

ABSTRACT

Generation X is synonymous with a simple lifestyle, but the reality in Bandung City shows that generation X women are now fond of having coffee at coffee shops. In the past, coffee drinking was just about drinking coffee, but now it has developed into a consumptive culture. This research examines the meaning and motives of coffee shop culture among generation X women in Bandung. The research method used is qualitative with a phenomenological approach. Data collection was conducted through in-depth interviews with 15 female generation X informants in Bandung City who were selected based on purposive sampling, then analyzed using phenomenological data analysis techniques. The results of the research on the context of meaning show that coffee in coffee shops as a symbol of releasing fatigue, a space to vent, part of a lifestyle, as a social identity, a space to socialize, and the closest social environment shape this coffee culture. In addition, the context of motives shows that their goals are to get inspiration, me time, curiosity about new coffee places, content needs for social media posts, and a sense of wanting to repeat past memories. The findings show that coffee culture is more than just a consumption activity, but rather a social practice that is rich in meaning and has motives for generation X women in Bandung.

Keywords: *Coffee culture, coffee shops, generation X women, meanings, Bandung City.*