffee shop* is not only in Jakarta but also in various urban areas. It is because it has

⁹ Karunia Saras Rahayu Putri, *Perilaku Gaya Hidup Konsumtif Perempuan Penikmat Kopi Di Clik Coffee Jakarta*, *Fisip UIN Jakarta*, vol. 93, 2020.

¹⁰ Ahmad Fauzi, I Nengah Punia, and Gede Kamajaya, “Budaya Nongkrong Anak Muda Di Kafe (Tinjauan Gaya Hidup Anak Muda Di Kota Denpasar),” *Jurnal Ilmiah Sosiologi (SOROT)* 3, no. 5 (2017): 1–3, <https://ojs.unud.ac.id/index.php/sorot/article/view/29665>.

¹¹ Ardietya Kurniawan and Muh Rosyid Ridlo, “Perilaku Konsumtif Remaja Penikmat Warung Kopi,” *Jurnal Sosiologi DILEMA* 32, no. 1 (2017): 9–22.

¹² Valiant Veritya, “Analisis Strategi Pemasaran Pada Coffee Shop Di Bogor (Studi Kasus Pada Ruang Kopi Dan Syuhubu Coffee),” *Manajemen* 7, no. 5 (2018): 1–2.

¹³ Keke Oktaviani, “Ngopi Sebagai Gaya Hidup Anak Muda,” *Repository Universitas Negeri Jakarta* (2018).

¹⁴ Sri Widayanti et al., “Perilaku Konsumen Penikmat Kopi Tubruk Dan Kopi Instan,” *Jsep* 6, no. 3 (2012): 1–11.

¹⁵ Yuliaty Rina, “Budaya Nongkrong Sebagai Gaya Hidup Para Perempuan Penikmat Kopi Di Sidoarjo (Studi Kasus Pada Coffee Shop Sehari Sekopi Di Kawasan Sekitar Transmart Sidoarjo),” *Digilib.Uinsby.Ac.Id* (2021).

become a trend among the public recently. Today, there are so many *coffee shops* with theme related to women because many women love drinking coffee. It also causes some coffee shops try to provide the best taste of coffee for these women.¹⁶

Regardless of lifestyle, basically drinking coffee is a tendency or can be said as tertiary needs. However, many people misunderstand that drinking coffee at the *coffee shop* shows their superiority over others. Some people also think that drinking coffee makes someone's social class rise. Therefore, it is necessary for the coffee shop owners to notice this reality.

In these advanced times, hangout places, for example, shopping malls and *coffee shop* can be found everywhere. The development of *coffee shop* with various interesting ideas and supported by drinks and food makes the existence of *coffee shop* increasingly known among young people. Examples of communication and lifestyle among young people now have changed in contrast to when they moved in the middle-upper period, where at that time the name *coffee shop* was very extravagant.

In Herlyana's research entitled "The Coffee Shop Phenomenon as a Symptom of Young People's New Lifestyle" (2012: 191), it was revealed that a small percentage of young people like a lifestyle that would generally be directed to material quality and fame. Many people drank coffee at the *coffee shop* solely to get compliments from their friends and follow the current trend. This lifestyle has been embraced by young people who would spend their money for the coffee at the expensive *coffee shop*.

A research entitled "The Consumptive Behavior of Adolescents who love drinking

coffee at the Coffee Shops" revealed that the lifestyle and activities of society were the main factors that caused young people to be spendthrifts toward coffee. The coffee shop owners also revealed the different purpose of drinking coffee at the coffee shops. For example, the coffee lovers drink coffee at the coffee shop while playing online game with their friends.¹⁷

Irwanti's research (2017) entitled "The Coffee Shops and Modern Lifestyle" showed that *coffee shop* was a picture of lifestyle so that at that time the coffee shop was a place to socialize and chat. The result of this research was that it could add a study about coffee. Many coffee lovers drank coffee at the coffee shop to get a higher social status which would be the trend for today's life.¹⁸

There is a *coffee shop* called Espresso Beach Cafe in Pariaman City. Most of the customers are women. This supports the idea that *coffee shop* is not only for men. Obviously, the different customers of the coffee shop can be seen from the truth of the coffee shop itself. Observing the foundation above, a research entitled "Female Coffee Lovers' Consumptive Lifestyle at Espresso Beach Cafe in Pariaman" becomes interesting to be studied. It was a deep research about how the coffee lovers' lifestyle and behavior in investing their energy at Espresso Beach Café.

By conducting a research about it, it can be imagined how female coffee lovers behave and make Espresso Beach Cafe as a place to drink coffee and take instagramable photos. What was emphasized in this study was whether coffee lovers visit *coffee shop* just

¹⁷ Kurniawan and Rosyid Ridlo, "Perilaku Konsumtif Remaja Penikmat Warung Kopi."

¹⁸ Said Irwanti, "Warung Kopi Dan Gaya Hidup Modern," *Jurnal Al-Khitabah* III, no. 1 (2017): 33–47.

¹⁶ Ira Purnama, "Sada Coffee House Di Kota Medan (Studi Etnografi)," *Universitas Sumatera Utara* (2019).

to enjoy drinking coffee, just make *coffee shop* a place to gather and take pictures with friends, or have other meanings. The problem formulation of this research was how is female coffee lovers' consumptive lifestyle at Espresso Beach Café in Pariaman?

The purpose of this study was to find out about Women's Consumptive Lifestyle at Espresso Beach Café in Pariaman. The practical use of this research was that it was expected that women who like coffee can now drink it not only at home or in the office but also at the *coffee shop*. This research was also expected to be a contribution of thought to social sciences, especially sociology.

The approach to be used in this study was subjective. Bogdan and Taylor characterize subjective methodology as an exploration technique that produces stunning information as words composed or expressed from individuals and observed behaviors. The signs of this examination model that recognize it from various types of exploration include: (1) the existence of a logical foundation; (2) people as devices or instruments; (3) subjective techniques; (4) inductive information investigation; (5) essential hypotheses; (6) enlightening, (7) more concerned about interactions than results; (8) the presence that is not fully regulated by concentration; (9) the existence of extraordinary standards for information legitimacy; (10) non-permanent plans; (11) research results prepared and agreed together.¹⁹

This approach was used to interpret the destructive lifestyle of female coffee drinkers at Espresso Beach Cafe in Pariaman. The researcher made an extreme

visit to Espresso Beach Cafe in Pariaman to observe the interest of the women who came there. The data collection was done through interview with the customers and observation of the atmosphere there. Therefore, this subjective methodology was considered appropriate to capture the destructive behavior of female coffee lovers in Espresso Beach Cafe in Pariaman.

In this research, the selection of informants used *purposive sampling technique*. It was done by meeting the informants who were considered ready to provide data related to Women's Consumptive Lifestyle at Espresso Beach Café in Pariaman. Therefore, the informants selected in this study were limited to 6 female customers with a predetermined age model, namely 17-25 years old, 26-34 years old, 35-43 years old, and one chairman of Espresso Beach Cafe.

Results and Discussion

1. Espresso Beach Café Profile

At first Espresso Beach Café was established because the desire of the owner who loved coffee. The owner also believed that the *coffee shop* business in Pariaman is an opportunity so that the owner tried to start this business. Currently, this coffee shop becomes viral in Pariaman, especially in Central Pariaman. With the help of some baristas and some colleagues, Espresso Beach Café was opened.

The owner of the *coffee shop* designed this Espresso Beach Café in Pariaman for all circles including women. According to the owner of the coffee shop, the location of *coffee shop* is very important. In order that the distance from tourist attractions to *coffee shop* is not far, so the owner chose the seaside area.

The naming history of *coffee shop* was started by the owner of *coffee shop*. The owner

¹⁹ La Ode Hasiara, *Metode Penelitian Multi Paradigma Satu Pembangun Reruntuban Metode Penelitian Yang Berserakan*, ed. La Ode Hasiara, 2012.

of the coffee shop wanted to find a short name that was easy to be remembered and easy to be pronounced. Etymologically, *espresso* means coffee. Then, the owner of *coffee shop* thought to change the word coffee with *espresso*. Meanwhile, *beach* was a word derived from the depiction of a beach tourist area. Therefore, the *coffee shop* was started immediately with the name 'Espresso Beach Café'.

The owner of Espresso Beach Café saw the opportunity to open this business. The owner also thought a new idea to sell the coffee and design Espresso Beach Café as a great coffee shop which attracted women's attention.

Espresso Beach Café Pariaman is located on Nasri Nasar Street, Pariaman, Pasir Pasar Subdistrict, Central Pariaman District, Pariaman City, West Sumatra Province, postal code 25513, Indonesia. Precisely, it is in the seaside region of Pariaman. The owner chose this area because it was one of the popular and high areas in Pariaman.

2. Reasons of Female Coffee Lovers to conduct Unnatural (Consumptive) Behavior in drinking Coffee at Espresso Beach Cafe in Pariaman.

The first reason is a need to meet, visit and spend time with friends. Women who drink coffee like spending their energy and time hanging out and sharing with their friends. They talk about their interests, personal problems or ask their friends' advice while drinking coffee. This is one of the goals of the youthful-spirit coffee drinker, like Vicca. She felt that something was missing if she drank coffee without meeting and talking to her friends.

"I'm here not only to drink coffee #1, but also to meet my colleagues to discuss something related to work"

The second reason is to relax as unemployed while at home and look for a new atmosphere by being at *coffee shop*. Most of these coffee lovers have extra energy assuming that they have an extended vacation or they have nothing else to do. Therefore, the energy they have is more used to drink coffee. This kind of thing was revealed by an informant named Delvi. She thinks it's more beneficial to hang out with friends than to be at home without working.

"... I love spending my free time drinking coffee at Espresso Beach Cafe Pariaman while enjoying the fresh air here. I also usually download some movies because the WiFi here is very fast and not slow..."

The third reason, they intentionally look for a coffee shop because they are indeed coffee lovers. They like to find a coffee shop because they want to feel the atmosphere of drinking coffee in a café. In addition, they also usually hold meetings with friends at Espresso Beach Cafe in Pariaman as conveyed by Delvi, Putri, and Ayu.

"It's a place to chat with friends. Perhaps this is important for lifestyle, so the place to meet friends will always be related to cafe..."

"It's a place where to gather, like meeting friends right now. Then I also see someone opens his computer. Probably she is finishing work while drinking coffee here. Some take photos to upload to social media because I think people who come to Espresso Beach Cafe should upload photos to social media so that their friends know."

The fourth reason is as a place to rest because someone feels awkward or bored with the family situation at home that is faced. There were some female coffee lovers

in this study feeling awkward with their families. This was done by informant Aira who faced problems in her family. She felt drinking coffee can calm her down.

"If I come here, I can take off the fatigue I have at home with assuming that I don't usually like my family. I don't know where else to go than this place that is very close to my home"

The fifth reason is to take documentation such as photos that are then presented through virtual entertainment. With the advancement of innovation now, virtual entertainment is the place to show off for female coffee lovers at Espresso Beach Café in Pariaman. The female coffee lovers at Espresso Beach Café in Pariaman feel their social class will improve by drinking coffee at *coffee shop*. They feel they need to get appreciation from others. It's like Adek did.

"I see many people who have come to Espresso Beach Café Pariaman. I think I also need to come here after I saw the post of a celebgram. When I came here, I took good photos and will post them. I am happy because I took good photos so that many viewers will enjoy my post. My friends can also check if they can come to Espresso Beach Café Pariaman to take pictures here."

The most grounded inspiration at any given time will be the main driver that moves an individual to act to achieve the goal. Assuming that this goal has been met, she will have another goal. This is in accordance with the assumption that the activities carried out by female coffee lovers are not without reason. They have goals that they must achieve by using techniques they consider appropriate, such as taking advantage of drinking coffee activity to meet and have fun with their colleagues. Drinking

coffee is also a release when there is a problem so that they appreciate the coffee they drink and the circumstances.

Espresso Beach Café in Pariaman serves coffee with an attractive latte art for female coffee lovers. Espresso Beach Cafe also provides a variety of coffee menus with the best quality. The fineness of the decorations in the café is very great for the women to take pictures. Fast WiFi without slow setup and friendly service make the customers feel comfortable.

In addition, the establishment of *coffee shops* from local to global brands helped spread the coffee drinking lifestyle for the local people of the city and female coffee lovers at Espresso Beach Cafe. The number of cafes itself cannot be separated from the increasing purchasing power of people who are not only men but also women. This is inseparable from women's understanding to interpret the coffee which they get from *web*, online journal, sites and other virtual entertainment. The understanding and information that the younger generation gets about coffee is getting wider. Another thing shows that the activities carried out by female customers in this study do not pay attention to factors of needs and self-esteem, especially activities that are carried out only based on desire (consumptive). A consumptive lifestyle can also be seen as an unconscious activity. Therefore, the consumptive lifestyle must be seen as a process of re-creation (desire) and doubling of the encounters of the subconscious

Essentially, a consumptive lifestyle is an infinite fulfillment. The end of a consumptive lifestyle is disappointment. As it is known that the advancement of design and culture that continues to develop and change will make a person fulfill his/her desires consumptively. Women who drink coffee at *coffee shops* in consumptive style

follow the change of consumptive style around them today. This results in women not only meeting their needs but also satisfying all their desires.

In addition, women who drink coffee like hanging out lingeringly. The parking area is usually full of motorcycles. The time they need to drink coffee is at least 1 to 3 hours depending on their activities at the coffee shop. The activities they do are to visit, have fun, share with their friends, and take photos while consuming coffee together which are then posted. Drinking coffee is not only once a day. In fact there are people who drink coffee twice or even many times in a day. The time that is often used to drink coffee is in the morning, at noon or in the afternoon after school, and in the evening.

Women's consumptive lifestyle at Espresso Beach Café, according to Veblen, is as an inefficient class that spends a lot of money investing free energy. Investing cash and free energy will encourage an excessively consumptive lifestyle. Women who spend a lot of money to fulfill a desire or consumptive lifestyle make their way of life become part of their personality.

Veblen adds that an extreme consumptive lifestyle is characterized as the utilization of cash or other specified assets to improve their social class in society. However, it is worth clarifying that these female coffee lovers do not feel that by drinking coffee, their economic well-being becomes higher. The social status of coffee drinkers is middle class to upper class. However, what is noticeable is that consuming coffee does not improve economic well-being but only to fulfill their desires

Veblen judges that individuals who seek the position of social class pay less attention to their own happiness. Some

brands and stores are considered to have a "higher class" than others, and someone may try it when others cannot afford it. It is very noticeable from Veblen's explanation that the search for economic well-being to be higher is for their own pleasure trying to find the position of social class. This is of course supported by young coffee drinkers who get pleasure as satisfaction for what they get after consuming coffee, but not in the search for economic well-being.

This means that the consumptive lifestyle of the female coffee lovers is made because they are happy with what they get when drinking coffee. Spendthrift behavior is created from individuals' inspiration as a goal to be achieved. Spendthrift behavior is also created because it is supported by the individuals' financial factor and close friends. The influence of close friends is substantial. The close friends who are also the companions when drinking coffee are the people who can make the female coffee lovers feel open to act naturally. If the presence of these close friends is ignored, it can significantly affect the disrespectful behavior they carry out.

For female coffee lovers, the presence of Espresso Beach Café in Pariaman is not only to fulfill thirst and desires, but also as a gathering place for public activities, *hanging out*, or *home base*. Drinking coffee at Espresso Beach Café is also one way to affirm the female coffee lovers' personality and pride. The presence of the culture of drinking coffee has caused consumptive lifestyle.

With a variety of issues being talked about, Espresso Beach Café in Pariaman resembles a public space with different people from different circles. This shows that Espresso Beach Café is a pretty comfortable place to gather, enjoy the seaside view, or just *hang out*.

3. *Coffee Shop* as a Lifestyle Culture of Female Coffee Lovers

Coffee is a drink made from coffee beans that are processed in a coffee bean factory. Many people around the world are very familiar with this drink. Coffee itself has an incredible taste. The taste of coffee is indeed bitter. However, if the coffee is processed appropriately and mixed with other ingredients, it will become a delicious drink. There are two types of coffee, namely arabica and robusta. From the two types of coffee, people mostly drink robusta. The amazing taste of coffee depends on the baristas.

Drinking coffee has now become a habit that is not only done at home. With the presence of *coffee shop*, coffee lovers are getting easier to get the type of coffee they need. Sociologists call *coffee shop* the "third place" that makes a home for family and a workplace for socialization (Oldenburg, 1989). However, in recent times there has been an adjustment in usage and inclination in *coffee shop*. Individuals use *coffee shop* basically as an open and normal space for work. Generally, experts have affirmed that the *coffee shop* acts as an ideal space to talk about political and social issues without obstacles.

There have been many *coffee shops* that have spread up in big cities like Pariaman. One of the *coffee shops* in Pariaman, namely Espresso Beach Cafe, has a taste of coffee that is served with a comfortable place and climate. However, it is not just drinking coffee that can be done at Espresso Beach Cafe in Pariaman. Female customers can do other activities. This is based on the opinion of some of female customers as below:

"Some women, in addition to drinking coffee, sometimes also do schoolwork or comprehend a book with a reason that the place is really fun. Probably it

is because the idea of a beach nuance and a lot of trees. It was really fun." (Informant Adek).

"Hang out with friends while drinking coffee." (Informant Puja).

"For me, it's usually almost the same as my friends, trying to be smarter to talk while drinking coffee, because basically I like to hang out, Ma'am. So, let's just say that there is a friend get-together."

Nowadays, many *coffee shops* are competing to provide comfort according to the general trend of customers who come to *coffee shops*. Their idea is to build a café that greatly satisfies customers because today buyers or customers are smarter in choosing *coffee shop*. A coffee shop that is attractive and not the same as others will make customers feel like they are getting something. The development of wifi has changed the social activities at the *coffee shops*. Many cafes are used to mingle and as a place to read and work (Woldoff, Lozzi and Dilks, 2013).

With the advancement of technology, *coffee shops* have become a favorite place for young people to enjoy free wifi for entertainment, work, or school purposes as well as a place to gather with friends after school or work. From the results of research obtained from interviews, female customers revealed that coffee shops are not only a place to meet the needs to drink coffee or eat (*snacks*), but also as a place to get along and get closer to friends and family members as well as with workers at Espresso Beach Café. Below are some excerpts from the researcher's interview with the female coffee lovers who come to Espresso Beach Cafe Pariaman:

"Besides drinking coffee, I often do assignments and hang out with friends. After all, the café is also close

to my neighborhood, mom." (Informant Adek).

"... Hmm, the place is really good, *Mba*. It's really suitable for drinking coffee while hanging out. Its service is great, *Mba*." (Informant Ica).

As Minor and Mowen (2002: 282) noted, lifestyle shows a single way of life, how a person spends money, and how he/she uses his/her time. Similarly, lifestyle, according to Suratno and Rismiyati (2001: 174), is a picture of a person's life in the daily life conveyed in the practice, interests, and concerned presuppositions. Lifestyle reflects everyone's cooperation with the environment. In this way, it can be considered that a lifestyle is a single lifestyle that is instilled in practice, interests and feelings in spending his/her money and how to manage his/her time.

One way of life of today's people is to deal with their problems by drinking coffee. Currently, places that serve a variety of coffee are starting to be built and generally referred to as coffee shops. With the development of urban culture, *coffee shops* have become a favorite place and a gathering place for women which become a lifestyle for women. This causes visitors of the *coffee shop* will not easily move to another coffee shop and be loyal to one *coffee shop*. This tendency to carry out these daily activities, regardless of intentional, encourages the repeated use of the room to make an energetic connection with the place.

Exploring the coffee drinking lifestyle at *coffee shop*, customers usually come to the café because there is extra energy or free time in between their daily activities. Below are the results of the information obtained from the opinions of several female coffee lovers who visited Espresso Beach Cafe Pariaman:

"I mostly come here after my working hours, Ma'am. For the amount of time, I usually spend about 5 hours to invest energy here or sometimes until the coffee shop closes, Ma'am." (Informant Puja)

Women and the tendency to social affairs are two additional things. This pattern develops rapidly with the presence of *coffee shops* in the Pariaman community. The emergence of Espresso Beach Cafe in Pariaman has made *coffee shop* a place to socialize and be the lifestyle of women today. A *coffee shop* not only serves as a place to enjoy coffee, but serves as a place for gathering, interacting, entertainment and business exercises that are always carried out exclusively and in different meetings. The female coffee lovers who came to Espresso Beach Café in Pariaman and the employees not only became friends but also felt like family. The development of such attitude became the main highlight that attracted buyers. From the observation, it is known that the female coffee lovers spend their time drinking coffee at Espresso Beach Café 4 times a week

Nowadays, drinking coffee at Espresso Beach Café Pariaman has become something unique for women. Eventually, it turns into a tendency because the action is carried out repeatedly. The activity of coming to drink coffee at Espresso Beach Cafe has become another culture as it is carried out continuously and more than once.

4. Theory Analysis : Channey's Consumptive Lifestyle

a. Lifestyle

The way of life according to Channey is an example of an activity that distinguishes one individual from another. Lifestyle is a characteristic of an advanced world. Of

course, it is also commonly called innovation. Female coffee lovers living in today's culture will take advantage of the thought about way of life to describe their own decisions as well as others' decisions. Giddens in Channey (2003) shows that the way of life is generally not only for certain encounters, but also almost in all parts of life.

The philosophical understanding of female coffee lovers about the way of life has replaced social quality, which at first was only to meet the needs of life into styles and signs. The admirers of this lifestyle will check out the same lifestyle as they did, which arose because of the help of Espresso Beach Café. Women's way of life has been faked by commercialization which suggests that the requirements of style are unnatural and fake. In this point of view, commercialization is considered an extreme way of life and a lifestyle to expand the acquisition of coffee which in principle is for basic needs and also for pleasure. The justification for drinking coffee is a direct result of pleasure due to an understanding or way of life that considers moving and rich things as proportions of happiness, joy, etc. Lifestyle helps to find out what female coffee lovers do, why they solve it, what they see as significant (importance), and whether what they do affects themselves as well as others. Lifestyle is also related to how the female coffee lovers arrange images according to others and is related to the position of the social class in the society she carries. To reflect the picture, certain important points that play an important role in influencing utilization behavior are needed.

Lifestyle at a fundamental level is the way of female coffee lovers to invest their extra energy, which ultimately decides on the decision of its utilization.

b. Women's Consumptive Culture

The women at Espresso Beach Café in Pariaman are spendthrift and consumptive women. However, the utilization at this point is not simply the fulfillment of essential and beneficial needs of women. The utilization has turned into a culture, more precisely a consumptive culture. The social framework has also changed, the one that exists today is the female customer, in which women's social approaches and guidelines are strongly influenced by market arrangements.

For female coffee lovers, there no practically a chance not to be attacked by various data related to consumptive culture through Espresso Beach Café Pariaman. The uniqueness of consumptive women has spread most areas in Pariaman. This increase in consumptive culture is characterized by lifestyle advancements, for example *hang out* and *shopping* which many modern women do.

Consumptive culture has a more complicated meaning than just a demonstration of buying an item. Consumptive culture is a social cycle in which the emerging working classes truly establish themselves as a socio-social substance. Female coffee lovers live in the universe of commercialization, and today industrialism has turned into another belief system. This philosophy effectively gives importance to life through the use of materials. The women coffee lovers at Espresso Beach Café in Pariaman consume at this point not because of the purpose but because of its unique and constructed representative value. The increase in shopping culture has had an impact on the way of female coffee lovers express their feelings and way of life.

The way of life of female coffee lovers has turned into a trademark at Espresso Beach Café in Pariaman. The

commercialization has become the focal point of social improvement of innovation. The meaning of women's way of life at Espresso Beach Café Paraiaman is as an example of an activity that distinguishes one woman from another. The conversations about commercialization are also related to basic speculation, for example, hypotheses that emphasize the push for false needs, fulfillment fraud, and the spread of inauthentic qualities.

Conclusion

From the results of research at Espresso Beach Café Paraiaman, the researcher found that today drinking coffee has become a habit that is not only done at home but also outside. The presence of *coffee shops* makes it easier for the coffee lovers to get the pleasure they need. The increase in the number of guests and baristas at Espresso Beach Café Paraiaman shows that the different elements of the community affect the lifestyle.

Based on the explanation as illustrated in the previous section, the consumptive lifestyle carried out by female coffee lovers is more concerned with the desirability factor than with the need. People will often be overwhelmed by fulfilling the desirability. This can be seen from the findings in this research that for female coffee lovers, consuming coffee is considered as a way to achieve the goal of satisfying desires. The information about drinking coffee done by women at Espresso Beach Café Paraiaman shows that the taste of coffee will be more delicious if the coffee is combined with talking, mixed with a charming, pleasant atmosphere and place, and supported with *wifi* and important areas.

Espresso Beach Café Paraiaman is a fun place to relax when people have the problems. In destructive behavior, the main

thing women do is to choose where to drink coffee. The places they visit for drinking coffee are related to the price, the menu, and the comfort of the place. Next, the time spent by female coffee lovers is also varied. Some only need about 60 minutes, and others can spend about two or three hours. It is depended on their friends or the activities they do at the coffee shop. The last, women choose the type of coffee. Female coffee lovers can spend more than the salary they earn to drink coffee they want.

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