

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

People may get many advantages by going to a coffee shop. Coffee shops offer many facilities that can be used, such as comfortable places with air conditioner, and speedy Wi-Fi. The coffee shop industry is popular worldwide because coffee shops serve various purposes, such as chatting, meeting, eating, or studying (Lee et al., 2018). Therefore, people do not only enjoy the drink and the dessert, but also do their jobs there using the speedy Wi-Fi. By going to a coffee shop, people also can make new networking (Herlyana, 2012). People can start a conversation with the barista and ask anything about coffee or something else then try to make a close connection with them. People can also see and learn how the barista makes a cup of coffee, so people have ideas how the coffee is made.

Besides the advantages, coffee shops also have their disadvantages (Herlyana, 2012). First, people who do not have anything in particular will hang out in the coffee shop to just chill and waste their time for nothing. The comfortable and cozy place makes people forget the time. Second, coffee shops make teenagers or people become consumptive. People waste their time if they do not do anything there but having chit-chat and hanging out. On average, people should pay around IDR 20,000 until IDR

35,000 when they want to buy a cup of coffee in a coffee shop, while coffee on the roadside only costs around IDR 5,000 until IDR 8,000. Besides the beverages, food in coffee shops is also expensive. However, by paying more in the coffee shop, people can experience the feel of being ‘modern’ offered by the café such as the cool atmosphere from the place.

Everything that is modern tends to appeal to teenagers. A pleasure oriented lifestyle without thinking of its further effects is called a hedonic lifestyle (Herlyana, 2012). Hedonic lifestyle is a way for teenagers to be able to blend in their social environment. Going to a coffee shop is taken as one example of hedonistic lifestyle. In the coffee shop people should buy something if they want to stay, even though they actually do not want to drink or eat. So basically, the coffee shop goes including teenagers have to spend more for unnecessary things. The hedonistic lifestyle in the coffee shop is done by people from upper classes to lower classes, not only by men but also by women.

This study is done to find out the reasons for female young adults to go to the coffee shop. The writer’s interest comes from her own experience of going to the coffee shop to hang out, just like what other teenagers or young adults do and the writer’s have a coffee product with this research the writer’s will get the reason female young adult go to the coffee shop, so maybe in the next will develop coffee shop women friendly. The writer particularly focuses on female adolescents to follow Bakewell & Mitchell (2006)’s study on the meaning of shopping for young women. Bakewell & Mitchell (2006) state that for young women, socializing and entertainment are as

important a part of their shopping trips as are shopping for goods and services. These days, the shopping activity is replaced by hanging out in the coffee shop, that in the writer's observation, is considered as the female adult' new way to socialize and get entertained, because nowadays adult young women prefer to spend time in a crowded and comfortable place.

1.2 Field of the Study

The field of study is the creative industry.

1.3 Scope of the Study

This research focuses on female adult' reasons for going to the coffee shop

1.4 Research Questions

To assist the writer in doing the study, a research question is formulated. The research question is "What are female adults' reasons for going to the coffee shop?"

1.5 Objectives of the Study

This study has one objective that is to find out female adults' reasons for going to the coffee shop

1.6 Significance of the Study

The study aims to provide information on the reasons of the female adult for going to the coffee shop. This study is expected to enrich the readers' knowledge on the recent trend in the society, which is coffee shops. It is also hoped that this study

helps coffee shop owners to develop their business. Maybe in the next the coffee shop owner will develop coffee shop that women friendly

1.7 Definition of Term

1.7.1 Young Adult

A young adult is generally a person ranging in age from their late teens or early twenties to their thirties, The young adult stage in human development precedes middle adulthood (Erik Erikson, 1978)

1.7.2 Coffee Shop

Coffee shop is a third place that offers help to relieve people from stressful demands of work and home life (Soukup, 2006). The coffee shop is considered the third most important place after home and the workplace for Americans, is a representative domain of the hospitality industry (Lee et al., 2018).

1.7.3 Hanging out

Hanging out is to be around' or spending time somewhere with peers, usually for no particular reason and without doing anything noteworthy. (Kievitsbosch, 2019)