



The Culture Of "Coffee" As A Means Of Social Interaction Of Students Faculty Of Social Sciences And Law Makassar State University

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Abstract. *This study aims to find out 1) the meaning of “coffee” for students of the Faculty of Social Sciences and Law, Makassar State University and 2) Forms of social interaction in “coffee” activities for students of Faculty of Social Sciences and Law, Makassar State University. This type of research is qualitative research and phenomenological approach. The number of informant is 7 students who are determined based on predetermined criteria namely: 1) status as a active students, 2) Studying at the Faculty of Social Sciences and Law, 3) Students who routinely do coffee activities at least 2 times a week. Data collection techniques are observation, interview, and documentation. Data validity check is carried out by member check. Data analysis is data condensation, data presentation, dan conclusion. The result showed that: 1) The meaning of “Coffee” for students of the Faculty of Social Sciences and Law, Makassar State University, namely: a) Coffee as a sedative when stressed of feeling depressed, and b) Coffee makes us more open with others. 2) Forms of social interaction in the “coffee” activity of students of the Faculty of Social Sciences and Law, Makassar State University, namely: Cooperation.*

Keywords: *coffee; social interaction; students*

A. Introduction

In the current contemporary era, noting the presence of so many coffee shops in all cities in Indonesia as well as various types of coffee drinks and also the facilities they provide, the implication then makes the various kinds of coffee shops encourage public interest in hanging out in coffee shops so as to give rise to a new culture in society, namely the culture of coffee (hanging out in coffee shops). Coffee or commonly called hanging out in coffee shops is also used by the community as a space for social interaction that is in great demand, whether it's to fill free time with activities such as discussing or just talking to friends.

Coffee shops have created a revolutionary phenomenon in society, becoming a powerhouse that unites individuals from all backgrounds: ethnicity, religion, institutions, social status, even multicultural identities. More than just a place to drink coffee, coffee shops are a sphere of subculture that harmoniously combines various cultures and also

different identities. In the current era, modern coffee shops are becoming a magnet for the younger generation, witnessing exciting rapid development.

Coffee is a representative of infinite activity. Embracing culinary delights, engaging business and work, connecting with old acquaintances, and casual chatting on the streets are all reflected in one word: Coffee. Visiting a coffee shop illustrates unlimited independence from differences in social status, gender, social strata, age, or other factors that can separate us. Coffee shops are an unparalleled gathering medium, welcoming all individuals indiscriminately, whether rich or poor, young or old, even disresponsible individuals. (Igiasi, 2017)

Coffee shops become a paradise for those who do not have much activity and want to find pleasure in spending unlimited time there. Coffee shops do not offer food that is too diverse like stalls that specialize in providing food, but that is not a problem because it is suitable as a place to gather and relax after college. With orders for snacks such as fried foods, instant noodles, and iced tea, visitors are satisfied. More interestingly, karaoke is provided for free, just by paying for the order ordered. Students are happy to gather their friends to discuss any topic, from minor issues to global breaking news. Not only that, they even use it as an alternative workspace, bringing laptops to stay connected to the virtual world. Meticulously, coffee shops become a conversation field that covers all walks of life, creating a spirit of unity from various groups, from the lowest to the highest. (Isnawati *et al.*, 2018)

Coffee shops have evolved from traditional to modern such as cafes or shops with diverse coffee appeals. Cafes and coffee shops offer a variety of coffee offerings that arouse consumer interest with attractive services and facilities. Traditional coffee shops that used to be crowded as a hangout are now increasingly deserted because they compete with larger cafes and shops. Modern coffee shops have a different look from ordinary coffee shops that are simple and located on the side of the road. Coffee shops feature luxury in modern design and interiors, and offer a variety of processed coffee and food at higher prices than coffee shops. Coffee shops and coffee shops, both are hangouts that still reflect the coffee drinking culture valued by the local community. (Haryuni *et al.* 2020)

The culture of coffee (hanging out in coffee shops) is also indicated by students, especially students of the Faculty of Social Sciences and Law, Makassar State University (FIS-H UNM). FIS-H UNM which is located in the urban center and is not spared surrounded by various kinds of coffee shops, this then encourages interest in "coffee" in students of the Faculty of Social Sciences and Law. "Ngopi" is also a social interaction space that is in great demand by students, whether it's to fill their free time to discuss, talk to friends, or just fulfill their social media needs. In their spare time, many students of the Faculty of Social Sciences and Law spend time in coffee shops with their friends. In coffee shops, students sometimes prefer to chat or just chat and joke with their friends. This is one of the many excuses that are often thrown around by students. After witnessing this phenomenon, the symbolic attached to "coffee" appears as the center of social interaction and not just pleasure.

For coffee enthusiasts, enjoying a cup of coffee may be a common activity in leisure time and can be done in various places. However, for some people, enjoying coffee is not just about the bitter and sweet sensation, but also has a wider impact. For example, students can enjoy a cup of coffee while doing their activities, such as talking. As long as students do not forget their main duties as students, hanging out in coffee shops is commonplace. Since humans are social creatures by nature, this habit is considered common. Coffee shops

become natural places where people interact and communicate socially, especially in the campus community system of the Faculty of Social Sciences and Law, Makassar State University (FIS-H UNM).

Basically, it is customary for FIS-H UNM students to gather (hang out) in coffee shops has become a culture for them. Coffee shops are considered to provide space as a center of social interaction, giving people the opportunity to gather, write, read, and entertain each other. Therefore, coffee shops are not only a place to buy things, but also have other purposes for college students. The coffee shop attracts college students for those reasons. Coffee shops continue to create stories to talk about and give their own meaning to students.

This is certainly interesting to be investigated more deeply, the existence of Coffee Shops that continue to grow so rapidly has become a gathering place for students to interact with each other both in carrying out their daily routines with diverse user backgrounds. This means that there is a meaning and value as well as a sign for students who hang out while drinking coffee. Departing from the background explanation above, the author is interested in conducting research with the title, "Coffee Culture as a Means of Social Interaction for Students of the Faculty of Social Sciences and Law, Makassar State University".

B. Method

The research method used in this study is qualitative research with a phenomenological approach. Qualitative research methods are research methods that intend to understand the phenomenon of what will be researched in a descriptive way. The phenomenological approach aims to describe the meaning of life experiences experienced by some individuals about a particular concept or phenomenon by exploring the structure of human consciousness. Suyanto & Sutinah (2015) explained "Qualitative research is a continuous research process so that the data collection and data analysis stages are carried out simultaneously during the research process".

Researchers chose the Faculty of Social Sciences and Law, Makassar State University (FIS-H UNM) in Makassar City, South Sulawesi Province as the location of the study and did not focus on one particular coffee shop. The author will make FIS-H UNM the target of research because it will make it easier for the author to obtain informants when conducting research. In this study, obtaining all data and information from informants who are considered to understand the subject of research best, namely the culture of "coffee" of FIS-H UNM students. Research data consists of all facts and figures that can be used as material to compile information. (Arikunto, 2002)

Data sources in this study are 1) Primary data is data obtained directly from informants by interview. 2) Secondary data is data obtained from other sources such as scientific works of experts, secondary data is also referred to as second-hand data.

The data collection techniques used are observation, interviews, and documentation. Observation of this study was carried out to obtain clear information by analyzing it first. Then proceed with the interview process and then documentation. A document is a record of past events. This can be writing, drawings, or major works about the informant's biography, and so on. (Sugiyono, 2015)

Data analysis is the collection of data obtained from the field and also after completion in the field. Data is managed in ways such as arranging data, dividing units that can be managed and getting what is important. (Sugiyono, 2014)

Data analysis is carried out by condensing data, presenting data, and drawing conclusions. So data condensation, data presentation, and conclusion drawing will continue throughout the research process, until clear and definite conclusions are reached.

C. Result And Discussions

1. The Meaning of "Coffee" for Students of the Faculty of Social Sciences and Law, Makassar State University

The activity of "Coffee" as later explained earlier, and what is behind students doing coffee activities. Students explained a lot about their interests and feelings when doing coffee activities.

Symbolic interaction theory sees social reality as a result of human creation. This means that humans have the ability to interact through symbols, have the essence of culture, live in society, have thoughts, and interact with others through symbols. Human self-consideration becomes the starting and ending point of every type of social interaction. In this theory, humans are considered active actors who actively create and influence social reality through symbolic interaction (Ahmadi, 2008).

Coffee or drinking coffee is an activity that is widely done not only among students. In symbolic interactionism, coffee can certainly be considered as a symbol that has different meanings for each individual who does it (Rojikhin and Yani, 2023). The process of social interaction and student communication is very influential in seeing and giving meaning to coffee activities. In the previous section, various opinions were expressed by FIS-H UNM students related to coffee activities. This shows that different processes of social interaction and communication give their own meaning to students in seeing things. Coffee activities can also be considered as an important social tradition for building social relationships and creating a comfortable and relaxed atmosphere. Here are some meanings attached to coffee activities for FIS-H UNM students, namely:

2. Coffee As A Sedative When Stressed Or Feeling Depressed

In coffee activities, a comfortable and relaxed atmosphere certainly determines how the experience of FIS-H UNM students' coffee activities is formed. Coffee as a sedative when stressed or feeling depressed shows that a relaxed coffee atmosphere and does not make us tense makes students like coffee activities. In the view of symbolic interactionism, coffee as a sedative when stressed or depressed can be obtained by individuals through the cognitive processes of individuals involved in associating coffee with tranquilizers. Individuals' minds are influenced by experiences that continually give them an understanding of their coffee activities, allowing them to reduce stress. Individual understanding also certainly affects the symbols attached to the coffee activity itself, individuals identify coffee activities and themselves who do these activities as routines that help them maintain emotional balance. Coffee activities that help them relieve pressure from busy lectures make this meaning born as a symbol of the coffee activity itself.

3. Coffee Makes Us More Open With Others

It is undeniable, coffee activities that become a gathering medium for students certainly make an endless conversation. Students who are involved in coffee activities where the activity is not in a formal forum that is binding and pressing, will certainly make the perpetrators feel relaxed and comfortable when chatting with other students. Students who like to do coffee activities are inseparable from the influence of social interaction with others, drinking coffee as a common social activity can form part of a person's identity, namely as a "person who likes coffee" or part of a certain social routine. When they do

coffee activities, they indirectly identify themselves as feeling comfortable when talking and feel more open when interacting with others who also participate in the same activity. Students may also find social values related to coffee in social situations that affect how a person behaves and interacts with others while doing coffee activities. Most importantly, the experience gained by students is the main factor that makes FIS-H UNM students give meaning to coffee activities.

The symbols of coffee activities certainly do not always apply to everyone, this meaning can change with time such as students find other meanings from their current coffee activities or when we ask the same question to others. Answers such as gathering with friends, doing tasks / work, or making plans are certainly common because basically this meaning is born from how then the interaction process takes place in it. This corresponds to the principles of symbolic interactionism, first people respond to a symbolic situation in an active way, so that they have a role in shaping their environment. Second, meaning in symbolic interactionism is the result of social interaction. Thus, meaning is not inherent to objects inherently, but rather is formed by means of negotiation in the use of language. Third, the meaning interpreted by individuals can change over time, according to the social changes that appear in the process of their interaction. Change of interpretation becomes possible because individuals can carry out mental processes, that is, processes by which individuals communicate with themselves. (Isnawati, 2018)

4. Forms of Student Social Interaction in "Coffee" Activities for Students of the Faculty of Social Sciences and Law, Makassar State University

Coffee activities carried out by students can basically be concluded as activities that move from the trend of coffee that is widely carried out by various groups in society. Apart from the trend that is widely carried out by various circles of society, coffee activities carried out by students are also popular activities that fill students' free time. Within the scope of students, especially FIS-H UNM students, coffee activities include one point contained in the forms of social interaction itself. Based on the results of interviews conducted by researchers, the forms of social interaction that are often encountered are associative processes in this case cooperation, namely:

5. Cooperation

Cooperation is a process in which there is an awareness of the same interests and goals in it which then takes action to meet these needs. In the form of cooperation there is a willingness of group members to replace the activities of other members because the activities carried out are interdependent with other activities in relation to the achievement of common goals. (Slamet, 2004)

The activity of doing lecture assignments is certainly something that must be felt by all students. FIS-H UNM students in their coffee activities carry out a collaborative process in the form of doing assignments collectively. Cooperation is a process of social interaction in which individuals or groups work together to achieve a common goal or complete a given task. In the context of task activities, cooperation occurs when several individuals work together in order to complete the task.

Working on assignments together involves collaboration and coordination between the students involved. This includes the division of tasks, the exchange of ideas and information, discussions, and various forms of interaction that encourage teamwork and support each other in achieving desired results. Cooperative activities that occur in student groups can help students to learn from each other, complement their skills, and increase their understanding of the material they are learning. Teamwork can also help reduce

individual burdens, increase efficiency, and create a more cooperative and productive atmosphere in the lecture environment.

D. Conclusion

The "coffee" activity carried out by students of the Faculty of Social Sciences and Law, Makassar State University gave birth to meanings, namely: a) Coffee as a sedative when stressed or feeling depressed, and b) Coffee makes us more open with others. For forms of social interaction that occur in coffee activities of FIS-H UNM students, namely cooperation.

Moving on from the findings of existing research, researchers provide that as a student, FIS-H UNM students should be able to take advantage of coffee activities as productive activities and certainly have a positive impact, lest the coffee activities carried out only harm financially, time, and health.

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