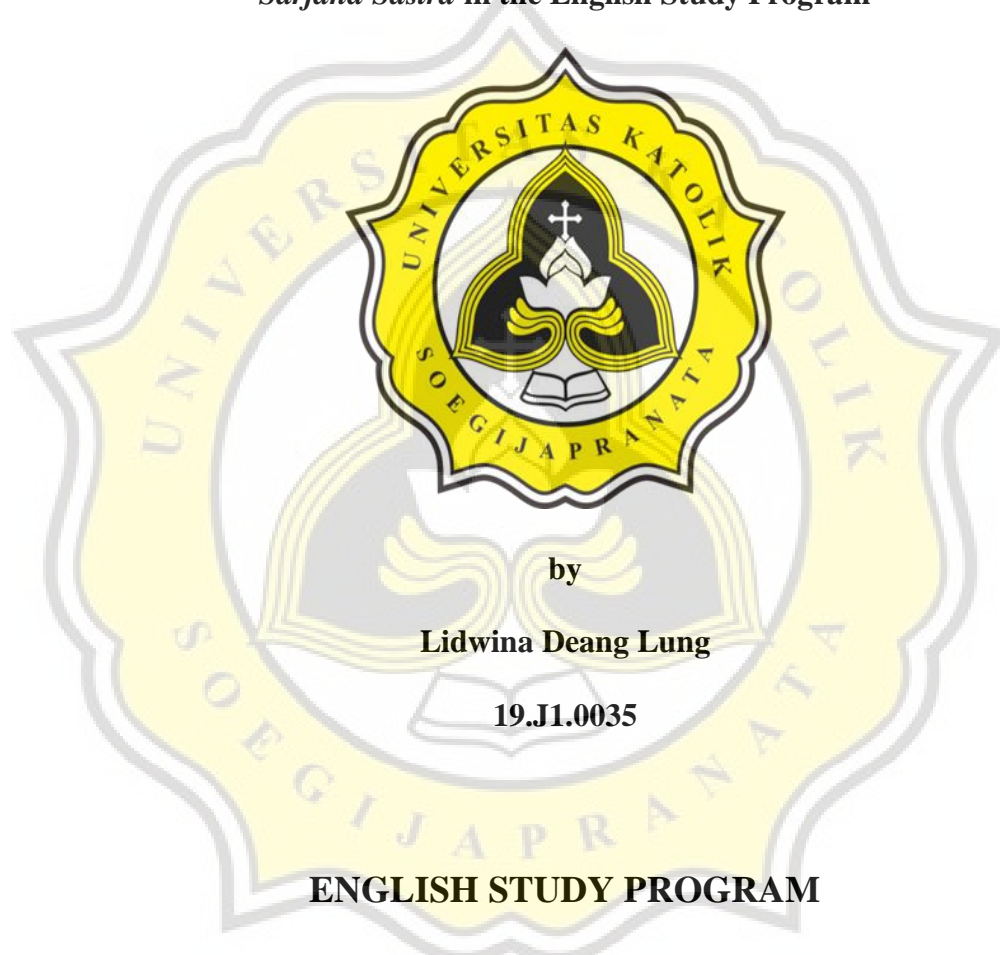


**THE POPULAR CULTURE CHARACTERISTICS AND  
AMERICAN VALUES OF GLOBALIZED STARBUCKS COFFEE**

**A Thesis Presented as a Partial Fulfillment of the Requirements for the Degree of  
*Sarjana Sastra* in the English Study Program**



by

**Lidwina Deang Lung**

**19.J1.0035**

**ENGLISH STUDY PROGRAM**

**FACULTY OF LANGUAGE AND ARTS**

**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

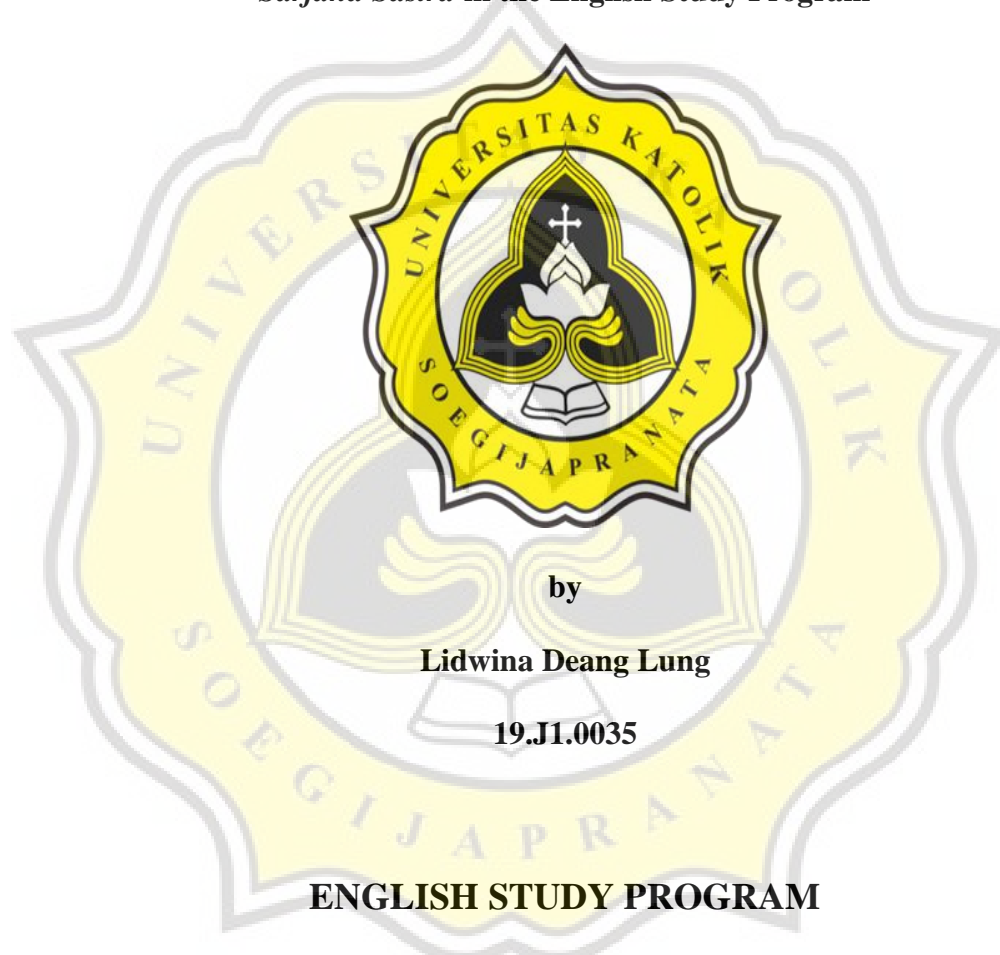
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## ABSTRACT

Starbucks' popularity as a coffee company from the United States of America makes them the center of attention among coffee lovers. This it is not surprising because the most prominent coffee company has become one of the most widespread cultural phenomena in the world. Through a qualitative research and data collection from photo documentation and interview session with a Starbucks barista, manager, and some customers from Kota Lama, Semarang, this research found that the Starbucks coffee shop fulfills nine out of the ten characteristics of popular culture. The nine characteristics of popular culture that Starbucks fulfil are (1) giving satisfaction to customers; (2) being easy to obtain, (3) being eager to please, (4) reflecting society, (5) being temporary, (6) being practical, (7) creating a global-local lifestyle, (8) making profit, and (9) fulfilling popular culture's themes. While popular culture characteristics that are not fulfilled by Starbucks is (10) manipulation. Through discussing the characteristics, thirteen dominant American values are also found. The values consist of (1) controlling the environment, (2) change, (3) the essential of time, (4) equality, (5) individualism and privacy, (6) self-help, (7) competition, (8) future orientation, (9) action and work orientation, (10) informality, (11) directness, openness and honesty, (12) practicality and efficiency, and the last is (13) materialism and acquisitiveness. Through understanding the American values, this research finds that the American Starbucks does indeed describe its hegemonic nature to support itself as the most globalized and popular coffee shop in the world.

## ABSTRAK

Popularitas Starbucks sebagai perusahaan kopi asal Amerika Serikat membuat mereka menjadi pusat perhatian di kalangan pecinta kopi. Hal ini tidak mengherankan karena perusahaan kopi paling terkemuka ini telah menjadi salah satu fenomena budaya yang paling luas di dunia. Melalui penelitian kualitatif dan pengumpulan data dari dokumentasi foto dan sesi wawancara dengan barista Starbucks, manajer, dan beberapa pelanggan di Kota Lama, Semarang, penelitian ini menemukan bahwa kedai kopi Starbucks memenuhi sembilan karakteristik budaya populer. Kesembilan karakteristik budaya populer yang dipenuhi oleh Starbucks terdiri dari (1) memberikan kepuasan kepada pelanggan; (2) mudah didapat; (3) ingin menyenangkan; (4) merefleksikan masyarakat; (5) bersifat sementara; (6) praktis; (7) menciptakan gaya hidup lokal-global; (8) mencari keuntungan; dan (9) memenuhi tema-tema budaya populer. Sedangkan karakteristik budaya populer yang tidak dipenuhi oleh Starbucks adalah manipulasi. Melalui pembahasan karakteristik tersebut, ditemukan pula tiga belas nilai dominan Amerika. Nilai-nilai tersebut terdiri dari (1) mengendalikan lingkungan, (2) perubahan, (3) esensi waktu, (4) kesetaraan, (5) individualisme dan privasi, (6) swadaya, (7) kompetisi, (8) orientasi masa depan, (9) orientasi tindakan dan kerja, (10) informalitas, (11) keterusterangan, keterbukaan, dan kejujuran, (12) kepraktisan dan efisiensi, serta yang terakhir (13) materialisme dan akuisisi. Dengan memahami nilai-nilai Amerika, penelitian ini menemukan bahwa Starbucks Amerika memang menggambarkan sifat hegemoninya untuk mendukung dirinya sebagai kedai kopi yang paling mengglobal dan populer di dunia.

