



Exploring Coffee Shop Visitors Janji Jiwa MBKM Program Students of Indo Global Mandiri University

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ABSTRACT

Janji Jiwa is the most popular coffee shop, and South Sumatra is one of the provinces with the highest number of coffee drinkers and coffee shop visits nationally. Aligned with the research objectives, this article delves into consumption motives and the construction of a consumerist lifestyle among patrons of the Janji Jiwa coffee shop in Palembang City. The method employed is a qualitative approach, utilizing a single case study research type. Informant selection was carried out using purposive sampling, with the informants comprising both active consumers and observer participants. To ensure data validity and reliability, the researcher conducted a data triangulation test. A shift in consumption motives is identified, where consumption no longer solely fulfills biological needs but rather represents a form of self-actualization within the context of social significance and classification. The formation of an imaginary perspective and the construction of a consumerist lifestyle are intricately linked to complex and varied causal laws, considering aspects such as sign value, the social logic of consumption, social space, and media influence. These aspects are rich with simulations, manifested in both abstract and concrete forms. This fact serves as evidence of the rationality of contemporary society, as reflected in consumer behavior.

Keywords: Workshop, Visitor Simulation, Janji Jiwa Coffee Shop, MBKM Program Student

1. Introduction

In its development, the modern era did not only offer a positive influence on people's lives (Marlina et al., 2023). But it also provides dark sides that are ready to destroy human life itself. Lately, the emergence of coffee shops in Indonesia and the modern concepts they offer have become an attraction for visitors, modern in this context always characterizes everyday pleasures. The consumption of modern commodities essentially serves to differentiate a person from the traditional society (Safkaur et al., 2021). Thus, consuming coffee in a coffee shop is an attempt to break out of traditional patterns. Based on data from the International Coffee Organization, the amount of coffee consumption in Indonesia continues to increase (Lesi Hertati & Safkaur, 2020). This data is evidenced by the proliferation of coffee shops and coffee-related promotional activities commonly found at certain events. Indonesia is among the top five coffee producers in the world. In the period October 2018 - September 2019, Indonesia's share of coffee consumption among producing countries in the Asia and Oceania region was the highest, at 4.8 million bags of coffee/year. This figure indicates that coffee consumption is part of the life of the Indonesian people (Purnamasari & Hartati, 2023).

The post-industrialist situation has given rise to a new group of people who are the forerunners of the culture of consumerism, namely the new middle class. According to BPS (Central Bureau of Statistics), the increase in the middle class population in Indonesia reaches eight to nine million people per year. The emergence of a new middle class, especially in Indonesia, has an impact on people's consumption power. For West Sumatra, in terms of GRDP since 2010 until now it has always increased, the conclusion is that the culture of consumerism is motivated by the consumption power of the community itself. People's consumption power

continues to increase, not only in terms of fulfilling basic needs, but also includes symbolic needs. Drinking coffee has become a lifestyle for some Indonesians (Syabitha et al., 2022).

According to a survey from HonestDocs, the average Indonesian woman drinks one cup of coffee per day (64.4%), while the majority of men can finish two or three cups of coffee a day (21%). The rest can drink 4 to 5 or even 11 cups of coffee per day. To limit the object of research, the researcher focuses on one of the well-known coffee shops in Indonesia, namely Kopi Janji Jiwa. Kopi Janji Jiwa has won the prestigious Top Brand award twice in a row, in 2020 Janji Jiwa received a TBI score of 29.8% below Kopi Kenangan with a score of 39.9%, but in 2021 Janji Jiwa managed to occupy the top position of Top Brand with a score of 39.5% in the best coffee shop category segmentation (Hertati & Safkaur, 2021).

According to the survey results, Janji Jiwa became the top share of people's minds as a whole, and became the top share as well as the top share of commitment. This means that lately, people talk a lot about Janji Jiwa and Janji Jiwa has become the most popular coffee shop brand to successfully build people's representation of Janji Jiwa as part of the symbol of affluence and consumption lifestyle of contemporary society (Safkaur & Hertati, 2020). Problems arise when their convenience and offerings are capitalized on in the form of marketing strategies, resulting in a shift in consumption behavior that results in consumptive behaviors. The Soul Promise has indirectly campaigned to a certain group of people, that by consuming coffee at a coffee shop they have become a symbol of luxury, exclusivity, and a marker of social class (Safkaur et al., 2021).

The development of consumption patterns in society creates a classification of food that marks today's human civilization. Consuming coffee at a coffee shop can be a classification and determinant of the identity of today's society. This idea is then transmitted through the design of coffee shops. The relatively expensive prices, the way the customers dress, and the use of consumer language are referred to as gimmicks. Rationality in modern society tries to direct people's choices to what industrialists want. For this reason, this research aims to explain how consumptive behavior is formed and appears among visitors to Janji Jiwa coffee shop as the largest coffee shop producer in Indonesia (Sari et al., 2022).

2. Methodology

This research uses a qualitative approach, while the type of research used is a single case study. This method is considered capable of revealing the motives and construction of consumerism lifestyle among visitors of Janji Jiwa coffee shop in Palembang City. The data collection techniques used include observation, interviews and documentation. During the data collection process, the researcher tries to observe and occasionally get involved as a visitor at Janji Jiwa coffee shop. Researchers try to understand the various activities of visitors as well as the symbols contained either in the visitors themselves or from the appearance of Janji Jiwa seen from the architecture and ornaments they use. To understand further, researchers conducted an interview process with informants who had been determined (purposive sampling) with the number of informants 2 people. The reason the researcher used purposive sampling technique is because the consumption activities of visitors to Janji Jiwa Coffee cannot be separated from the facts related to people outside of the visitors themselves, such as Janji Jiwa or professional baristas who better understand coffee both philosophically and historically. Other sources such as documentation are also very helpful in compiling this research. For data analysis, the research used Miles and Huberman's interactive analysis, to ensure the validity and reliability of the data, the researcher conducted a data triangulation test. This research was conducted starting from 1 day (Hertati et al., 2010).

3. Results and Discussion

Consumption Motives of Visitors Coffee shop Janji Jiwa, is a community-owned restaurant or individuals involved in consumption activities at coffee shop Janji Jiwa are basically not coffee lovers. Most informants explained that the motive for visiting is based on interest in a place that is considered interesting (Hertati et al., 2021). Observations show that not even all of the consumers who come order coffee, even they prefer non-coffee drinks. In addition, some consumers did not seem to finish their drinks, assuming that there were more important things outside the value of the coffee function itself (Susanti et al., 2023).

In this case, there is more desire from individuals who force them to come and be involved as customers in the coffee shop Janji Jiwa, an informant named Nurul Aficha, stated that the intention is to have a fun chat, happy-happy with friends, sometimes they also forget about the drink or are already full so they don't finish the milk coffee, milo coffee, chocolate coffee. If it's something like Fitnam Drip, five sixty or whatever, I don't like it. Haha actually it's not, the goal was to hang out. Max Weber in *Economy and Society*, explains that economic action is a social action. The "Janji Jiwa" Coffee Shop visitor simulation workshop in the MBKM (Work-Based Course) student program can cover a number of topics and activities designed to provide in-depth and practical experience related to the management of a coffee shop (Hertati et al., 2023). Here are the possible discussions that may take place during the workshop:

1. Workshop Objectives:
 - Explain the objectives of the workshop, such as providing practical insights into café operations, understanding consumer preferences, or developing business management skills (Hertati & Safkaur, 2020).
2. Concept Presentation "Janji Jiwa":
 - Explain the concept and vision of "Janji Jiwa" Coffee Shop, including the values they want to implement and how they want to differentiate themselves from other coffee shops.(Hertati & Safkaur, 2021)
3. Market and Visitor Analysis:
 - Analyze local market characteristics, potential visitor profiles, and coffee consumption trends. Explained the importance of understanding the market to manage the café well (Safkaur et al., 2021).
4. Customer Experience Simulation:
 - Simulate the customer experience from arrival to departure. Engage students in the roles of visitors and café staff to understand the dynamics of customer interactions and needs. (Susanti et al., 2023).
5. Typical Menu Preparation "Janji Jiwa":
 - Discuss and formulate a signature menu for "Janji Jiwa" that reflects the values and concept of the café. Involve creativity in the development of beverage and food menus (Tripermata et al., 2023).
6. Beverage Making and Artistic Presentation:
 - Hands-on practice in making coffee drinks with creative techniques and presentation. May include latte art techniques or beverage presentation with unique additions.(Anggraini et al., 2023).
7. Coffee Quality Discussion Session:
 - Discussed the coffee quality standards desired by "Soul Promise" and how to maintain flavor consistency. Understand the role of bean quality and brewing process in achieving this goal.(L Syafitri et al., 2023).
8. Café Marketing Strategy:
 - Discussed the marketing strategy that will be used to introduce "Janji Jiwa" to the public. Focus on digital marketing, local promotion, and strategies to attract consumer attention.(Purwati et al., 2023).
9. Customer Service Simulation:
 - Engage students in simulations of different customer service situations, including responding to complaints, providing recommendations, and providing a positive experience.(Hertati, Asharie, et al., 2023).
10. Cafe Financial Management:
 - Provide an understanding of café financial management, including budget planning, stock management, and financial reporting. Understand the importance of maintaining financial sustainability (Hertati 2023).
11. Community Engagement and Thematic Events:
 - Discuss ways "Soul Promise" can engage with the local community and organize thematic events to attract visitors. This may include collaborations with local artists or charitable activities (Hertati & Iriyadi, 2023).
12. Evaluation and Feedback:
 - End the workshop with an evaluation session and feedback from students. Discuss successful aspects and areas for improvement.(Hertati & Puspitawati 2023).

This kind of simulation workshop is expected to provide in-depth real-life experience to students, prepare them to manage cafes effectively, and stimulate creativity in culinary business development. For this reason, researchers also categorized some information about the activities of visitors to Janji Jiwa coffee shop as a means of social needs. There were at least 67 times the word "nongkrong" in the activities of its visitors, one of the main activities is "nongkrong" because according to previous research it is explained that young people's perceptions of the rise of cafes are often associated with being part of a lifestyle, so that hanging out in coffee shops is a form of distinction against other groups who do not choose coffee shops as their "nongkrong" choice. This concept will be discussed in more depth later in the section: Social Space of Coffee Shop Visitors Janji Jiwa (Enderwati, 2021).

Another motive is to buy on the grounds of attractive packaging. The current era of Globalization sharpens business competition. For this reason, packaging becomes an "Emotional Trap" that is effective in attracting consumer attention, packaging has an appeal and attention for buyers or consumers. Packaging can be used as a means of enhancing image, stimulating perception and a tool in attracting buying interest. The results of observations show that the behavior of informants tends to like the packaging of the Janji Jiwa drink cup, concretely understood through the activity of photographing the drink cup. From the observations of researchers, the packaging of Janji Jiwa drinks has its own uniqueness, namely in the form of a quote. According to the researcher's search, in several other coffee shops quotes or writings on the packaging can indeed be found, but from a deeper search it turns out that Janji Jiwa is a pioneer of cup drinks that are written in the form of quotes (Azmi et al., 2023). The results of the interview also show an expression of their interest and pride in posting photos of Janji Jiwa drink cups on their respective social media as proof that they have also been part of Janji Jiwa consumers.

As quoted from our interview with an informant named Fasella who explained the interest in Janji Jiwa starting from things that are visual, especially the packaging "Yes, Janji Jiwa is good from the packaging or appearance of the coffee shop is quite attractive, if you buy gofood, you can see the pictures, now if I think the appearance of the cup is interesting" (Interview September 5, 2023). If you open the menu on the Jiwa+ Application, there are big promos, then the packaging is aesthetically good if you take a photo, there are writings like coffee from the heart, various kinds, very indie" (Interview September 5, 2023).

Construction of Consumerism Lifestyle among Visitors of Janji Jiwa Coffee shop in Palembang City

According to Baudrillard, the consumptive behavior that grows in the social life of today's society is basically related to a very complex law of cause and effect (Harahap, 2011). Consumptive behavior is constructed through several abstractions, namely: sign values, social space, spectacle media, and social consumption logic. Through interviews and documentation, researchers have collected several facts related to the form of stimulus given by Janji Jiwa to its consumers so that it raises sign values towards a material object (Haryanto et al., 2007). From the results of the research findings, there are basically three important aspects that have experienced a shift in function value and then become sign value, more details can be seen through the following table:

Table 1. Three important aspects that experienced a shift in function value and then became sign value

No	Aspect	Use Value	Exchanged Value	Symbolic Exchange	Sign Value
1	Symbol of Indonesianness	Coffe Shop Identity	Sacred	Slogans, Batik, and Ornaments	Nationalism (Differentiation)
2	Accessibility (Fast Food and Self Service, Payment, Cashless, Grab and Go Concept)	Efficiency	Economy and convenience	Fast Food and Self Service, Cashless Payment, Grab and Go Concepts	Exclusive (Differentiation)
3	Interior Design	Comfort	Aesthetics	Chairs, Tables, Ornaments, Buildings, and Locations	Exclusive (Differentiation)

From the table above, we can understand that the first sign value is the symbols of Indonesianness that become ornaments in the Janji Jiwa coffee shop. According to the results of interviews with informants, Janji

Jiwa has become familiar to consumers. Then related to Media and Spectacle, all informants interviewed basically have their own social media accounts, be it Instagram, Facebook, Twitter, Tiktok, etc. Most informants explained that they were attracted to Janji Jiwa coffee shop. Most informants explained that the attraction to Janji Jiwa until it became a consumption habit started from activities on social media (Nugraha et al., 2023). Social media with various interesting features such as feeds, explore, snapgrams, captions and hastags help disseminate information. Most of the younger generation (65.3%) use information technology to fulfill personal needs, especially communication and entertainment needs, which are more oriented towards a consumptive lifestyle (Teguh et al., 2010). Janji Jiwa does not deny that Mass Media is the main forum for marketing strategies. As documentary evidence, we can see some examples of new social media posts from Janji Jiwa coffee shop: the simulation of visitors to the "Janji Jiwa" Coffee Shop in the MBKM (Work-Based Course) program for students can involve an understanding of consumer needs and trends in the cafe industry. Here are some backgrounds that may be the basis for organizing the simulation:

1. Coffee Consumption Trend:
 - The rapid growth of the coffee industry and the increasing trend of people's interest in high-quality coffee. This simulation can provide real-life experience on how to manage a coffee shop amidst the popularity of coffee. (Azmi et al., 2023).
2. Increased Entrepreneurship in the Culinary Field:
 - More and more students are interested in getting involved in the culinary business, especially in the café industry. This simulation can provide practical insights in managing a café business. (Cahyani & Hertati 2023).
3. Importance of Practical Experience:
 - Awareness of the importance of practical experience in the development of business and managerial skills. Through simulation, students can face challenges that they may experience in the real world. (Hertati et al., 2023).
4. Rise of Specialty Coffee:
 - Sustainability of specialist coffee trends with an emphasis on aspects such as sustainable coffee resources, roasting methods, and the preparation of more exclusive coffee drinks (Wati et al., 2023).
5. Product Diversification:
 - Respond to consumer requests for product variations in coffee shops. This simulation can help students understand the process of developing an interesting and unique menu. (Hertati & Iriyadi, 2023).
6. Importance of Customer Service:
 - Understand that good customer service is an important factor in the success of a café business. This simulation may include practicing interactions with customers and handling service situations. (Hasan et al., 2023).
7. Technology Utilization in Café Business:
 - The growing use of technology in the café industry, such as online ordering systems, digital payments, or marketing strategies through social media. The simulation can cover these aspects to prepare students for the technology trends. (Hertati & Asharie, 2023).
8. Emphasis on Sustainability:
 - Increased awareness of sustainable and environmentally friendly business practices. Simulations may include an understanding of how to manage a cafe business with sustainability aspects. (Syabitha et al., 2022).
9. Growth of the Local Culinary Industry:
 - The growth of the local culinary industry as an expression of culture and identity, including the growth of coffee shops with local nuances. This simulation can illustrate how to integrate local uniqueness in the concept of a coffee shop (Baharuddin, 2021).
10. Café Business Opportunities and Challenges:
 - Understanding the opportunities and challenges of running a café business. Simulations may include scenarios that replicate real-world situations that coffee shop owners may face (Hertati et al., 2022).

Through this kind of background, the visitor simulation of "Janji Jiwa" Coffee Shop is expected to provide students with in-depth practical experience that is relevant to the dynamics of the current cafe industry.



Figure 1. Taken from one of the social media Soul Promise

Interviews with café-goers can provide valuable insights into coffee enjoyment from a consumer perspective. I really enjoy coffee that has a distinctive and enticing aroma (Mulyana et al., 2022). Often, the aroma itself already gives me a good feeling before I start savoring each sip. For me, coffee that is truly fresh and uses high-quality beans provides a much more satisfying experience. Its distinctive flavor and authenticity are hard to describe. I love coffee for the variability of flavors it provides. Sometimes I get a touch of fruits, sometimes chocolate or caramel flavors. Each sip provides a different experience. The way the coffee is served also plays an important role. When it is served perfectly, for example, using the pour-over method or French press, the flavor is more pronounced and provides extra enjoyment. Of course, the ambience of the café also contributes to the enjoyment of the coffee (Widayanti & Thedy, 2021).



Figure 2. The socialization process of making coffee until it is ready to be served

Often, enjoying coffee is not just about the drink, but also about the experience of socializing and relaxing in a café. I like to look for coffee pairings with certain foods (Leguina, 2015). A good coffee can enhance the enjoyment of a meal, and vice versa. It's important to me that the cafés where I drink coffee are consistent in presentation and flavor quality. It makes me feel like I can rely on them and come back for more. The longevity of the coffee flavor is important. I want to experience a consistent taste from the first sip to the last. That's what keeps me coming back again and again. Some cafés have innovative coffee menus. I enjoy trying creative coffee drinks or unusual new coffee varieties. Experienced baristas also add value. They know how to blend coffee well and can make recommendations that suit my taste. This kind of interview provides an in-depth perspective on how diners experience and enjoy coffee. It can also help café owners to continuously improve the quality of their services and products according to customer preferences. (Rabiah et al., 2022)



Figure 3. Customer purchases

Coming up with a form that is different from other places creates a distinction or difference in a consumption commodity such as coffee (Rabiah et al., 2022). A unique and distinctive interior design can

provide a strong visual identity for "Janji Jiwa" Coffee Shop. The use of artistic elements, local decorations, or special themes can set it apart from other cafes. Offering a selection of rare and high-quality specialty beans or micro-lots can be a differentiator. A focus on sustainability or support for local coffee farmers can also be appealing. Presenting creative or unique coffee serving methods, such as pour-over techniques combined with artistic presentation, can create a memorable experience for customers. Introduce an innovative and exclusive coffee menu that is hard to find elsewhere. This can include specialty coffee drinks, unique flavor blends, or even combinations of coffee with local ingredients. A different atmosphere, perhaps by playing a certain type of music or creating a relaxed and unique environment, can give a different feel from surrounding cafés (Harahap, 2011).

Being actively involved with the local community can create stronger bonds. Perhaps through collaborations with local artists, supporting local products, or becoming a meeting place for community activities. A knowledgeable and committed barista can provide an exceptional experience. Perhaps by providing customers with a detailed explanation of the coffee or even a coffee class session. The location of "Janji Jiwa" Coffee Shop that is unique or has a certain historical value can provide its own charm. For example, being in a distinctive creative or historical neighborhood. Hosting special programs or thematic events, such as cupping sessions, community gatherings, or art events, can make Coffee Shop "Janji Jiwa" a more interesting and lively place. Highlighting a commitment to sustainability, ethics, and social responsibility can create a positive impression among customers who care about these issues. By creatively designing the above elements, Coffee Shop "Janji Jiwa" can create a strong identity and provide a unique experience to customers, making it different and stand out amidst competition in the cafe industry (Nugraha et al., 2023).

Coffee shop Janji Jiwa Beyond Reality The form of coffee shop Janji Jiwa has a form that is different from other places so that it creates a distinction or difference in a consumption commodity. In essence, coffee shops have use values and benefits, one of which is as a social space. Currently, Janji Jiwa coffee shop as a social space has experienced changes in its substance value. The face-to-face communication process that occurs in coffee shops used to be more emphasized, but now it has turned into a media communication style. It can be seen from the consumption activities of Janji Jiwa coffee shop visitors who pay more attention to their gadgets.

The reality of false needs that are intentionally simulated as if they were real needs (Terttiaavini & Saputra, 2022). Whereas the concrete becomes abstract is the reality of a reproduced simulation, meaning that through the act of consumption and consumptive behavior people are able to shape their social status (Hertati, 2021). People are able to become anyone and anything, giving rise to hyperreality where people have transcended their reality, as well as the coffee shop Janji Jiwa, Janji Jiwa has transcended its use value as a coffee shop, so that there are things that are more important than the drinks. (Hertati et al., 2021). The limitations in the research provide opportunities for future researchers to explore the same topic, for this reason, future researchers are expected to continue this research related to economic sociology topics, especially in the study of the phenomenon of consumerism culture in various theoretical reviews, because basically in the study of consumerism culture we will not be able to explain thoroughly without further references from other theorists. One of our findings that we feel needs to be explored specifically is related to the commodification of the value of nationalism in various ornaments at the Janji Jiwa coffee shop which forms a new view of the simulation of nationalism values. (Syafitri et al. 2021; Hertati, 2012)

4. Conclusion

The consumption motives of visitors to Janji Jiwa coffee shop basically reflect a consumption society. Where consumption that occurs is not based on the motives of fulfilling biological needs, but as a form of fulfilling affective needs. Some of the facts collected regarding the consumption motives of visitors to Janji Jiwa coffee shop are evidence of the irrationality of today's society in the reality of consumption. Regarding the construction of a consumerist lifestyle, the fact is that many things influence the formation of consumptive behavior, if referring to Jean P Baudrillard's perspective, there are four important points that play a role in building the consumerist lifestyle of Janji Jiwa coffee shop visitors, namely: the value of signs, the social logic of consumption, social space, and spectacle media. All of these facts then form the social logic of consumption, these logics have lived and become an imaginary view in collective memory. The promise of the soul is considered as a means in the process of significance and classification of a prosperous lifestyle through the

symbolization of happiness and abundance in post-industrialist society. The emergence of the society of spectacle then makes people recognize and follow these differences. Although there are other factors that can be a marker of social class, people will more easily understand it in the form of visible manifestations.

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