

## **ABSTRACT**

*Indonesia is an agrarian country with very fertile soil, making the farming profession one of the professions that are mostly done by the people of Indonesia. An example is the coffee farmers in many of Indonesia's highlands who have long cultivated coffee as their livelihood. Consuming coffee has become a culture of Indonesian people, not limited to age and even profession. Each region also has its own specialty coffee, that's how lucky Indonesia is, which is blessed with fertile soil and a very diverse culture. With so many cultures, the culture of consuming coffee becomes very diverse, depending on several factors such as the environment, availability of tools, availability of information, etc. However, in the era of z and millennials generation which are also supported by advances in technology and knowledge, the culture of consuming coffee has shifted, especially in Central Java. The shift does not always have a negative connotation, this shift has a positive impact on many parties from upstream to downstream, starting from improving the quality of coffee beans to increasing coffee beverage processing which leads to the expansion of coffee lovers. Start from that, the author wants to process the data in the field to highlight the shift in the culture of coffee consumption into a documentary film, the aim is to educate the audience and especially the writer himself to find out the factors that influence the cultural shift, and also to make the audience more appreciative of the efforts of all parties who have contributed to the increasingly advanced cultural shift in the coffee world in the era of z and millennials generation.*

**Keywords:** *Coffee Consumption Culture, Coffee Bean Processing, Inovation, Technological Development, Z and Millennials Generation.*