

ABSTRAK

Raihan Fikri (2024) : Dampak Perkembangan *Coffee shop* Terhadap Gaya Hidup Remaja (Studi Pada *Coffee shop Z'dulur Jalan Cisinga Kabupaten Tasikmalaya*).

Perkembangan *Coffee shop* di Kabupaten Tasikmalaya mencerminkan transformasi sosial kontemporer, di mana ruang kopi tidak lagi sekadar tempat menikmati minuman, melainkan arena sosial yang merepresentasikan gaya hidup dan identitas remaja di era digital.

Penelitian ini bertujuan untuk menganalisis dampak perkembangan *Coffee shop* terhadap gaya hidup remaja di Kabupaten Tasikmalaya, khususnya di *Coffee shop Z' Dulur* yang terletak di Jalan Cisinga. Pertumbuhan pesat *Coffee shop*, didorong oleh kemajuan teknologi digital dan tren media sosial, telah mengubah cara remaja berkumpul dan berinteraksi.

Penelitian ini menggunakan teori Jean Baudrillard mengenai Teori masyarakat konsumtif yang menjelaskan bahwa situasi masyarakat modern ditentukan oleh realitas yang dikelilingi oleh faktor konsumsi secara jelas dan ditandai dengan objek simulasi pada barang atau jasa. Pemikiran Baudrillard mengenai konsumerisme diawali oleh kritiknya pada teori Marx dan para marxian tradisional. Dia memandang bahwa masyarakat di masa kapitalisme lanjut bukan lagi dihadapkan pada mode produksi, melainkan mode konsumsi.

Metode yang digunakan dalam penelitian ini adalah kualitatif dengan pendekatan deskriptif, yang melibatkan observasi dan wawancara langsung dengan pengunjung *Coffee shop*. Teknik analisis data yang digunakan yaitu meliputi reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian yang telah dilakukan peneliti di *Coffee shop Z' Dulur* tentang analisis perkembangan *Coffee shop* pada gaya hidup remaja di Tasikmalaya menunjukkan bahwa *Coffee shop* tidak hanya berfungsi sebagai tempat menikmati kopi, tetapi juga sebagai ruang sosial yang memberikan *prestise* dan identitas bagi remaja. Penelitian ini menemukan bahwa gaya hidup remaja telah berubah, dengan *Coffee shop* menjadi bagian integral dari aktivitas sosial mereka.

Kata Kunci: Remaja, *Coffee shop*, Gaya Hidup.

ABSTRACT

Raihan Fikri (2024) : The Impact of Coffee Shop Development on the Lifestyle of Adolescents (Study on Coffee Shop Z'dulur Jalan Cisinga, Tasikmalaya Regency).

The development of coffee shops in Tasikmalaya Regency reflects contemporary social transformation, where coffee rooms are no longer just a place to enjoy drinks, but a social arena that represents the lifestyle and identity of teenagers in the digital era.

This study aims to analyze the impact of the development of Coffee shops on the lifestyle of teenagers in Tasikmalaya Regency, especially at the Z' Dulur Coffee shop located on Cisinga Street. The rapid growth of coffee shops, driven by advances in digital technology and social media trends, has changed the way teens gather and interact.

This study uses Jean Baudrillard's theory of consumptive society which explains that the situation of modern society is determined by reality that is clearly surrounded by consumption factors and characterized by simulated objects on goods or services. Baudrillard's thinking on consumerism began with his critique of Marxist theory and traditional Marxists. He views that society in the period of advanced capitalism is no longer faced with a mode of production, but a mode of consumption.

The method used in this study is qualitative with a descriptive approach, which involves observation and direct interviews with coffee shop visitors. The data analysis techniques used include data reduction, data presentation, and conclusion drawn.

The results of research that have been conducted by researchers at Coffee shop Z' Dulur on the analysis of the development of coffee shops on the lifestyle of teenagers in Tasikmalaya show that coffee shops not only function as a place to enjoy coffee, but also as a social space that provides prestige and identity for teenagers. The study found that teens' lifestyles have changed, with coffee shops becoming an integral part of their social activities.

Keywords: Teenagers, Coffee shop, Lifestyle.