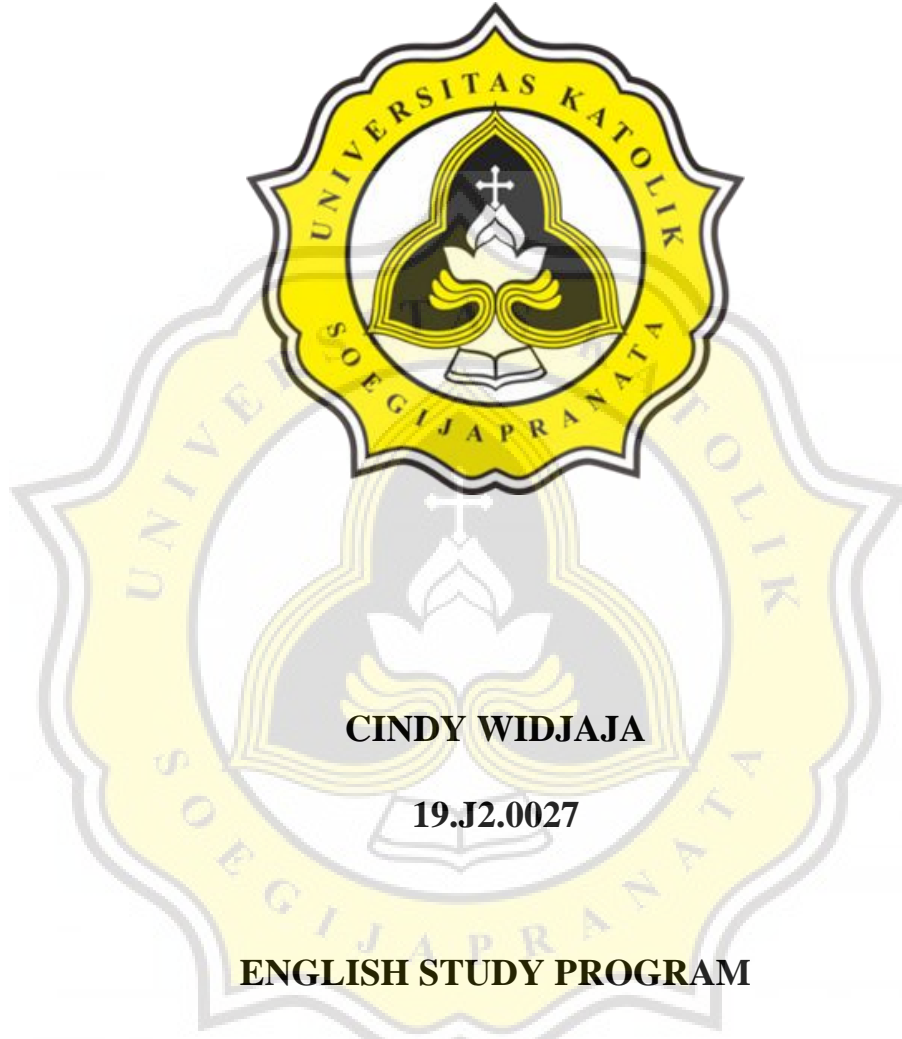


**THE REASONS OF YOUNG PEOPLE'S VISITS TO ANAK
PANAHI COFFEE GAJAH MADA IN SEMARANG**



CINDY WIDJAJA

19.J2.0027

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

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SEMARANG

2024

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



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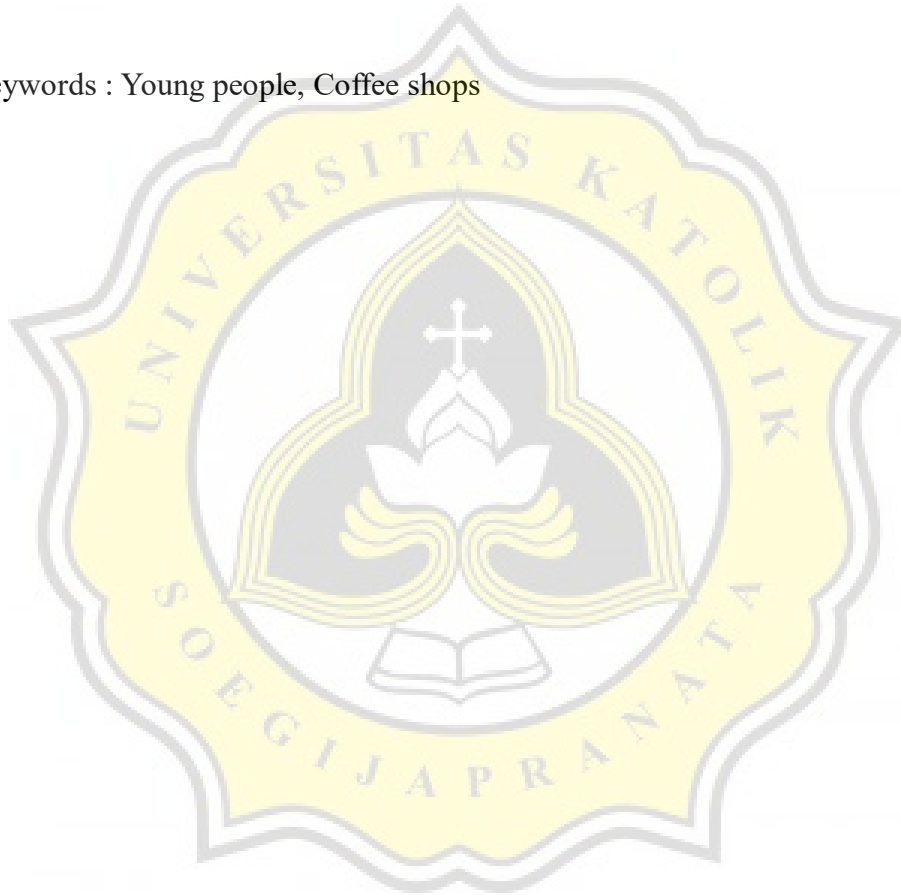
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ABSTRACT

Nowadays, coffee shops and cafes are becoming more popular for young people. Many of them go to coffee shops for different purposes. This research was conducted to find out the reason why coffee shops are becoming more popular for today's young people in Semarang. This research was conducted at *Anak Panah Kopi Gajah Mada*. To address the research questions, the author applied qualitative methods using interviews to obtain data and results from respondents. In this research, the author interviewed ten (10) young people in Semarang. Their ages were 17 - 25. The results of this research show young people like to hang out, work on their assignments, and meet friends in the coffee shops. They like going to coffee shops because they offer comfortable space and facilities.

Keywords : Young people, Coffee shops



ABSTRAK

Saat ini, kedai kopi dan kafe semakin populer di kalangan anak muda. Banyak dari mereka pergi ke kedai kopi untuk berbagai tujuan. Penelitian ini dilakukan untuk mengetahui alasan mengapa kedai kopi semakin digemari oleh anak muda masa kini di Semarang. Penelitian ini dilakukan di Anak Panah Kopi Gajah Mada. Untuk menjawab pertanyaan penelitian, penulis menerapkan metode kualitatif dengan menggunakan wawancara untuk memperoleh data dan hasil dari responden. Dalam penelitian ini, penulis mewawancarai sepuluh (10) generasi muda di Semarang. Usia mereka adalah 17 – 25 tahun. Hasil penelitian menunjukkan generasi muda suka nongkrong, mengerjakan tugas, dan bertemu teman di kedai kopi. Mereka suka pergi ke kedai kopi karena menawarkan ruang dan fasilitas yang nyaman.

Kata kunci : Anak muda, Kedai kopi

