

ANALISIS PERAN *COFFEE SHOP* SEBAGAI TEMPAT KETIGA



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Diajukan untuk Memenuhi Sebagian Syarat Memperoleh Gelar Sarjana Pariwisata
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ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran *coffee shop* sebagai *third place* (tempat ketiga). Peningkatan kunjungan ke *coffee shop* di kalangan masyarakat urban mencerminkan perubahan gaya hidup, preferensi sosial, dan kebutuhan akan ruang personal yang nyaman. Penelitian ini menggunakan pendekatan kualitatif. Data dikumpulkan melalui wawancara mendalam terhadap 21 informan yang merupakan pengunjung aktif *coffee shop* di Kota Bandung, serta observasi partisipatif di beberapa lokasi seperti Kawan Kopi, Bagi Kopi Ciumbuleuit, Starbucks Ciwalk, dan Janji Jiwa PVJ. Analisis data dilakukan secara tematik dengan bantuan perangkat lunak NVivo 12 untuk mengorganisasi dan mengkodekan data wawancara secara sistematis. Hasil penelitian menunjukkan bahwa *coffee shop* dipersepsikan sebagai ruang netral dan inklusif yang mampu memenuhi kebutuhan emosional konsumen. Peran ini menempatkan *coffee shop* sejajar dengan rumah dan tempat kerja sebagai *third place* yang memberikan kenyamanan, dukungan sosial, serta atmosfer multisensorik yang memperkuat ikatan emosional terhadap tempat. Penelitian ini menegaskan bahwa *coffee shop* tidak hanya berfungsi sebagai ruang konsumsi, tetapi juga sebagai ruang sosial dan personal yang bermakna.

Kata kunci: *Coffee shop*, tempat ketiga, motivasi, pengalaman konsumen.

ABSTRACT

This study aims to analyze the role of coffee shops as a third place. The increasing frequency of visits to coffee shops among urban communities reflects changes in lifestyle, social preferences, and the need for comfortable personal spaces. This research employs a qualitative approach. Data were collected through in-depth interviews with 21 informants who are active coffee shop visitors in Bandung, as well as through participant observations at several locations, including Kawan Kopi, Bagi Kopi Ciumbuleuit, Starbucks Ciwalk, and Janji Jiwa PVJ. Data analysis was conducted thematically using NVivo 12 software to systematically organize and code interview data. The findings reveal that coffee shops are perceived as neutral and inclusive spaces that fulfill consumers' emotional needs. This role positions coffee shops alongside home and workplace as a third place that provides comfort, social support, and a multisensory atmosphere that strengthens emotional attachment to the space. The study reaffirms that coffee shops function not only as spaces for consumption but also as meaningful social and personal spaces.

Keywords : *Coffee shop, third place, motivation, consumer experience.*

DAFTAR ISI

LEMBAR HAK CIPTA	i
LEMBAR PENGESAHAN	ii
PERNYATAAN BEBAS PLAGIARISME	iii
ABSTRAK.....	iv
ABSTRACT.....	v
KATA PENGANTAR.....	vi
UCAPAN TERIMA KASIH	vii
DAFTAR ISI	x
DAFTAR TABEL	xii
DAFTAR GAMBAR	xiii
DAFTAR LAMPIRAN	xiv
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang.....	1
1.2 Rumusan Masalah	2
1.3 Tujuan Penelitian.....	3
1.4 Manfaat Penelitian.....	3
1.5 Ruang Lingkup Penelitian	4
BAB II TINJAUAN PUSTAKA.....	6
2.1 <i>Coffee Shop</i>	6
2.2 Tempat Ketiga	8
2.3 <i>Self Determination Theory (SDT)</i>	9
2.4 Kerangka Pemikiran	10
BAB III METODE PENELITIAN	12
3.1 Desain Penelitian	12
3.2 Lokasi Penelitian	12
3.3 Partisipan Penelitian	14
3.4 Teknik Pengumpulan Data	16
3.4.1 Wawancara	16
3.4.2 Observasi.....	17
3.5 Etika Penelitian.....	18

3.6 Analisis Data	19
3.7 Kredibilitas	20
3.8 Refleksi Diri	21
BAB IV HASIL DAN PEMBAHASAN	22
4.1 Perspektif Konsumen terhadap <i>Coffee Shop</i> sebagai Tempat Ketiga.....	22
4.1.1 Ruang Sosial Diluar Rumah dan Tempat Kerja.....	22
4.1.2 Tempat Produktivitas	23
4.1.3 Nuansa Kebebasan.....	24
4.1.4 Nuansa Ketenangan	26
4.2 Motivasi Konsumen Mengunjungi <i>Coffee Shop</i>	27
4.2.1 Motivasi Praktis.....	28
4.2.2 Motivasi Pribadi	29
4.2.3 Faktor Keputusan Memilih <i>Coffee Shop</i>	31
4.3 Pengalaman Konsumen saat Mengunjungi <i>Coffee Shop</i>	32
4.3.1 Atmosfer dan Kenyamanan Fisik.....	32
4.3.2 Interaksi Sosial dan Perlakuan Lingkungan	34
4.3.3 Persepsi Negatif terhadap Kesendirian.....	35
4.3.4 Saran dan Kebutuhan Fasilitas Konsumen	36
4.3.5 Dimensi Emosional dan Reflektif.....	37
BAB V SIMPULAN DAN SARAN.....	39
5.1 Simpulan.....	39
5.2 Saran dan Implikasi	40
5.2.1 Implikasi Teoritis	40
5.2.2 Implikasi Praktis	41
5.3 Limitasi Penelitian.....	41
DAFTAR PUSTAKA.....	43
LAMPIRAN.....	46

DAFTAR TABEL

Tabel 3.1 Karakteristik Informan	15
Tabel 4.1 Ringkasan Perspektif Konsumen terhadap Coffee Shop sebagai Tempat Ketiga	27
Tabel 4.2 Ringkasan Motivasi Konsumen Mengunjungi Coffee Shop.....	32
Tabel 4.3 Ringkasan Pengalaman Konsumen saat Mengunjungi Coffee Shop	38

DAFTAR GAMBAR

Gambar 2.1 Kerangka Pemikiran Analisis Peran <i>Coffee Shop</i> Sebagai Tempat Ketiga.....	11
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DAFTAR LAMPIRAN

Lampiran 1: Surat Izin Penelitian	46
Lampiran 2: Pedoman Wawancara.....	46
Lampiran 3: Lembar Persetujuan Informan	51
Lampiran 4: Lembar Bimbingan.....	52

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