



A SURVEY ON YOUNG PEOPLE'S PURPOSES AND COMMUNICATIONS ACTIVITIES IN COFFEE SHOPS IN BANDA ACEH

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ABSTRACT

The purpose of this study was to investigate the young people communication activities and purposes in coffee shops in Banda Aceh. The objectives of this study were to investigating why young people either male or female (in Banda Aceh) hang out at coffee shops and what they are doing there.

The method employs in this study are quantitative in nature. Survey is used to collect the data needed for this study. A set of questionnaire is distributed to 1,500 young people who were hanging out in coffee shops in Banda Aceh. The data collected were analyzed through SPSS in the form of percentages.

The results showed that the main reasons for hanging out in the coffee shops, apart from drinking coffee, were to chat with friends, look for entertainment and fill in time. The main form of communication was small talk and amusement. At the same time, those who talked about their studies did not get satisfaction. These young people also usually used the internet while they were in the coffee shops – to play games, chat with (other) friends and also to get materials for study.

Limitations of this study was that only questionnaire was used to get the data. As a matter of fact, the interview should be done to get the detail data. However, this study has given valuable information for readers in general in relation to the activities and purposes of hanging out at the coffee shops among young people in Aceh.

This study has never been done before especially in Aceh. This study also provided current information on what communication activities and purposes of young people in coffee shops in Aceh.

Key-words: *young people; behavior; activities; purposes; coffee shops; Banda Aceh.*

INTRODUCTION

National development, not only concerns the economy but also, has social and cultural dimensions. The measure of good development in a country can be seen from the quality of life, including the type of work, the health, the education and other aspects of the people. Young people are important national assets and they will inherit the nation to develop it (and enjoy it) in the future. The development of youth is important and must be given serious consideration to ensure that the nation can continue to develop as planned. This has been emphasized by [Kadir et al. \(2012\)](#); [Herlyana \(2014\)](#); [Rahim \(2010\)](#) who have said that youth are a very important group that will play an important role as agents of change in the future. The future forms of development of the nation will depend on the condition of the youth at the present.

This is important for the development of Aceh which is the furthest area to the west (and to the north) in Indonesia. After the 2004 Tsunami and the 2005 Peace Agreement with the GAM (the Aceh Freedom Movement), a myriad coffee shops sprang up in Banda Aceh, like mushrooms after autumn rain, so much so that Banda Aceh is known as “*The City of a Thousand Coffee Shops*”. However, this situation is now worrying various parties concerning the social effects on the young people of Aceh especially since coffee shops have started to become the places where young people gather.

This situation is very difficult for young people to avoid. Especially since it seems that sitting in a coffee shop for a long time has become a way-of-life for some young people in Aceh. This could become a problem for the development of Aceh in the future. What is more worrying is if the young people go to the coffee shops just to pass time talking about things which have no benefit for living. However it is not too worrying if these young people go to the coffee shops to talk about their studies especially if they use the internet facilities provided to seek out material for their studies. Accordingly this study focused on two research questions viz:

1. First: For what purpose do the young people go to the coffee shops?
2. Second: What communication activities do young people engage in when they are at the coffee shops?

Referring to research questions, this study is aimed at investigating the young people communication, activities and purpose in hanging out at coffee shops in Banda Aceh, Indonesia. Additionally, this study focuses on the young people either male or female who were hanging out at the coffee shops in relation to activities and their intentions to do so.

LITERATURE REVIEW

Behavior of Young People

In Western countries, young people have often been the subject of research over the last 40 years. The focus of much of this research has looked at their behavior from the dimension of age. So that some people say the behavior of young people is affected by age while others say their behavior is caused by other factors like their educational institution, (their) family and the condition of the people living in the areas around them. According to [Wyn & Woodman \(2006\)](#) age is not the factor which influences the behavior of young people but changes and the condition of the people (around) can effect changes in young people ([Wyn & Woodman, 2006](#)). If age is the main factor influencing the behavior of young people, so why don't all young people of the same age behave the same ([Kadir, et al., 2012](#)).

If we examine the profile of young people with problems many characteristics connected with such young people will emerge. Young people must be looked at as part of a social process which involves the institutions of families, schools and no less important the situation of the people round about. The behavior of young people is not only influenced by such subjective aspects but also by objective aspects. [Bandura \(1978\)](#), according to *Social Learning Theory* has said that one lesson which is relevant when watching other people do something is to make the person a behavior model. Thus according to Bandura, the environment and also the people around will affect the behavior of someone.

Way of Life of Young People

Young people these days are better known by their way-of-life. Problems started in the USA in the 60's when the way-of-life of young people focused on something they admired and after that it became part of their daily way-of-life, like the type of music, dances and also clothing; even now their choice of places to study and hang-out with their friends ([Herlyana, 2014](#)). For instance, coffee shop is one of the best places for young people to talk, share experiences, and other academic activities ([Korf, 2002](#)). Coffee shop is considered as one of the public area that people use for various purposes ([Lim, 2012](#)).

According to [Chaney \(1996\)](#), a way-of-life is a day-to-day pattern of behavior of a particular group of people: a (particular) way-of-life can become the identity of a group. According to [Engel et al \(2006\)](#), a way-of-life shows how a person lives and how they spend money, including how they allocate time. According to [Fornas and Bolin \(1995\)](#), way-of-life if it is examined is more concerned with solace or entertainment. The effect of the environment both directly and indirectly can influence how young people organize their way-of-life. The cultural identity of young people in today's context is mainly determined by (their) way-of-life.

Media, people around-about and the shape of the environment can influence how young people organize their way of-life so that it can be accepted by (other) young people ([White & Albanese, 2008](#)). The characteristics of a way-of-life are not fixed and can usually change quickly ([Lerner, et al., 2005](#)). A person can maybe quickly change the model and make of their clothes according to changes in their life and in their environment.

RESEARCH METHODS

The key issues in this study were dealing with the young people activities in the coffee shops. In this case, the author focused on three main issues; purpose of going to coffee shops, activities, and media used during in the coffee shops. This study used quantitative method in nature. A survey was conducted to collect data from 1,500 respondents who were chosen for this study. A set of questionnaire was distributed to the selected respondents. The questionnaire was made by the author to meet the purpose of this study. The questionnaire consisted of 16 items. Questions number 14, 15, and 16 were dealing with the objectives of this study, namely; purpose of going to coffee shops, activities in the coffee shops, and media used in the coffee shops (see appendix 1). The respondents were asked to give their responses as in the question items. The choice of respondents was mainly focused on certain characteristics viz: young people between the ages of 17 and 25 who often go to coffee shops. The author visited 15 coffee shops to distribute the questionnaire. The purposive sampling technique was employed in selecting coffee shops and respondents in Banda Aceh. Each coffee shop was distributed 100 set of questionnaire to the respondents. The author conducted the survey within 15 days. Each respondent was given 10 to 15 minutes to answer the questionnaire. The data collected from the questionnaire were analyzed by using SPSS with descriptive statistics results in percentages.

RESULTS

Characteristics of Youth Hanging-out in Coffee Shops

Table 1 shows a profile of the young people hanging-out in coffee shops in terms of gender, age, occupation and how much time they spent there. From the 1,500 young people surveyed, males dominated with 73% compared to 27% for young ladies. From the aspect of age, young people between 20 and 22 dominated with 54%, then those between 23 and 25 with 30%. For the aspect of occupation, most young people in the coffee shops surveyed were students, 79%. Possibly, this is because Banda Aceh is the capital city of the province and there are many universities and institutes of

higher learning in the city so that many young people from many distant areas come to study there. Finally, concerning the average amount of time that young people spend in the coffee shops, the most common period was 3 to 4 hours per week with 32%, while 19% spent 5 to 6 hours per week and 27% spent 7 hours or more, so 78% spent 3 hours or more per week. On the other hand only 3% spent less than 1 hour per week and 19% spent only 1 to 2 hours per week as can be seen in the table that follows.

Table 1: Characteristics of Youth Hanging-out in Coffee Shops

	Percentage (%)		Percentage (%)
Gender		Age	
Male	73	17 to 19 years old	16
Female	27	20 to 22 year	54
		23 to 25 year	30
Daily Activity (Work)		Time Spent in Coffee Shops	
Student		Less than 1 hour/week	3
Public Servant	79	1 to 2 hours/week	19
Works for Private Business	5	3 to 4 hours/week	32
Unemployed	5	5 to 6 hours/week	19
	11	7 or more hours/week	27

Purposes of Going to Coffee Shops among young people

Table 2 shows that there are several purposes young people hang-out at coffee shops. There are other purposes apart from drinking coffee: The most common reason is to meet with friends, 95% said this was their main reason. This shows that they didn't want to go alone but wanted to be with friends. 77 % said they went for solace or to be entertained, possibly, according to the researcher, this is why they went to be with friends. Young people usually like to fill in time with friends about the same age because they are more open to each other and have the same interests. If young people think the same as others about the same age their relationship will be very close. 75% went to get material for their studies. As most coffee shops in Banda Aceh now have internet access this is an attraction for young people to go there.

Table 2: Purposes for Going to the Coffee Shops

	Percentage (%)	
	Agree	Disagree
Drink coffee	81	19
Meet-up with Friends	95	5
Find solace or entertainment	77	23
Fill in time	76	24
To relax	46	54
To be oneself	46	54
To get information	82	18
To get material for study	75	25

Communication Activities by Young People at Coffee Shops

Table 3 shows the type of communication activities that young people use in coffee shops, most of them, about 94%, said that their main form of communication at the coffee shops was small talk and entertainment. 75% also spent time to find study materials on line and 73% talked about their studies (with their friends).

Nearly half, 42%, said they went to the coffee shop to play games online while 91% went to use the internet in the coffee shop and 57% to watch TV. However, about a quarter of the young people who went to the coffee shops did not use the communications media there.

Table 3 Communications Activities in the Coffee Shops

	Percentages (%)	
	Agree	Disagree
Talking about studies	73	27
Small talk and amusement	94	6
Find materials for study online	75	25
Play games online	42	58
Talking about news	60	40
Watch sports (mainly on TV, some on internet)	64	36
Use of Media		
TV	57	43
Internet	91	9

DISCUSSIONS

From the results we can see that there are pros and cons concerning the use of coffee shops (by young people). The positive aspects include the fact that the coffee shops are equipped with internet which the students use to get information for their studies and hence they also become places to discuss their studies. Thus this becomes one of the reasons for young people to frequent the coffee shops. The negative aspect is that the young people, who will inherit the development of the nation in the future, spend a lot of time just hanging-out in the coffee shops. This is worrying because of its effect on the development of Aceh in the future. Because it assumes that they are not preparing themselves to face the world in the future which will be full of challenges. They just sit for a long time in the coffee shops talking about things which are of no benefit for themselves or for the nation.

This study shows that most of the young people sitting around in the coffee shops are just communicating with small talk for self-entertainment. The internet facilities are also being used for entertainment, playing games on-line and chatting with other friends on-line (Turkle, 1996). Although some are using the internet to find materials for study. Many parties in Aceh are worried about this, that the coffee shops are no longer just a place to enjoy a cup of coffee with fellow young people. If things continue like this it will have effects on the development of Aceh (in the future). Rahim (2010) has said that young people are an important national asset and are the inheritors of the development (of the nation) in the future. Thus it is important to give serious attention to the development of the young people to ensure that the nation continues to be developed as planned. The future form of national development will be dependent on the condition of the young people in the present. Also the theory of Social Development from Bandura (1978) says that the environment and also the (behavior of the) people around will affect the behavior of a person including young people in the context of this study. Wyn and Woodman (2006) have said that age is not the factor affecting the behavior of young people, but changes and the situation of the people will create changes amongst the young people. Accordingly support is needed from all parties, including families, educational institutions, research organizations, leaders of the people and the surrounding environment including the owners of the coffee shops themselves to play an important role to instruct and advise young people so that they prepare themselves to become a young generation that is skilled, competitive and noble in character. The young people must know and understand that they are the inheritors of the nation and they must prepare for it.

CONCLUSIONS AND RECOMMENDATIONS

The study can be concluded that most young people in Aceh have the purposes to go to coffee shops. The majority of respondents (81%) claimed that they went to the coffee shops to have a cup of coffee. 95% of respondents claimed that they went to coffee shops to meet up with their friends. 77% of respondents stated that they went to coffee shops for finding solace or entertainment, 76% of respondents stated that they went to coffee shops for filling in time, 82% of respondents claimed that they went to coffee shops for having information, and 75% of respondents claimed that they went to coffee shops to get materials for their study. In addition, this study also can be indicated that the communication activities conducted by the young people in coffee shops were related to talking about studies, small talk about amusement, find material for study online, talking about news, and watch sports on Television or on internet. Lastly, this study can also be concluded that most of respondents (91%) stated that they used media internet when they hang out at coffee shops.

According to the author, the government of Aceh needs to make a regulation about the hours of operation of coffee shops: Because, at present there are coffee shops that are open 24 hours a day. This raises fears that there will be many negative effects for young people including lack of rest (and sleep) and lack of enthusiasm to work because sometimes the hours of sleep will change. Certainly, after 12 midnight should be used for sleep and rest so that they will be fit the next day. Although, from one side, business and the economy are factors supporting the national development but it will be better if business and economy are done at normal times that don't create other problems like these problems with the young people. So that they will not stay in the coffee houses till the wee hours of the morning. Because according to this study, on average the young people in the coffee shops are those who are still studying. Then, the role of the parents is very important to teach their sons and daughters to prepare themselves to face the future. Certainly the world of the future will be full of competition and challenges, so the young people should not fill their time with useless activities which will have no benefit for the future.

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Appendix 1: QUESTIONNAIRE

Dear Respondents,

We are investigating young people communication, activities, purpose, and media used at coffee shops in Banda Aceh. This study is financed by the General Director of Ministry of Education and Culture in collaboration with University of Syiah Kuala, Banda Aceh.

Your information obtained through this questionnaire is important. The result of this study will be useful for the government in making decision regarding to young people activities at coffee shops. Your good cooperation for this is highly appreciated. And the information you give is kept confidentially.

Best regards,

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Respondents' Profiles

1. Respondent No.: _____
2. Coffee Shop: _____
3. Area of Living:
 - a. City
 - b. Suburbs
 - c. Village
 - d. Rural area
4. Sex: a. Male b. Female
5. Age: _____
6. Job: _____
7. Education Background:
 - a. Primary School
 - b. Junior High School
 - c. Senior High School
 - d. Undergraduate
 - e. Graduate
 - f. Others (State)_____
8. Field of Study:
 - a. Engineer



- b. Economics
- c. Education
- d. Social
- e. Religion
- f. Others (state) _____

9. Father's Job: _____

10. Mother's Job: _____

11. Family income/month Rp. _____

12. When you go to coffee shop:

- a. in the morning
- b. in the afternoon
- b. at night

13. How long you sit at coffee shop in a week?

- a. less than 1 hour/ week
- b. 1 to 2 hours/ week
- c. 3 to 4 hours/ week
- d. 5 to 6 hours/ week
- e. above 7 hours/ week

14. Purpose for going to coffee shops:

- a. Drink coffee
- b. Meet-up with friends
- c. Find solace or entertainment
- d. Fill in time
- e. To relax
- f. To be oneself
- g. To get information
- h. To get material for study

Agree	Disagree

15. Activity in coffee shops:

- a. Talking about studies
- b. Small talk and amusement
- c. Find material for study online
- d. Play games online
- e. Talking about news
- f. Watch sports (mainly on TV, some on internet)

agree	Disagree

16. Use of media when you are in the coffee shops:

- a. TV
- b. Internet
- c. Do not use media

Agree	Disagree

THANK YOU