

# Cultural Shifts And Social Impacts Of Coffee Shops On Millennials

## Pergeseran Budaya Dan Dampak Sosial Coffee Shop Pada Generasi Milenial

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### Abstract

The cultural and lifestyle shifts occurring in modern society, particularly among the millennial generation, have had a significant impact on the emergence and popularity of coffee shops. This research aims to analyze the transformation in coffee culture and the social impact of coffee shops on millennials. The method used in this study is library research. The results indicate that coffee shops have become iconic symbols of the millennial lifestyle, offering a comfortable and visually appealing environment for this generation. Millennials often choose coffee shops as gathering places, workspaces, or spaces to relax. Coffee shops have also become hubs for social activities and connections among individuals, enabling more direct social interactions compared to online platforms. This phenomenon has created a unique social and cultural atmosphere surrounding coffee shops, which in turn impacts the local economy. Furthermore, changes in millennials' lifestyles have influenced their self-perception and consumption patterns. Coffee shops serve as venues where they can express themselves, seek new experiences, and cultivate their identities. Millennials utilize coffee shops as platforms to showcase their lifestyles and aspirations, as well as to gain social recognition and prestige.

## INTRODUCTION

The era of globalization represents a transformative global shift that has impacted the world on a significant scale. The present state of the world is undoubtedly distinct from the past. These changes are also reflected in the future lifestyles of individuals. Modernization has greatly transformed life in this era. The advancements in science and technology have continuously propelled the development of human life, leading to changes across different eras. Moreover, these advancements in science and technology exert a considerable influence on social, economic, and socio-cultural changes within societies (Apdillah et al., 2022).

The more the needs of human life, the more demanding the increase in lifestyle. Lifestyle is a lifestyle related to how a person spends his time, for what is important to consider his interests and environment, and what people think about themselves and the environment (Priansa, 2017). The lifestyle that is considered alarming is a consumptive lifestyle that leaves a productive lifestyle. Consumptive lifestyle provides enjoyment and satisfaction both physically and psychologically. But whether we realize it or not, a consumptive lifestyle has an unfavorable impact on "financial health". Consumptive lifestyle can be said to be wasteful. While waste itself can be interpreted as a behavior that is excessive beyond what is needed.

(Kotler & Armstrong, 2014) Lifestyle is defined as the way of life expressed through activities, interests, and opinions, reflecting an individual's interaction with their environment. Hangout activities have become a popular lifestyle, particularly among teenagers in big cities.

In modern times, hangouts have become more diverse and selective. Millennials, in particular, have specific preferences for the places they choose to hang out. These places need to have captivating elements that cater to the desires of everyone, especially millennials. Therefore, coffee shops must have an appropriate concept that provides a calming and comfortable atmosphere, encouraging customers to spend more time there. The hangout habits of the millennial generation present great business opportunities for entrepreneurs and others.

Contemporary coffee shops, commonly known as Coffee Shops, offer attractive spaces with clean and well-maintained facilities and prioritize customer satisfaction. They provide various amenities such as modern layouts, free internet access, and excellent service. Having a cup of coffee or hanging out at a coffee shop has become a habitual and essential activity for teenagers.

Jakarta, as the capital city of the Republic of Indonesia, and Depok, a city in the West Java province adjacent to Jakarta, are both significant urban centers. A research conducted by Tanamera Coffee in Jakarta revealed that the average coffee shop visitor spends around 1.5 to 2 hours either working or simply recharging. The study also found that consumer activities varied depending on the location of the visited coffee shop. This highlights the influence of coffee shops on social life and urban lifestyles. Considering the amount of time visitors spend in coffee shops and the coffee shop's image as a way of life for young people in Jakarta..(Pratiwi & Widhiasti, 2022)

Café preference in hangout culture also shows the existence of class and becomes social capital as a benefit gained from the culture. The underlying principle of social capital is an asset such as the structure ('hanging out') itself (Cooleman in (Trujillo, 2007). This is followed by preferences that are chosen as another form of asset. Social spaces such as malls, junkfood restaurants, gamezones or cafes are places where young people build new lifestyles, by styling in social spaces, young people find identity and show the existence of social class (Kadir, n.d.). The culture of hanging out will become increasingly relevant in the lives of young people when it is associated with preferences in showing the existence of social class.

The explanation above relates to youth culture and subculture, which discusses how young people create systems of meaning, ways of expression and style. Identity is built from social relationships and the meanings that surround them, as well as understanding the self in order to relate to the dominant culture (McCulloch et al., 2006). Youth are explained using the perspectives of biological categories, typical social groups and cultural constructs. With social class theorized as an important factor in understanding youth participation with the pace of change in economic and social terms (Putri, 2020). Based on the background and phenomena previously described, this research aims to analyze the shift in coffee culture and the social impact of coffee shops on the millennial generation.

## METHOD

This research utilizes the literature study method, which involves analyzing and synthesizing relevant literature, journals, articles, books, and other sources of information related to the research topic. Through desk research, researchers will collect and review existing literature on cultural shifts and the social impact of coffee shops on the millennial generation. The literature may consist of previous research findings, literature reviews, relevant theories, and expert opinions from related fields. The researcher will identify and analyze the findings presented in the literature, seeking patterns, trends, and conclusions that are applicable to the cultural shift and social impact of coffee shops on the millennial generation. Additionally, a comparative approach may be employed to compare findings from different literature sources.

## RESULT AND DISCUSSION

## Result

### *Culture Shifting*

Directly proportional to the development of web technology, starting from web 1.0, web 2.0, web 3.0, to web 4.0, a similar trend can be observed in the coffee industry. The first generation of coffee in Indonesia can be traced back to 1696, when the Dutch Government introduced coffee from Malabar (a city in India) to Indonesia. During this time, coffee was predominantly enjoyed by the nobility and the wealthy due to its cultivation methods and high cost.

In the 1960s, the second generation of coffee emerged. This era marked the introduction of Italian coffee variants, such as espresso, cappuccino, and coffee latte, through the use of specialized machines. The second generation witnessed the rise of Starbucks as a major player in the coffee industry, boasting the highest sales globally. Starbucks, as a renowned coffee company from the United States, gained recognition through indirect marketing efforts, including product placements in movies.

As the coffee industry evolved, coffee is no longer seen as exclusively for older generations but has become a trend embraced by younger individuals, who often showcase their coffee experiences by updating their social media statuses. Research conducted by Ardietya Kurniawan confirms that among adolescent coffee drinkers, lifestyle and social interaction are prominent characteristics. Recognizing the potential and opportunities offered by internet technology and social media, numerous startup companies and established businesses have begun utilizing social media platforms for product advertising. Coffee shops have seized this opportunity to market their products to the millennial generation. (Alfirahmi, 2019)

The phenomenon of millennials going to coffee shops has entered not only Jakarta as a metropolitan city, but also other big cities in Indonesia. Although there are not many coffee shops with trade licenses from abroad, millennials in other big cities also show a lifestyle resembling a metropolitan city. Depok and Jakarta as big cities with many immigrants, especially millennials, cause a shift in lifestyle towards modernization due to the pressure of entertainment demands and the lack of filters for modernization. This is shown by the proliferation of nightspots, karaoke, distribution stores, and cafes.

The rapid flow of globalization requires all nations to be able to participate in it if they do not want to drown. Western countries are seen as the mecca of the times. Not only in terms of technology but also lifestyle. Modernization changes lifestyles to be more in line with Western lifestyles even sometimes by abandoning old values. Modernization also requires changes in attitude and mentality in order to adjust to the new environment. Industrialization, meanwhile, is concerned with the distribution of the goods produced. In order for the products to sell in the market, the capitalists and the organs of the system deliberately "create" a culture related to the results. Goods or instruments that were originally limited to secondary needs can become primary.

As stated by (Badudu & Zain, 1994) that is, influence is (1) the power that causes something to happen; (2) something that can shape or change something else; (3) submitting or following because of the power or strength of others. Where it is known that the new lifestyle carried out by young people has an influence and impact which is a force that can shape or change. Where most young people will fulfill their desires more, such as when going to a coffee shop that they don't necessarily need. "Needs and goals are interdependent; neither exists without the other. However, people are often not as aware of their goals." (Schiffman & Wisenblit, 2015). Schiffman explained that often people are not as aware of their needs as they are of their goals. This desire to be fulfilled is one part of the behavior of young people in modern times for those who follow popular things. Young people come to coffee shops from an interest or desire, as stated by (Plummer, 1983) that lifestyle is an individual's way of life identified by how people spend their time (activities), what they consider important in life (interests) and what they think about the world around them. In this case,

young people sometimes do not need to drink coffee or come to a coffee shop, but young people will still come because they do it to get prestige, prestige and a new lifestyle that is popular.

Pipes in (Ariani, 2012) stated that peers can influence the food and beverage choices of an adolescent, because adolescents tend to try to follow the eating habits of their friends in order to be accepted in the friendship group, besides that it can also be a means of solidarity in friendship. In line with that, research (Masri, 2018) The study on the determinants of consumption of high-calorie drinks in adolescents showed that more respondents consumed high-calorie drinks in groups that were influenced by peers.

The theory of Social and Cultural Change according to Gillin and Gillin that social change is a variation of accepted ways of life, either due to changes in geographical conditions, material culture, population composition, ideology, or due to diffusion or new discoveries in society (Martono, 2012). In this case, the behavior of young people in following trends within their community, specifically through their lifestyle choices, carries a certain level of prestige. For instance, the fashion or outfits of trendy young individuals are often a widely discussed topic, and these outfits are considered cool when worn to coffee shops. Additionally, coffee shops provide a suitable backdrop for taking photos, which is another reason why young people find them appealing. In the modern era, young individuals are highly active on social media platforms, sharing their daily activities, such as the music they are listening to or moments spent visiting places like coffee shops.

Moreover, technological advancements have become an inseparable part of human life. These advancements have caused significant changes in various aspects of human life and have had a profound impact on cultural values, including lifestyles and mindsets within communities.

It is undeniable that our lives are closely intertwined with technological progress, especially among millennial teenagers who have a significant influence on a country's technological advancements. Around the 2000s, the internet began to gain recognition in our society, and social networks emerged with an increasing number of internet users. Over time, social networks developed rapidly, including platforms like Facebook, Twitter, Friendster, MySpace, and many others. The primary function of these social networks is to connect with friends and people from around the world through online accounts, eliminating the need for face-to-face meetings and long-distance travel. It was millennial teenagers who first recognized and eagerly created accounts on these social networks, which, at that time, had a large user base. (Ainiyah, 2018)

Millennial teenagers are very vulnerable to changes around them, they will follow the most dominant things that are nearby. So the possibility of drastic changes in millennial adolescence will drive which direction the millennial teenager will go, towards positive or negative, depending on where he starts. Millennial teenagers who hang out with the internet on a daily basis will be more responsive to changes in the information around them because they are used to and know more about the information, so they are more responsive to everything than others. But millennial teenagers who have a tendency to negative things will be the opposite, they will appear passive because they are only enslaved by the ease and wealth of information from the internet. (Ainiyah, 2018)

Exposure to media can also influence people to consume sugary and high-calorie drinks (Masri, 2018). In addition to television, radio, and print media such as newspapers, various types of businesses, including many boba beverage businesses, use a form of marketing called viral marketing. The definition of viral marketing is a marketing strategy that stimulates people to spread product or brand advertisements with marketing messages to others through social media, or in other words, marketing messages are spread naturally by encouraging customers to share information about a business's products or brands to their friends or social networks. The principle of this marketing strategy is derived from word of mouth marketing, but is carried out with a wider reach through social networks (Al Muala, 2018). Several studies have shown positive results regarding the influence of viral marketing on consumer interest in a product or brand of some type of business. (Hamed, 2017; Sawaftah et al., 2020; Sembiring & Ananda, 2019). Massive promotion of sugar-

sweetened beverages is known to have contributed to the increase in consumption of sugary drinks globally, especially in low- and middle-income countries. (Malik et al., 2013). In addition, a research by (Hawkins et al., 2020) showed that online social circles can implicitly influence eating habits, in which 369 university students were asked to estimate the amount of fruits, vegetables, high-calorie snacks, and sugary drinks consumed by their colleagues or friends on the Facebook app every day, then the information was compared with the participants' actual eating habits and showed that those whose social circles consumed more junk food also consumed more of these foods. Likewise, participants whose social circles consumed more healthy food consumed more fruits and vegetables in larger portions.

Another thing that drives young people to visit is partly a desire to express their self-image and also the behavior of visiting coffee shops is done when they feel bored and want to get a comfortable atmosphere. This can be interpreted as young people adopting a new lifestyle by visiting and hanging out at coffee shops, and young people are also happy with the presence of coffee shops in Salatiga City because they provide a place to do activities with comfortable facilities. Young people express their self-image through the way they behave, look, speak and choose coffee shops as places they want to visit. In the neighborhood around the coffee shop, according to Solomon "We can get a clearer picture of how people use products to define lifestyle by examining how they make choices in a variety of product categories." (Solomon & Panda, 2004). Solomon stated that lifestyle can be seen from the products chosen, as explained earlier about young people who now have a lifestyle of drinking processed coffee and hanging out in coffee shops, of course this is one of the choices as a lifestyle. After young people show their self-image through their appearance, the surrounding environment will judge according to what young people show. After the appearance, style of speech and the way they socialize will show their social status to the surrounding environment, the surrounding environment will directly realize the role of these young people.

In behavior, humans are influenced by their surrounding environment. For example, a favorite television show is discussed by many people not necessarily because the storyline is good, but it can happen because it is often a hot topic of conversation in the group. The influence of the group on individual behavior is so great. What is meant by social influence is something that involves social power by a person or group of people to change the attitudes and behavior of others for a certain purpose. (Rosenberg & Turner, 1990), Meanwhile, social power refers to the power available to the influencer to change attitudes or behavior.

### ***The Social Impact of Coffee Shops on Millennials' Habits***

Coffee shops have become the place of choice for teenagers, young people and adults to hold meetings, or gather with family. Many students also spend time in cafes to do assignments or just spend empty time.

Based on Marx's theory, it is revealed that social meaning refers to mutual cooperation (Suryono, 2019). Where the results of the researcher's findings directly in the field that the relationship between the community is still very thick seen from individual cooperation, and helping in conditions of joy and sorrow. Other research results found that the existence of coffee shops has a social impact on society because it is able to change the mindset and way of life of the community. There are several indicators of social impact related to the existence of coffee shops:

#### **1. Education**

In this case education does not directly impact the existence of this coffee shop, but the existence of this coffee shop indirectly adds to the community's insight into business and entrepreneurial opportunities that can be developed by the community.



Based on the theory put forward by Burhan, education is an important factor for the creation of quality human resources for development. So this is one of the motivations for the community to continue their education so that they can train individual abilities and expertise in the fields they are passionate about, especially those related to expertise in the fields of trade and services. (Hanum, 2018)

## 2. Social Process

In the fulfillment of an individual's basic needs, such as the need for social control, and the need for harmony, what is needed is good social relations and processes. The existence of Coffee shop has an impact in terms of social processes or social relations in the community seen in terms of community education. Due to the low motivation of the community to strive for themselves to obtain a higher status through education, while education is one of the things that underlies social life, especially relationships between individuals.

From the research results, it can be seen that there are changes in social processes from generation to generation, this also indicates that public awareness to improve their social status is very high through education. Education is very influential on the type of work that will be obtained and at the same time determines the high and low amount of income that will be obtained. This is of course one of the backgrounds of people's social life.

Based on Soekanto's theory which reveals that the social process is defined as the mutual influence between various aspects of common life. This is in accordance with the facts found by researchers in the field that this social process or social relationship really occurs when individuals and groups give each other reciprocity. There are those who need goods and services called consumers, and there are those who act as providers of goods or services. (Wati et al., 2020)

## 3. Types of Employment

The presence of a coffee shop indirectly has an impact on changes in the type of work or livelihood of the local community. This is because the development of coffee shop destinations will have an impact on changes in the economic structure of the community, especially community livelihoods arising from business opportunities from the sector.

Based on the theory expressed by Thomas, it states that work is a necessity that must be done to support his life and his family. This is in accordance with the findings of researchers in the field that those who open businesses and work in coffee shops are to support their lives and their families..

### ***Sociological Reflections on the Phenomenon of hanging out at Coffeeshop among Millennials***

Nowadays, teenagers prefer to spend their free time hanging out at coffee shops or restaurants to hang out with friends. Visiting coffee shops has become a habit for some teenagers. The activity is usually done after work, college or after other important activities. This aims to unwind, namely by visiting a coffee shop, then staying quiet can entertain themselves while enjoying the strains of acoustic music and enjoying a quieter atmosphere in the coffee shop. For some teenagers, this activity can make the mind relax, and the mind becomes fresh. (Wulandari & Erianjoni, 2021).

The phenomenon of teenagers' coffee lifestyle in coffeeshops in which they always carry out discussion activities, interact. This has an impact on the purpose and direction of the conversation which is relaxed but still within the scope of serious topics. Activities in coffee shops are a reflection of important needs for customers and are driven by lifestyle. In this need they seek information exchange, networking, or other positive things. Community is one of the needs of coffee shop consumers, because the community has family values. Coffee shop is a place or media for each consumer to channel activities, behavior, and lifestyle in coffee shops. From the lifestyle dimension, the activities of shop consumers are formed which are inherent and the activities in the coffee shop

cannot be separated in their daily lives. (Chaney, 2002) also explained that along with the development of life style, identity is very important as a complement to the life style itself. The lifestyle of some teenagers tends to be oriented towards material value and prestige. The above understanding provides a frame for understanding why people among teenagers continue to consume, for example, if Bogor teenagers want to look more up to date or look slang then every time there are new coffee shops open, they are immediately visited. This is because what we want to buy is not just tasting coffee and food but the value of imaging, for example, wanting to be seen by others as slang, upper middle class, and following developments that are currently the trend value.

The presence of the millennial subculture has been an interesting phenomenon in recent years. The millennial generation, which consists of individuals born between 1981 and 1996, has unique characteristics and preferences that set them apart from previous generations. One aspect that really stands out in the millennial subculture is a lifestyle that tends to focus on experiences, social connections, and the search for identity. Research by (Kurniawan, 2016) showed that among teenage coffee drinkers, a prominent characteristic is their lifestyle and social life.

Coffee shops have become an iconic symbol of the millennial lifestyle. Not just a place to drink coffee, coffee shops have turned into spaces that reflect the identity and values of this subculture. Millennials often choose coffee shops as a place to hang out, work, or simply relax. There are several factors driving this phenomenon.

First, a healthy lifestyle and concern for quality food and beverages is a major concern for many millennials. Coffee shops often offer a wide variety of specialty coffees and other healthy drinks tailored to individual preferences. They are interested in trying different flavors and variations of coffee produced from high-quality coffee beans. In addition, coffee shops also often offer organic or gluten-free snacks that suit the healthy lifestyle adopted by many millennials.

Secondly, coffee shops provide a cozy and aesthetically pleasing environment that appeals to millennials. These places are often well-designed, with modern furnishings, warm lighting, and attractive decor. This creates an atmosphere suitable for working or relaxing. In addition, some coffee shops also offer a welcoming space to take pictures or share experiences on social media, supporting millennials' need for digital presence and self-expression.

Third, coffee shops have become places that facilitate social interaction for millennials. This generation tends to prefer interacting in person rather than through social media platforms. Coffee shops provide a comfortable space to meet with friends or coworkers, or even to get to know new people. In addition, coffee shops are also popular places for informal business meetings, creative discussions, or study group gatherings. This shows that coffee shops are becoming centers of social activities and connections between individuals.

The social impact of coffee shops cannot be ignored either. The existence of coffee shops as popular places for millennials to visit has had an impact on the local economy and consumption patterns. The emergence of new coffee shops has created jobs and increased revenue in the hospitality and food sectors. In addition, coffee shops have also become a fun hangout option for students, freelancers, or social groups, indirectly creating a distinct social and cultural environment around them.

## CONCLUSION

The development of the coffee generation from being enjoyed only by aristocrats or the wealthy has become a trend and lifestyle of young people. Technological advances and the development of the internet and social media have played an important role in the shift of coffee culture. Many companies, including coffee shops, utilize social media as a platform to market their products. Young people also use social media to share their daily activities, including their visits to coffee shops. The existence of coffee shops has a social impact on society, such as changes in

social processes, types of work, and education. Coffee shops become places of community and information exchange. It also creates jobs and boosts the local economy. Media exposure, including television and social media, can influence beverage and food consumption habits. Promotion through viral marketing also has an influence in attracting consumer interest in certain products or brands. The phenomenon of coffee shops by millennials reflects the need for social interaction, identity seeking, a healthy lifestyle, and a comfortable environment. Coffee shops have become an iconic symbol of the millennial lifestyle.

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