

CHAPTER 4

DATA ANALYSIS

This study aims to find out female adults' reasons for going to the coffee shop. To reach the objective the writer collected the data through the interviews. The researcher used interviews to get elaborate data so that the writer is able to do in depth analysis. The main target of this study is female young adults who like to go to the coffee shops in Semarang. The writer interviewed fourteen (14) female young adults mentioned in chapter 3

4.1. The interviewees' Frequency to go to the Coffee Shop

In response to the question on how often the interviewees go to the coffee shop, the result is provided in table 4.1.

Table 4.1. The Interviewees' frequency of going to the coffee shop

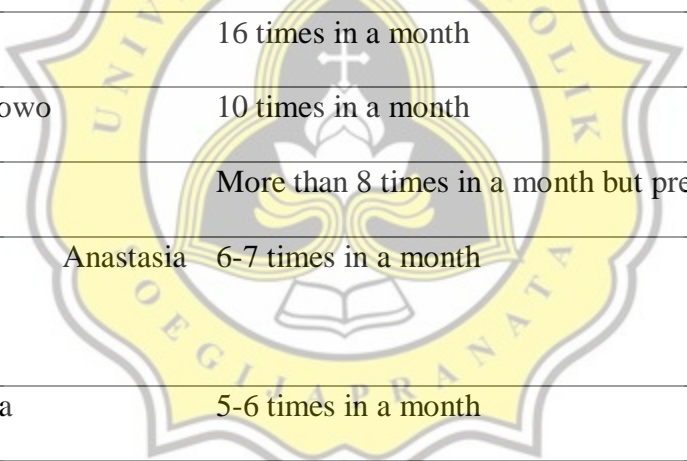
Frequency	number of interviewees
Rarely/Seldom	8
Quite often	1
Often	3
Very often	2

This question was asked to know how frequent the participants go to the coffee shop. Eight (8) female young adults said that they seldom went to the coffee shop because of some reasons: because of the Covid-19 pandemic (two interviewees), because of working (two interviewees), and because they only went when their friends asked them to go (four interviewees). Their responses are represented by Gabriela who said “*sekarang tidak sesering dulu karena corona* [now it is not as often as it was in the past because of this pandemic]” (Gabriela, interviewed). Those who rarely went to the coffee shop said that they only went when their friends asked them to hang out. Clarissa said “*aku orang nya introvert. Cuma kalo di ajak main sama temen ke coffee shop ya ayo* [I am an introvert. I don’t like hanging out in the coffee shop but if my friends ask me, is ok]” (Clarissa, interviewed).

Other than those who seldom/rarely went to the coffee shop, one female young adult quite often went to the coffee shop because she just liked going there. Lina Amanta said that “*aku suka aja pergi ke coffee shop* [like hanging out in a coffee shop]” (Lina Amanta, interviewed). After that three (3) female young adults said that they often went to the shop because of some reasons : one interviewee’s reason was because she works as barista, one interviewee said that because their friends asked her to go to the coffee shop, and another one was because she just liked to go to the coffee shops. Here, their responses are represented by Angelia who said, “*temen temen ku tu selalu ngajak nongkrong ke coffee shop terus hampir setiap hari* [my friends always ask me to hang out in the coffee shop almost every day]” (Angelia, interviewed).

Additionally, two (2) out of fourteen (14) female young adults said that they very often went to the coffee shops because they liked to go to the coffee shop. Their responses are represented by Shera who said “*tidak tau suka aja gitu pergi nongkrong di coffee shop* [I don’t know, I just like hanging out in the coffee shops]” (Shera, interviewed). The detailed frequency of the interviewees’ visit to the coffee shops can be seen in table 4.2 that represents the frequency per month..

Table 4.2. Frequency of visit per month



Shera	16 times in a month
Jessica Wibowo	10 times in a month
Angelia	More than 8 times in a month but prefer to go to
Gabriella, Anastasia	6-7 times in a month
Sherina	
Lina Amanta	5-6 times in a month
Nixie Valencia, Christy	4-6 times in a month
Avi, Anastasia Dewi	
Nita Sheila, Nita Vania	3 times in a month
Novita, Laura	2 times in a month
Clarissa	1 times in a month but sometimes 1 in 2 months

The most frequent customer is Shera with fourteen visits per month and the least frequent customer is Clarissssa with only one visit per month or even once in two months. Nine (9) out of fourteen (14) interviewees went to the coffee shop more than 4 times in a month as mentioned by Shera, Jessica, Angelia, Gabriella, Anastasia Sherina, Lina Amanta, Nixie, Christy Avi, and Anastasia Dewi. Five people said that they went to the coffee shop less than three times in a month as said by Nita Vania, Clarissa, Novita, Laura, Nita Sheila. The data show that the average female young adult goes to the coffee shop four until six times in a month.

Besides the frequency, the interviewees' data are also on the length of their stay in the coffee shop as shown in table 4.3.

4.3. Duration of staying in the coffee shop

Duration	Interviewees
1-2 hours	Clarissa
2-4 hours	Christy Avi, Gabriela, Lina Amanta, Angelia, Nita Sheila, Nixie, Jessica, Nita Vania
4-6 hours	Anastasia Sherina, Novita, Shera
more than 6 hours	Anastasia Dewi, Laura

Eight out of fourteen female young adults claimed that they stayed in the coffee shop around 2-4 hours every time they went to the coffee shop. The results above show that the interviewees usually stay in the coffee shop more than 2 hours. One of them, Lina Amanta said “*dua sampai empat jam tergantung berapa banyak tugas yang saya kerjakan, juga tergantung teman yang saya temui kalau sudah lama tidak bertemu bisa lebih dari 4 jam* [2 until 4 hours depending on how many assignments we do, also depends on the friends that I meet. If I haven’t met the friend for a long time, I could stay more than 4 hours]” (Lina Amanta, interviewed). Other interviewees vary in their answers. Five (5) people said that they usually stayed in the coffee shop for more than six hours, while one female young adults said that she usually stay in the coffee shop for only one hour.

4.2. The Interviewees’ Reasons for Going to the Coffee Shop and their Activities

Table 4.4. The interviewees’ reasons for going to the coffee shop

Reasons	name of the interviewees
To enjoy the latest manual brew beans and learn about coffee for reference and compare the coffee they have	Christy Avi, Gabriela
Like the coffee shop atmosphere	Anastasia Sherina, Nixie Valencia

To do assignment and hang out with friends, search for inspiration	Nita Vania, Shera, Jessica, Novita, Clarissa, Anastasia Dewi
Search for Wi-Fi	Lina Amanta, Angelia
Look for handsome guys	Laura
To drink a coffee and talk about business with partner	Nita Sheila

Two (2) female young adults said that they went to the coffee shop because they wanted to learn about coffee and compared the coffee in every coffee shop they visited. Their responses are represented by Gabriela who said “*untuk menikmati biji kopi manual terbaru dan belajar tentang kopi sebagai referensi dan juga membandingkan kopi yang mereka miliki* [To enjoy the latest manual brew beans and learn about coffee as a reference and compare the coffee they have]” (Gabriela, interviewed). In addition, the other two (2) female young adults went to the coffee shop because of the place. Their responses are represented by Nixie who said “*aku suka suasana yang ada di coffee shop* [I like the coffee shop atmosphere]” (Nixie, interviewed).

Six (6) out of fourteen (14) female young adults said that the reason they went to the coffee shop is because the coffee shop was a perfect place for them to meet and hang out with their friends. Nita Vania who said “*coffee shop adalah tempat terbaik untuk bertemu atau nongkrong Bersama teman* [the place is perfect for meeting or

hanging out with friends]” (Nita Vania,interviewed). The coffee shops are also the place for doing their assignment. Two (2) female young adults said that they went to the coffee shop because they searched for the (free) wifi as mentioned by Lina Amanta “*aku mencari wifi ketika ke coffee shop* [I search for the wifi when I went to the coffee shop]” (Lina Amanta,interviewed).

One of the interviewees mentioned an interesting reason. Laura said that she went to the coffee shop because she wanted to see handsome guys “*mau lihat cowok tampan* [I want to look for handsome guys]” (Laura,interviewed). Meanwhile, one female young adult said that she went to the coffee shop because she wanted to talk about business with her colleagues, “*aku akan pergi ke coffee shop untuk berbincang tentang bisnis dengan rekan kerja* [I will go to the coffee shop to talk about business with my work partners]” (Nita Sheila,interviewed).

The interviewees personal reasons for going to the coffee shops match with the activities that they usually do in the coffee shop as can be seen in table 4.5.

4.5. The interviewees’ activities in the coffee shop

Activities	interviewee
Meet up with friends and doing assignment	Christy, Anastasia Sherina, Anastasia Dewi, Novita, Nita Vania,

	Laura, Angelia, Nixie, Clarissa, Shera, Jessica, Lina Amanta
Drinking a coffee	Gabriella, Nita Sheila

Table 4.5 shows that twelve (12) female young adults went to the coffee shop to meet up with their friends and to do assignments. Their responses were represented by Jessica who said “*ngerjain tugas sama ketemu temen aja*[doing assignment and meeting with friends]” (Jessica, interviewed). The rest of the interviewees (two female young adults) said that they went to the coffee shop to enjoy the coffee there as mentioned by Nita Sheila and Gabriela. The response was represented by Gabriela who said “*...hanya meluangkan waktu sejenak untuk diri sendiri, memanjakan diri dengan makanan enak dan kopi yang enak* [...just to enjoy the ‘me time.’, spoil ourselves with the delicious food and delicious coffee]” (Gabriela, interviewed).

In general, the data show that the reasons for the female young adults to go to the coffee shops is because the shops are a perfect place for them to meet and hang out with friends, to do the assignment, and to get the access to the wifi.

When the interviewees do all the activities they mentioned earlier, they inevitably need to buy the coffee or other beverage as well as the food sold by the coffee shop. Table 4.6 shows the data on whether the interviewees only buy the beverages or both the beverage and food during their stay in the coffee shop.

4.6. The food and beverages bought in the coffee shop

Beverages (coffee/non coffee)	Christy Avi, Gabriela,Laura,Angelia, Anastasia Dewi, Clarissa, Shera, Nita Vania
Food and beverages	Jessica, Novita, Anastasia Sherina, Nita Sheila, Lina Amanta, Nixie

Table 4.6 shows that the eight interviewees buy beverages only when they go to the coffee shop because the food is usually expensive. The beverages the interviewees mentioned are coffee, latte, or other non-coffee beverage like chocolate. The interviewees said that their choice of beverages varies; some days they chose coffee, some days they chose non coffee. Their responses are represented by Angelia who said “*Kopi susu, atau latte atau thai tea/coklat karena itu adalah menu yang ada di coffee shop, kalau beli makan jarang karena mahal.* [Milk coffee, coffee latte, Thai tea, chocolate because that is the standard menu of a coffee shop, I rarely buy food in the coffee shop because it is expensive]” (Angelia,interviewed). Only those who do not like coffee choose non coffee beverages every time they go to the coffee shops. Six out of fourteen interviewees said that they bought beverages and food when they went to the coffee shop. Nita Sheila said “*Menu spesial dari coffee shop mereka karena aku*

suka mencoba makanan baru [The special menu from that coffee shop because I like to try new taste of food]” (Nita Sheila,interviewed).

When the interviewees are asked about the money they spent in the coffee shops, their answers can be seen in table 4.7.

4.7. Money Spent in the Coffee Shop



Money Spent (Rp.)	Interviewees
10,000-30,000	Angelia, Clarissa
30,000-50,000	Jessica, Novita, Anastasia Dewi, Gabriela, Christy Avi
50,000-100,000	Lina Amanta, Laura, Nita Sheila, Anastasia Sherina, Nixie, Shera, Nita Vania

The data shows that two female young adults spent around 10,000-30,000 rupiahs, five spent around 30,000-50,000 rupiahs, and six spent around 50,000-100,000 rupiahs. So most of them spent around 50,000 rupiahs per visit. Anastasia Dewi explains that “*sekitar 50 ribu tergantung coffee shop nya kalau seperti antarakata harga minuman nya saja sudah 40 ribuan tapi kalo di Dolkopi 40 ribu itu sudah makan dan minum* [Around 50,000 rupiahs depends on the coffee shop. In Antarakata, the beverages are

around 40,000 but in Dolkopi we can get food and drink for 40,000 rupiahs.]” (Anastasia Dewi,interviewed). However, one of the interviewee, Nixie, said that she sometimes spends more than 100,000 rupiahs when she buys drink and food for her friends, “*20 ribu sampai 80 ribu untuk saya, 50 ribu sampai 150 ribu kalau bayarin teman* [20,000 up to 80,000 for me, 50,000 to 150,000 when I pay for my friends]” (Nixie,interviewed).

Since the interviewees did some activities and spent money for the beverages and the food offered, during the interviews, the writer also gets information about the interviewees’ choice of coffee shops as shown in table 4.8.

Table 4.8. Interviewees’ choice of coffee shop

Kinds of coffee shop	Interviewee
Cozy and Cheap price with good facilities	Gabriela, Angelia, Sherina, Anastasia Dewi, Shera, Nita Vania
Not Crowded	Laura, Nixie, Clarissa, Novita
Delicious food	Lina Amanta, Nita Sheila, Jessica
Roasting bean	Christy Avi

The data on table 4.8. show that most interviewees chose to go to the coffee shops which are cozy, cheap, and full of facilities. Six (6) female young adults said when

choosing a coffee shop to visit they considered the comfort, the price, and the facilities. For example, Nita Vania said that “*desain dari coffee shop terus banyak colokan listrik dan suasana yang nyaman di coffee shop* [The design of coffee shop, many electric plugs, and the cozy atmosphere]” (Nita Vania, interviewed).

Four other interviewees said that they chose to go to the shops which were not too crowded. Nixie said “*di coffee shop dimana teman ku bekerja, tidak terlalu ramai, sehingga aku bisa bersantai, dan tempat yang bagus untuk berfoto* [In the coffee shop where my friend works in. It is not too crowded so I can chill, and it is a good place to take picture.]” (Laura, interviewed). In addition, three out of fourteen interviewees chose the coffee shop based on the food offered in the coffee shop, a choice mentioned by Lina Amanta, Nita Sheila, and Jessica. Nita Sheila said

...tempat nya tidak terlalu ramai, tenang, nyaman, kopi nya enak harga sesuai dengan rasanya, dan yang ada promonya. Jadi kalau harga mahal tapi rasanya enak tidak masalah untuk saya, kalau masalah besar kecil coffee shop nya itu juga jadi alasan untuk datang ke coffee shop, kalo terlalu kecil biasanya kursi berada di depan bar persis dan itu kurang nyaman untuk saya berbincang dengan orang takut kalau terdengar oleh baristanya. [The place is not too crowded, quiet, comfortable, delicious coffee, and the taste is worth the price, and there is a promo. So, if the price is expensive but the taste is good it’s okay for me. Whether the coffee shop is big or small is important to consider too. If the coffee shop is too small, the chair will be right in front of the bar and it is not very comfortable to talk to other people since the barista will overhear it.]

(Nita Sheila,interviewed).

And the rest of the interviewees, Christy said that the coffee shop with manual brew was her priority, “*coffee shop yang fokus pada manual brew dan bagus dalam memanggang biji kopi* [A coffee shop that focuses on manual brew and great in roasting beans ex: Tulus café]” (Christy Avi,interviewed).

4.3. The interviewees’ Preference of People to Go with to the Coffee Shops

Table 4.9. The interviewees’ preferences of people



With whom to go	interviewees
Friends	Lina Amanta, Angelia, Nita Sheila, Anastasia Sherina, Nixie Valencia, Anastasia Dewi, Clarisa, Novita, Jessica
co-workers	Christy Avi,Gabriela
boyfriend/girlfriend-	Shera, Laura

Ten(10) out of fourteen(14) female young adults said that they often went to the coffee shop with their friends. Two of them went with the co-workers and the others went with their boyfriends. Jessica Wibowo said

dengan teman karena kalau sama temen lebih asik biasanya pergi ke coffee shop kalo emang pengen keluar atau merasakan suasana baru ketika aku bosan di rumah. Kalau

suru pilih ke coffee shop atau mall, biasanya pergi ke mall cuma kalau mau makan/ cari barang, tapi kalo ke coffee shop ya emang ingin nongkrong [With friends because it's more fun to go with my friends. If I want to hang out or if I want to find a new atmosphere when I get bored at home. If I have to choose between going to the mall or the coffee shop, I usually go to the mall when I want to eat or just want to find something, but I go to a coffee shop when I really want to hang out, chill and enjoy the atmosphere]” (Jessica, interviewed).

4.10. The interviewees’ preference of female or male companies

	reasons	Interviewees
Boy	Just fun	Christy Avi, Nixie, Shera
Girl	male friends do not want to do assignments in the coffee shop	Lina Amanta
Both	it's more exciting. Girls love gossiping but having guys will be more fun	Gabriela, Laura, Angelia, Nita Sheila, Anastasia Sherina, Anastasia Dewi, Clarissa, Novita, Jessica, Nita Vania

Ten out of fourteen interviewees said that they liked to go out with both girls and boys because it is more exciting and fun. Angelia said “*aku suka pergi dengan cewe dan cowo secara bersamaan, maka itu menjadi lebih menyenangkan kalau cewek*

hanya menggosip tapi kalau ada cowok nya akan jadi lebih seru [I like to go with both of them, so it's more exciting. Girls only will just gossip. But with the boys it will be more fun]"(Angelia,interviewed).

Three females said that they liked to go out with the boys because the boys are more simple for them, and there will be no gossiping. Christy said "*seru aja kalo pergi sama cowo tapi kalau pergi sama cewe lebih ribet* [It is just fun to go out with the boys. Going out with girls is more complicated for me]"(Christy,interviewed). One person claimed that she liked to go outside with girls. Their responses were represented by Lina Amanta who said "*karena aku ke coffee shop buat nugas dan temen ku cowo tidak mau mengerjakan tugas di coffee shop* [Because I go to the coffee shop to do the assignments and my male friends do not want to do their assignments in the coffee shop]" (Lina,interviewed on 4 october 2020). Eight out of fourteen interviewees said that there was no difference whether they went out with boys or girls because "*selama aku nyaman sama mereka aku tidak papa* [As long as I feel comfortable to go with them, it's okay]"(Nita Sheila, interviewed).