

ABSTRACT

Yogyakarta is known to be a city where every time spent there seems to “slow down”. The province, with their ways of slow living, seeps to all aspects of life, including gastronomy and the slow coffee bars that decorated the city. Slow coffee bars are coffee establishments where the essence lies in the barista’s interaction with customers, in addition to the warm atmosphere that decorates. This study will research on store atmosphere of slow coffee bars; Jagongan Coffee Roasters, Litubayu Coffee, Lestari, Space Roastery 1890, Punk Ala Rich, and Pier Coffee in Yogyakarta area, conducted through a qualitative analysis that is exploratory in nature. The research will use input-process-output (IPO) model, to fully examine store atmosphere in the point of view of the owners/person-in-charge, and to reduce bias. The data will be collected through in-depth interview with the owners or person-in-charge of the slow bars and thorough field observation. Furthermore, the data will be processed through transcript, coding, individual analysis, and cross-case analysis. It is hoped that through this study, a deep examination of why store atmosphere is crucial to engage customers is achieved.

Keywords: store atmosphere, slow coffee bars, Yogyakarta