

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

In everyday life, consumption is one thing that became a habit in daily people life. Based on its meaning, consumption means satisfying needs. According to Paterson, consumption as the process to use up of things (Paterson 2005, 8), is the one way for people to fulfill what they want. From what Paterson had explained before, the issue of consumption is not only grown from habits, but also because of people's needs. The needs of many things, like foods, news, entertainment, goods, services and many more. As it is, the concept of needs must be defined. Based on Dolu, there are the statements that tell that the needs seem compulsory for existence because when a need fulfilled, it provides pleasure, and otherwise, it gives pain (Dolu 1993). Consumption concept is also occupying needs and built-in the perception of today's world, and it criticized both negatively and positively. The perception based on a "living on wealthy life" is a consequence of consuming more and more, and it is considered a factor that restricts many people freedom, make people dependent on others and alienates them — this perception caused by the cycles which come from and consumption which engaged by human needs. As time goes, consumption changed in its different things, such as from its usefulness.

Consumption also can be explained as a desire for any goods to remove usefulness and refers to fulfilling desire rather than meeting the needs. From that

perception, it is depicting that people did not consume important things or their primary needs. Based on the intensity of its use, human needs which are fundamentals divided into three tiers, such as primary, secondary, tertiary.

There are many consumptions that humans did for fulfilling their desire and necessities. Consumptions in fashion, foods, properties, gadgets, entertainment, and other consumptions are creating people's lifestyle and habits. Eat and drinks become the primary consumption things and needs of all human beings. There are many kinds of foods that can be consumed by peoples. It started with daily or traditional foods which become basic consumption in their everyday life until new variants of food that people never consume before. Lifestyles in consumption also formed, because of the people's consumption patterns and habits. According to Paterson, the reason for the increasing standard in society lifestyles is about the upward trends that spread among society. Then, the peoples also pursue luxuries rather than necessities (Paterson 2005, 20). From this point, it shows that the consumption pattern which grows and increases because of the trends that affected people's lifestyles. The increasing consumption pattern is spreading globally around many countries in the world. Indonesia becomes one of its countries.

For Indonesian people, rice becomes the primary food that people use as an everyday menu. Coffee also becomes Indonesian's favorite, such as kopi tubruk which usually served on *warung kopi*. In western culture, people used to consume any variants of dishes or fine dining that served by restaurants, or fast food and beverages that have been served by cafeteria or coffee shops. Looking

upward on the trends of consumption, the significant effect of the café for the society starting to appear. In western culture, the café is the place visited by people to enjoy their lunchtime to have some snacks and coffee, and it becomes a lifestyle. Then, the upward trends of coffee starting to spread worldwide. According to Kleinman, many people drink coffee as their daily menu, and it was consumed by all circles of society. People often visit cafés when they want to be in the physical presence of others in their hometowns or away from their hometowns. Workers, students, tourists, unemployed people, and travelers are all drawn to cafés for a variety of reasons in addition to the availability of food and beverages (Kleinman 2006)

In Indonesia, coffee consumption had been appeared for a long time ago. The progress of coffee consumption is shown by the spread of *warung kopi* in Indonesia. Then, it continues to the bigger and modern styles of *warung kopi* such as coffee shops and café that influenced by western styles. Café consumption is the one big thing that Indonesian society did, and it became the popular culture that famous among youth. Fiske stated that popular culture is not consumption; it is culture or the active process of performing and cycling meanings and pleasures inside a system in society. However, the culture is industrialized; it will never separate with terms of the buying and selling of commodities (Fiske 1989). From every evidence, it is challenging to isolate consumption and consumer society from rivalry process and rivalry culture. Moreover, the standard of consumption augmentation compares with rivalry culture. However, these standards depend on the reasonable shopper and prohibit debauchery, conspicuous consumption,

consumption of fake goods, and informal exchange consumption (Bagwell 1966). Because of the proliferation of hedonism, conspicuous consumption, the trends of consuming branded things or free consumption patterns, and the phenomenon of consumer frenzy appear. Then, the consumption increased. These things indicating the shifting function of food as the primary needs of humans into food as lifestyles. Consumption of coffee by Indonesian peoples for a lifestyle is the one result that affected by coffee spreading and production. Grinshpun stated that the cultural 'baggage' of coffee plays a central role in generating its consumer appeal. Coffee is a global commodity whose value on the world market is surpassed only by oil (Grinshpun 2014). Characteristic and needs of the people nowadays really affecting their everyday life, as the main factor to build themselves. Peter and Olson stated that behavior the consumer is a matter of decision. Furthermore, the decision is a matter of choice. For more details, they declare their decision "Between two or more alternative actions or behaviors" (Peter and Olson 1999).

Nowadays, consumption brings influence and role of habit for the urban youth lifestyle. Featherstone stated that consumption is far from being just the consumption of utilities, which addressed to fixed needs. Instead, consumer culture through advertising, the media, techniques in the display of goods and its representation, can destabilize the original notion of use or meaning of goods and relate to the new signs and images which can trigger a whole range of associated feelings and desires (Featherstone 1992).

Youth as the potential consumers are giving a significant impact on society from its consumption pattern. The youth knew as the highest consumers in consuming goods, services (Paterson 2005). The levels and types of consumption amongst the young vary over time, and between different social groups. Youth incomes in the 1960s expanded by nearly 50 percent, thus creating a consumption boom (Miles 2000). By the 1970s and early 1980s, economic decline and high youth employment hit the spending power of the teenagers. In this context 'shopping around' and 'hanging out' in places of consumption become as important as the act of purchasing the goods themselves (Miles 2000). For example, every youth in this era starting to consume merchandise, brand new phones, gadgets, and other things in order to raise their social status. According to France, consumption is a major force that socializes children and youth for future adulthood and 'invades' their everyday lives (France 2007). From what France explained before it was portraying that youth tend to consume many things naturally, which sometimes not become their urgent needs in order to socialize.

The writer is trying to look forward to the issue and the relationship of consumption patterns which had done by youth in the café. The spreading of the cafe in this era becomes one of the cultural issues that make the consumption grown into a new exciting case. Felton stated that the café is the one place to enjoy the rest time after working or can be the place which usually visited by many people to do some hangouts, discussing and chit-chat with each other, or can be the place for some workers to do business. Cafés have traditionally provided people with opportunities to gather and connect with each community of

place. These things that make consumption become an issue which not only explains about consume things. The case of a cafe in Indonesia tried to demonstrate the process of 'movement of culture.' Café makes a significant change in the culture, youth people, and café has become the one example of movement culture. It becomes the culture accepted by every people. The writer tried to find the issue that covers café and youth consumption from consumer experience. From the consumer experience, we can see the perspective of many people about how it can become the things that made culture and build many aspects of society. In everyday life, peoples frequently visit the cafe when they need to be in the physical nearness of others in the places where they grew up or far from the places where they grew up. Students, teachers, workers, entertainers, unemployed individuals, and voyagers are together attracted to the cafe for an assortment of reasons, also, the accessibility of nourishment and refreshments, even though obviously at times individuals go to the cafe to eat or drink. The one thing that affects youth people to come, Felton stated that a café is a public place where people meet friends, planning for a business, exchange news and information, access the Internet which contains the popular news or events, and overcome loneliness (Felton 2012).

Looking at the progress of the consumption practice from the past until now, the significant effect of the café on society starting to appear. In Indonesia, consumption practice is the one issue that bound with its society. In this research, the café as the public area became the first place in observing the consumption practiced by youth. The cafe is one place that shows the movement and

development which brings out by globalization. Because in this era, the café provides not only food or drinks. It also provides entertainment. According to (Abdul Jalil 2015), youth intentions in visiting some café were affected by some factors, such as cozy ambiance (34%), WI-FI accessibility (24%) and facility aesthetics (22%) are the majority intentions of them to revisit a cafe. For the other percentage, intentions covered by services, concepts, themes, and variations of the menu, which provides some café.

The phenomenon of café consumption is referring to how the consumption built an identity on the culture and society. However, there is another significant factor that built the phenomenon itself. The factor that triggered youth in consuming and practicing café consumption is influenced by their *needs*. Needs can define an idea or thoughts of the kind of things that are required for a person basically to 'get by' as a person (Doyal and Gough 1984). Needs also have similar meaning with necessity or the essential things which people or humans required to fulfill their desire of things, or known as *wants*. Wants can fall into two categories: those who are satisfiers of accepted needs and those who are not. The writer can define that *wants* the thought that has been encouraging by a desire to consume things. Doyal & Gough, in their books, entitled *A theory of human needs. Critical Social Policy* stated that unlike needs, "wants" is thought of as perceived goals, which are justified by reasons which have little to do with more general beliefs about the human condition (Doyal and Gough 1984).

Furthermore, it brings an effect on society, especially for teenagers and youth. The culture of the café originated from the culture of western people who

wants to enjoy their break-time to have some cups of coffee and snacks. At first, their consumption practice in café is not practiced as their regular daily habits. As time goes by, consumption practice in the cafe becomes the culture that accepted for every people. From (Boudieu 1986), his study has allowed us to consider some critical concepts in consumption, providing a platform from which to investigate further the dynamics of identity and choice within larger structures of family background, socialization, and class. The writer sees a misplaced belief that acceptance of consumption will gratify people as a way to self-development, self-fulfillment, and self-realization.

From several points before, consumption practice can be analyzed deeper from consumer experience. The writer tries to reveal the café culture practiced by youth, starting with the consumer experience. From the consumer experience, the writer tries to see the perspective of many people about how its consumption issue made culture and many aspects of society. The writer also believes that the shifting of café consumption as needs that change into a lifestyle is also affected by the shifting of time and triggered by globalization. It also believes these things also come from youth thoughts that go modern and tries to move on from the traditional culture. The writer has an argument that youth nowadays prefer doing café consumption because of their unawareness about their urgent needs and they want to impress the people surround them by doing café consumption. In order to examine these hypotheses, the writer conducts the research and uses Mark Paterson's theory to support his research. Paterson's theory is explaining about the knowing consumer. The knowing consumer itself defining the different group of



the consumer: *suckers and savvy*. This theory comes from *Consumption and Everyday Life* by Mark Paterson.

This research is conducted in Surabaya with the purpose to examine how youth consumption pattern in café build their identity and character. Paterson stated that through the culture industry and the newly emerging mass consumer society, the business owner tries to seek opportunities in order to get a benefit and make good brands for his company by manipulating its consumer (Paterson 2005). It is possible to have thought that the café owner affects the behavior and consumption pattern of the youth by using the opportunity of café as the upward trends, in order to get many benefits. It supported by the facts of the spreading of café in Surabaya. Based on this statement, the writer chooses some cafés in Surabaya as the place of observation and research with a purpose to understand more deeply about the café consumption pattern which done by youth in this city. Observation of this research located around Manyar and Klampis district, Surabaya East Region. This area was chosen for this research based on its demography which located in the middle of 2 public universities, Universitas Airlangga (UNAIR) and Institut Teknologi Sepuluh November (ITS). It will make the writer researcher collect the data from ITS and UNAIR Students. The second reason is because of the writer himself living in Surabaya and interested in café issues. It will make the writer easier to collect the data for the research

For further, in this study, the writer attempts to analyze youth consumption patterns and behavior in consuming café based on their needs. The writer also examines how the café consumption spread among youth, several factors that

caused this issue, and the writer also can give the forecast or hypothesis of the new trends or culture. The forecast will appear from the result after analyzing the result of this study; it will be useful for society in the future in responding to the consumption issues.

Several studies are used by the writer to help in conducting this research. The first study is the undergraduate thesis written by Abraham Herdyanto entitled *From Digital to Analogue: A Study of Vinyl Record Consumption by Youth in Surabaya*. The second is a journal from Hamdani M. Syam, Asnawi Muslem, and Bustami Usman, which entitled *A Survey on Young People's Purposes and Communication Activities in Coffee Shops in Banda Aceh*. The last one comes from Craig J. Thompson and Zeynep Arsel with his Journal of Consumer Research entitled *The Starbucks Brandscape and Consumer's (Anticorporate) Experiences in Glocalization*. Those studies use consumption experience and youth consumption as an object, which is the same object with this research. But having different theories and contexts. The differences of those studies used as a comparison for the next studies which have another perspective in analyze the phenomenon.

## **1.2. STATEMENT OF THE PROBLEM**

From the background that stated before, the writer defines the statement of the problem in this study is:

- How is consumption represented in young café visitors?

- How does consumption build the identity and characteristic of the young café visitors?

### **1.3 OBJECTIVE OF THE STUDY**

Based on the statement of the problem, the objective of the study of this research is to identify the characteristics and needs of youth on doing café consumption in the Eastern Region of Surabaya. Reveals the purpose of youth on visiting a café, based on youth behavior which using café as the most suitable place to spend their time working, hangout, studying, and any other else. This study also used to predict the next upwards trend of consumerist culture, which arises toward youth needs and characteristics.

### **1.4. SIGNIFICANCE OF THE STUDY**

This study has several significances. First, for the readers, it will give the knowledge to face and understanding the problem caused by café consumption practice that goes among youth needs in this era. Based on the needs and identity of youth, youth will always be consuming something which essential and the other that completes those aspects. Understanding about needs, it divided into primary, secondary, and the other needs which following all of that. After analyzing the needs of youth, the writer explained café that becomes secondary needs, still giving advantages for their youth consumer in order to complete their true needs and any other things that useful for themselves.

Secondly, by analyzing this study, the writer expects to bring the perspective of how society deals with the consumption pattern. Since this study

examines the behavior, needs, identity, and characteristic of youth who have been placing as the most potent group to consuming everything, the knowledge about consumption for the society will expand. From this study, consumption habits which became the tools for any purpose such as media of satisfaction, the process of knowing about the issue after consuming the needs, and also for the self-branding purpose, as the society know that the social media took effect to build the reputation of someone. The perspective of existence will be unveiling what the primary purpose of existing after doing consumption practice.

Last, the writer expects that this study can give the forecast about the issue or new trends which appear from the needs and characteristics of youth people towards the café in the Eastern region of Surabaya. This study is also hopefully giving the knowledge and path for the mass culture and society in the future. This study purposed to help the next researcher who is interested in analyzing consumption issue and can encourage those who needs to do the same field research which criticizes the issue of needs and characteristics of youth on consuming cafés which placed Eastern Region of Surabaya as a research object.

## **1.5 DEFINITION OF KEY TERMS**

Café: an establishment that primarily serves coffee, related coffee drinks (latte, cappuccino, espresso), depending on the country, some other drinks include alcoholic.

Consumption: The process of use, consume, or to ingest that associated with the satisfaction of Needs and Wants. (du Gay 1997)

Youth: The phase between childhood and adulthood and more broadly defined than adolescence. (Furlong 2013)

Youth Culture: The Study about the meanings and practices of fashion styles. Music culture, leisure activities, dance, and language of young people. (Barker 2004)

Needs: Idea of the sorts of things that are required for a person basically to 'get by' as a person. (Doyal and Gough 1984)