

ABSTRACT

Coffee shop is a part of the people's lifestyle nowadays. The culture of drinking coffee everyday is apart of every generations habit from the young generation to the old one. Coffee shop is not only a place to drink coffee but also a meeting point to make appointment with friends, working on projects or business and also a place for bussines appointment. During the Covid-19 pandemic, every society felt the negative impact towards the economic is one of the reason why the government allow Coffee Shops to open their stores with some certain protocol to be followed. The protocol is called the new normal protocol. New normal is a protocol used by the government to break the chain of corona virus, everyone who needs to go out of their houses needs to wear masks, wash their hands often or sanitize it and make sure that they are perfectly healthy before went out. The public places such as restaurant need to follow the protocol also, such as making sure that the cutleries used are sterile, making sure that the costumers are practicing social distancing with minimum distance of one meter and provide a sink for people to wash their hands. The purpose of this research is to analyze the visitors perception towards the New Normal protocol which applied in café Popolo Coffee Sentul City. This research is done with survey method by spreading questionnaire to the visitors who visited their store during the pandemic of Covid-19.

Keywords: Pandemic, Covid-19, Visitors' Perception, Popolo Coffee