

Revealing the Elements of Popular Culture in the Coffee Shop Industries in Tembalang Sub-District, Semarang

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Abstract. Coffee Shop is not only a commodity in the process of economic development. It is also a part of popular culture, particularly for those who adore looking for leisure time and a new consumptive and dynamic identity. Starbucks coffee culture has been becoming a parameter of popular coffee culture almost worldwide, including in Indonesia. Tembalang is one of the sub-districts in Semarang that provides a lot of coffee shops, both modern and semi-modern coffee shops, that have become a manifestation of popular culture. The main issues in this research are why the new coffee culture is developed among coffee shop industries and how the coffee shops show a new identity by embracing parts of the global coffee culture. The qualitative method is applied to examine the research problem that focuses intensely regarding social and cultural phenomena in the coffee shop industries in Tembalang. Data sources are obtained through reviewing related academic literature and material from the trusted social media. The aim of the research is to reveal the popular culture reflected in production and consumption among coffee shops and coffee drinkers. By this analysis, the writer has examined that coffee shops in Tembalang carry out a process of globalization and creolization in adopting a global coffee culture. Yet, it still points out the value of the local culture.

1 Introduction

Coffee shops have become a global phenomenon since coffee was discovered. Coffee is a material substance, and culture embeds coffee with social and symbolic meanings. Culture can be defined as everything humans do, think and express [1]. Consuming coffee can strengthen identity, express values, enhance social ties, and become the popular culture in industrial society. Coffee can change the face of the world's economy and culture straight forward to a modern economy. The emergence of Starbucks in the United States of America, which has expanded to Indonesia, has made it a part of the lifestyle to this day. The development of coffee shops represents global consumer culture and the adoption of modern society into popular culture and lifestyle.

Economically, coffee commodities in countries in the world, including Indonesia, coffee is a vital commodity and is cultivated and produced massively as one of the efforts for

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economic development. According to data from the Indonesian statistical center agency, the number of Indonesian coffee exports to the United States of America reaches Freight on Board (FOB) value of \$202 352.0 in the 2020. Although coffee has a significant role in economic growth, research on coffee culture has received less attention in Indonesia, in contrast to the United States of America, which is famous for its Starbucks coffee culture (August & Grigg, 2002).

The Starbucks coffee culture in America, the emergence of a new popular culture significantly spread throughout the world until Indonesia is referred to as globalization, and localization is a concept and product made for the needs of local consumers. These two concepts lead to the emergence of Glocalization. Craig J. Thompson and Zeynep explain that the theory is a merger between global ideas and local needs. The theory also describes the efforts of local communities to adapt to the global culture or cross-cultural mixing to form a new culture and identity (Craig J. Thompson and Zeynep Arsel, 2004: 638). The concept of Glocalization extends across various themes of academic studies, such as the culture of the coffee industry. Glocalization is the local meaning of global products readily accepted by markets in developing countries while consuming popular culture. This shows that Glocalization has a significant role in local culture interpreting global culture as a dialectical process rather than the fusion of culture and hybridity culture dan how global culture is able to adapt to local culture (Roudometof, 2016).

Within the element of popular culture, it is reflected in the coffee shop industry. Glocalization also intersects with the concept of Creolization. Sidbury (2007) states that Creolization is a consumer culture concept that explains how local and global product cultures build a new culture where different cultural meanings unite to create a new form of culture. Creolization occurs because people choose some aspects of the culture that enter or are inherited and the emergence of substances that are different from the original culture they previously had. Therefore, composing different cultures creatively creates new varieties that replace the previous form.

Within the influence of the dominance of Starbucks coffee culture from America, many coffee shops adopt elements of global coffee culture, which are located with Indonesian culture. It is a potential center for informal economic growth in the Central Java region. The most demand economic sectors in Tembalang in 2016 are culinary & cafe, laundry & motorcycle wash, photocopying, fashion & clothing accessories, workshops, counters & cell phone accessories, barbershop & salon, printing & plotter, stationery and office shops, Taylor, travel & car rental (Ridho Alfirdaus, Arwan Putra Wijaya, Bambang Sudarsono 2017). This phenomenon looks very microeconomic. However, cultural and sociological studies can also show these phenomena and lifestyles.

The perspective of popular culture on the spreading of cafe shop industries in Tembalang and the community's lifestyle concerns the shared concept of a social being. This perspective is also very likely seen by coffee industry owners and coffee connoisseurs as a popular culture instead of considering coffee as a substance. Therefore, the global cultural context and the lifestyle of the Tembalang community are hypothetically correlated with coffee shops. It can be observed from the lifestyle of drinking coffee and the rise of coffee shops. This phenomenon can be observed from literature studies and social media phenomena, which until now have become one of the focuses of popular culture studies.

The patterns of coffee culture in Tembalang represent creolization and glocalization. Slowly but surely, the culture of drinking coffee has increased from an old habit to a symbol of a new lifestyle. Thus, this research aims to examine and reveal the elements of popular culture. The research involves related sources, either academic or trusted references, that display all the variables. Exploring the process of adapting popular culture in coffee shops in Tembalang can provide a logical and interesting explanation which confirms that studying popular culture in the coffee industry is possible with an analytical and objective

methodology. Thus, the research problems within this research are based on the following concerns: (1) why the new coffee culture is developed among coffee shop industries and (how) the coffee shops show a new identity by embracing parts of the global coffee culture.

2 Method

The writer uses a library study to collect data. It involves library steps to collect information in researching variables and brainstorming the data. The data includes academic references and books. To strengthen the locus analysis and the process of forming a new coffee drinking culture, the writer also examines the themes carried by coffee shop owners using qualitative sentiments through material from their social media. The data is categorized into primary data and secondary data. Preliminary data includes several coffee shops in Tembalang that the writer has selected. Meanwhile, the secondary data is the theory of popular culture and coffee culture by Mary Catherine Tucker. The writer uses textual analysis to interpret the variables and is very useful for exploring cultural studies, sociology, and mass communication.

3 Results and Discussion

3.1 Starbuckization: The Process of Bringing a New Coffee Culture

Starbucks has been known to coffee lovers since 1971, when it first appeared at the Seattle pike located in Washington. Currently, Starbucks has spread throughout the world, including in Indonesia. Starbucks usually opens store outlets in several cities in Indonesia with high mobility, one of which is in the city of Semarang. The culture of drinking coffee at Starbucks has become part of the new lifestyle. Coffee as a lifestyle has become increasingly popular since 2015 due to the emergence of a film entitled "*Filosofi Kopi P*", which tells the story of the struggle of a local coffee shop that teaches a more profound value about coffee. As many as 231,339 people successfully watched the film. How can the culture of drinking coffee increasingly exist in society with the bombardment of the mass media regarding coffee as part of lifestyle. This American coffee shop does not only offer coffee as a commodity but also popular culture and values that coffee drinkers can enjoy. They offer an attractive and comfortable place for coffee lovers who want a coffee break and some free time. They also provide various coffee variants, thus creating a coffee fetishism for coffee lovers such as *Colombia Nareno Supremo*, *Coffee Verona*, *Espresso Roast*, *Italian Blend*, *Mocca Java*, *Decaf Sumatra*, *Decaf Espresso Roaf*. Therefore, Starbucks has become one of the new coffee cultures for coffee lovers with the specialty coffee that they offer.

Fiske, J. explained that coffee culture is a social atmosphere and social behaviour that covers the entire production and consumption of coffee. With this concept, coffee is a series of social processes by coffee lovers. Considering Starbucks originates from America, the coffee shop does not fully represent the culture in the country that opened the coffee shop and will adopt local values to be readily accepted by consumers. Referring to Craig J. Thompson and Zeynep's concept, Glocalization is necessary if the global culture will be easily obtained by local culture by combining global ideas with local needs.

Starbucks-style coffee drinking culture is introduced massively and systematically through several channels. It makes one of the things in economic growth and the existence of popular culture among coffee lovers. Coffee at Starbucks has become an integral lifestyle of today's society. Starbucks continues to increase its value and presence among coffee lovers by becoming a part of people's lifestyles. The popular culture of coffee certainly gives rise to other coffee shops that adopt the culture and values of Starbucks. Some of the unique features

of Starbucks that have been adopted by several coffee shops in Indonesia, such as The Turk's Head, Coffee with cream, brewing techniques and using an espresso machine. Hegemonic Starbucks manifests a cultural system of service scapes linked together and structured by discursive, symbolic, and competitive relationships with dominant experiential brands (market movers). Hegemonic global culture is not only constitute an experiential market economy but also shape consumer lifestyles and identities by serving as cultural models by which consumers act, think, and feel.

3.2 Local Coffee Shops Adaptation toward Global Coffee Culture

3.2.1 Outdoor Caffe: Building a New Identity behind Coffee Shop Industries in Tembalang

Tembalang area is located in the southern part of the city of Semarang. Tembalang is one of the upper city areas which has hilly characteristics. This area has quite a lot of non-formal industries, such as Caffe, because, in this area, the culture of drinking coffee has quite become part of the lifestyle. The emergence of educational institutions in the Tembalang area with a lot of population mobilization is one of the reasons why coffee shops are a choice of lifestyle such as Coffee Break, coffee, or just enjoying coffee in your spare time. Therefore, doing various formal and non-formal work activities or just enjoying coffee has become a part of popular culture in the Tembalang area.

The emergence of global Coffee such as Starbucks and the culture of drinking coffee has led to a discourse on the concept of Caffe as what can be an attraction for visitors. Of course, popular culture by drinking coffee is formed between the social unity of both consumers and producers. Glocalization between local and global cultures alike Starbucks is not limited to coffee shop management systems or cultural resistance. Instead, it is a blend of global concepts adapted to local culture. Therefore, the emergence of the outdoor coffee concept has become one of the cultural identities of new coffee shops in the Tembalang area, instead of adopting the Starbucks concept with an outdoor coffee system. Thus, the combination of the characteristics and identity of Tembalang as a hilly area and several variations of global culture make Glocalization quite significant in building a new identity behind the coffee shop.

Based on the writer's analysis of Instagramable Semarang, especially the Tembalang area. Many outdoor coffees offer an aesthetic place with an outdoor coffee concept, such as Embun Senja, Tower Café, Atap Langit, Farmers Coffee, and Anantari Coffee. From the coffee shop, it offers different things from Starbucks and most other coffee shop concepts. The coffee shop provides a more vintage-inspired place. Of course, the coffee shop products are not products from abroad but from Indonesian coffee shops. Instead of imitating the Starbucks concept with an indoor idea, they created an outdoor Coffee concept. There was a creolization process where the coffee culture broke, gathered or just enjoyed coffee, initially introduced by the global coffee culture. However, coffee shop entrepreneurs have combined this lifestyle with local culture by creating the concept of outdoor coffee. In addition, global coffees such as Strubuck only sell various types of coffee. At the coffee shop in Tembalang, there are many different types of coffee and other non-coffee drinks, a variety of foods and even live music. It makes Creolization, namely outdoor coffee, one of the lifestyle choices and popular culture among the public instead of global coffee production. Therefore, the coffee shop observed by the author shows that the processes of globalization, glocalization and creolization play a role in the formation of coffee shop businesses and popular culture, especially in the coffee shops that have been observed. Not entirely. The coffee shop is local and also not completely global. However, it is a blend of global and local. Thus, coffee connoisseurs very easily accept the culture.

3.2.2 Outdoor Caffe: Building a New Identity behind Coffee Shop Industries in Tembalang

Coffee is a commodity that has economic value and value in it. Commodity coffee is made only to meet the needs and wants on a massive scale which sometimes overrides quality. Meanwhile, Specialty Coffee is an industry that prioritizes the quality of coffee. The small thing that distinguishes commodity coffee is that commodity coffee mentions the expiration date of the coffee. However, Specialty Coffee is mentioned as the roasting date of the coffee beans. The Specialty Coffee Association of Indonesia (SCAI) explains that coffee that is not roasted for too long will add to the enjoyment of the coffee when the coffee is brewed. This is what distinguishes commodity coffee and specialty coffee.

Coffee from the point of view of the study of popular culture in Indonesia and the world, Trish Rothgeb, in an article in *The Flamekeeper* in 2002, categorizes coffee into three waves. Currently, coffee has entered the third wave where coffee is considered part of its consumers' life instead of considering it a commodity. From a cultural point of view, coffee provides meaning and value related to how the human mind interprets and categorizes the world. Levi Strauss (1983: 12). A coffee shop also implies the pragmatism of life and humanism. Several examples in many coffee shops provide phrases and sentences such as (Life is like drinking coffee, sometimes it tastes bitter, but that makes your eyes open). Thus, it gives a profound impression to coffee connoisseurs.

Based on the author's observations, almost all coffee shops in Tembalang use the Specialty Coffee concept. They pay great attention to roasting and brewing techniques to suit the tastes and values of visitors. The writer examines at one of the most famous coffee shops, namely *Converso Coffee*. Several Specialty Coffee are served: Espresso Based consisting of various coffee drinks such as *Americano*, *Cappuccino*, *Coffee Latte*, *Affogato*, and Manual Brewing Coffee consisting of *Tubruk Method*, *Cold drip*, *Aeropress Method*, *FrenchPress Method*. Of all these Specialty Coffees, they have their way of brewing coffee that is tailored to the tastes of coffee drinkers.

Since the presence of Specialty Coffee which has become a popular lifestyle, coffee connoisseurs don't have to fight back between instant coffee and Specialty Coffee served in most coffee shops. Because both are different industries and different targets of popular culture, the emergence of specialty coffee culture cannot be separated from the influence of Starbucks culture and global coffee culture. Along with technological developments, a group of industrial hegemony moves to present higher quality coffee and see coffee that can be viewed in terms of volume and quality. The concept of specialty coffee is caused by glocalization under global coffee and adopted by local coffee shops. With the presence of this concept, coffee shops in Tembalang have their lifestyle on how to interpret the value of a coffee and become a popular culture for coffee lovers with the birth of a coffee culture formed by coffee entrepreneurs and coffee lovers through glocalization.

4 Conclusion

This research explains describes how coffee shops in Tembalang responded to the popular culture introduced by Starbucks and other global coffee shops. Coffee shops adopts the Creolization and Glocalization of global coffee culture. Indonesia is a coffee bean-producing country, and Tembalang is one of the highest mobilization centers in Central Java. The popular culture of today's society is drinking coffee, and some modern aspects brought by Starbucks and making it the standard in terms of culture in Indonesia. Therefore, coffee shops in Tembalang prefer some elements of global coffee culture and are adopted into popular culture and local characteristics. Thus with the presence of popular culture such as coffee breaks, drinking coffee during meetings, and free time. Coffee shops adopt the western

culture, especially Starbucks from America, regarding product standardization, processing technology, and several menu names in business practices. However, in certain parts, local coffee shops also highlight regional aspects such as the Outdoor concept and offer several typical menus of Indonesian food. Therefore, coffee shops adopt the global coffee culture brought by Starbucks. On the other hand, they also highlight the regional aspect. Thus, the encapsulation process is relatively running despite some differences. More precisely, there has been a process of affirming local values and local coffee culture in the coffee business. However, the owners are selectively pushing some parts of the global coffee culture and new coffee techniques from the West.

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