

HANG OUT CULTURE IN COFFEE SHOP
(CASE STUDY OF COSTUMERS KOZI COFFEE 2.0 BANDUNG)

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ABSTRACT

This research was conducted to determine the culture of hanging out in a coffee shop case studies on costumers of Kozi Coffee 2.0 Bandung in the concept of public sphere. The purpose of study was to knowing the motives and reasons of Bandung young adult to hang out at coffee shop Kozi Coffee 2.0 and to knowing the culture of Bandung young adult to hang out at Kozi Coffee 2.0 in the concept of public sphere. This research uses a qualitative method with a case studies approach. Data collection techniques are more focused on observation, in-depth interviews and documentation in the form of photo locations. The data analysis technique used is descriptive analysis. The results of the in-order to motive to lead to future and because motive that lead to the past, so as to cause yound adult motives in hanging out at the coffee shop, specifically Kozi Coffee 2.0 Bandung. In addition, hanging out Kozi Coffee 2.0 is meaningful because Kozi Coffee 2.0 is used as a place to interact with the audience, where everyone can do useful activities as discussing, learning, working with anyone. Be responsive because everyone is in Kozi Coffee 2.0 public sphere can respond to everything that happens on the spot and everyone who comes there can take the values of concept given by the coffee shop. Be democratic because everyone can use Kozi Coffee 2.0 regardless og their status and social background

Keywords: *Populer culture, Public sphere, Motive, Coffee shop, Hang out, Lifestyle*