

# Kaffa: The Black Pearl as Forming Consumer Behavior in Industry 4.0

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**Abstract**—Changes which occurred in the consumption behavior of coffee drinkers can not be separated from the impact of socio-cultural changes and the development of existing technologies, thus resulting in the intensity of consumer behavior are higher among people currently taking. The purpose of this study was to determine the behavior of consumption, coffee drinkers, coffee phenomenon transition and the impact of globalization on the phenomenon of coffee in the city of Malang. The theory used is the theory of Jean Baudrillard consumption society. This study uses descriptive qualitative method with phenomenological approach. To collect data in research activities required methods or techniques of data collection, such as: Observations and interviews. While the research results show that coffee drinkers have caused their consumer behavior as encouragement of globalization, in addition to the coffee transition is also caused by the effects of globalization.

**Keywords:** *Kaffa, coffee drinker, consumerism, consumptive behavior, Industry 4.0*

## I. INTRODUCTION

Globalization is a phenomenon that makes the world seem cramped and communities like the community of course consumption will not be able to circumvent the influence of globalization. Style or habits (life style) such as how to dress, how to get along, and good or bad habits that are in the era of globalization, especially industrial 4.0. The presence of

technology has an impact on the rational choices of society today [1]. Technology has greatly influenced changes in people's behavior today [2]. However, the presence of technology and the media is very risky [3]. However, there will be many benefits if we are able to make the best use of it [4]. Technology can also represent the identity of a particular person or social group [5]. Technology and media can also play a role in comparing a movement or action of a person or group of people into a distinctive and unique image [6].

This is inevitable, even as the rampant phenomenon of the consumption behavior of coffee drinkers though. Impact of globalization allows for ease of highly coveted by most people to simplify their daily life such as ease in activities consume and of course the convenience provided by globalization will also have an impact such as changes in attitude or behavior in shopping activities (expenses), for public consumption in the industrial era 4.0. The influenced by the technological developments that bring them into the world of imagination. Meanwhile, in the industrial era 4.0 is a lot of goods in production to offer convenience (instant), making an increasingly consumerist society. In the consumer society, one product at a value not based on the function again, but on a symbolic value (sign), so that the consumption behavior not only meet the primary needs, but also meet the needs based on the prestige. This consumer behavior has to be one part of an increasingly entrenched consumerist society. Today, the café

and coffee shop is more widely spread throughout the city poor, due to the demand and market the highest interest of the café even though a roadside coffee shop.

Over time, the café and coffee shop has its own value to the audience which gave birth to a new phenomenon in the public space consumption. Lifestyle flowing through a cup of coffee makes the café and coffee shop itself as a lifestyle choice that can be obtained, refilled, or even improved. The existence of the café and coffee shop has its own reasons of the emergence of phenomena associated with consumption patterns and behavior. Rests with the assumption that has been described above, this study seeks to examine further the behavior of consumption, coffee drinkers, coffee phenomenon transition and the impact of globalization on the phenomenon of coffee in the city of Malang. According to the authors, this study is very interesting because in view of the many cafes and coffee shops are spreading and becoming a part of social life consumption. The authors found some relevant research course with the discussion who want to study. Reader Review In the scope of public life from the beginning until now, we know that human nature is always to fulfill all his needs, whereas with the development of more modern era of human life today needs more and has no limits. When one needs are met, there will be other need. When the needs of one are met, it will appear other needs that are sometimes derived from human desires are often mistaken in making priorities needs. It course will make humans tend to behave consumptive. Consumer behavior is the behavior or commonly known by the general public as a lifestyle, where lifestyle is referred to in this behavior are spending money without thorough consideration.

Consumer behavior is considered to give satisfaction to the consumers, because consumers make consumption activities with the aim to make ends meet. Therefore, to make it happen, consumers will buy any goods or services you want so that it will obtain the maximum satisfaction so that there will be consumtivism symptoms in socio-economic life of society. In the Industrial Age 4.0, the consumption activities performed by a large part of society in fact done in a way that is considered to be excessive, consumption activities are not based on priority needs but desire, so that in the conduct of public consumption more emphasis on the orientation of the wishes and desires moment by constituted by imaging / prestige (prestige), lifestyle, environmental factors as well as the media community. Rests through review of the literature that has been described above, this study seeks to examine further the behavior of consumption, coffee drinkers, coffee phenomenon transition and the impact of globalization on the phenomenon of coffee in the city of Malang. According to the authors, this study is very interesting because in view of the many cafes and coffee shops are spreading and becoming a part of social life consumption.

The author found that some of the results of previous studies that have assessed the relationship with the discussion who want thorough, among other research conducted by [7] with a research

entitled Culture Watching Young People in the cafe said that the deployment of a cafe in the city of Denpasar is a response to the presence of young people own desires, tastes and lifestyle of its own. The cafe is no longer a hangout place functionally but also shifted from value in use towards the value of the mark. The cafe does not again become an important place for physical or biological needs alone, but as a symbol of self-existence and lifestyle of young people in Denpasar. The next study is [8] with a research entitled Consumerism Students Against Strabucks Coffe in respect to commodities and Motivation Hedonis Teoritisisme stated that consumer behavior indirectly tricked and be trapped by commodity fetishism. From impact the life pattern of commodity fetishism, consumerism accumulated in lifestyle can lead to a desire to continue to meet the needs of the material, so Tercia hedonic motivation. Consumptive deemed relevant theory used is Jean Baudrillard briefly talk about hyperreality, since the presence of advertising in the mass media triggers a person interested in consumerism. The mode of production on the community comes from the simulation is more common among the signs that operate in the production, technology, and commodity coffee. Real simulation shown in TV, in the end become a representation of a rotating cycle without beginning or end. The difficulty of distinguishing the differentiation between the sign and the real-life events lead to reproduction, called *simulakra*.

*Simulakra* the talk about phase control of a system that swirled up to bring hyperreality. Media were forced to meet the manipulation of thought as a result of stigma that have compatibility information about the meaning of coffee, tastes, messages, and togetherness. This stigma will lead to a black hole binary oppositions that make a person fall into the consumer culture. Consumer culture is a form of one's habits to continue - constantly use something to make things not needs into needs. One form of consumer culture that is coffee. Is a true coffee drink coffee at home or activities outside the home. Coffee outside the home known as the hangout is often done by teenagers - teenagers to simply drink coffee or exchange information.

## II. METHOD

Methods The research was conducted in several coffee shops located in the city of Malang. Coffee shops are a place of research is Rino Café, line-coffee reborn, and legend coffee. Forms of qualitative research is descriptive phenomenology. To collect data in research activities needed ways or techniques specific data collection, so it can be appropriate and running smoothly, among others: Observation is used to observe directly and indirectly on consumer behavior and the effect of globalization on the coffee drinkers in the city of Malang. Interviews are used as a means to establish relationships and communications with the informant or the object of research. The goal is to visitors coffee drinkers coffee in terms of the selection criteria and the frequency or number of visits to the coffee shop and the manager of the coffee shop itself. [9] The

validity of the data on the qualitative research is an attempt to increase the validity or correctness of the data. The examination of the validity of data in addition be used to strengthen existing evidence against qualitative research. Validity of data is done through triangulation method. The steps undertaken in qualitative research is currently checking the information obtained from different sources of time. Aiming to compare the data from observations with the results of interviews, to compare the perception of other people are saying to those made in person through a process of observation and data capture, compare or make sure other people's perception of the situation of research or where research is said all the time, comparing the perspectives of people and circumstances someone with a wide range of viewing angles, comparing the results of interviews with the contents of a document.

### III. RESULTS AND DISCUSSION

Results and Discussion Event drinking coffee, or better known by the term "coffee" is a matter that can not be separated from the lives of most people. Coffee that initially only the activities to meet the needs of all, now turned into a lifestyle most people. Selection of coffee places can be a parameter or a measure of individual economic circumstances. People who drink coffee at the café or expensive tend to be identical to the upper middle class and if Coffee in a mediocre place synonymous with the middle class and below. This certainly supports the consumptive lifestyle most people, especially teenagers or young people in the present. They are willing to spend a lot of money in order to look capable and cool in the eyes of others. The rise of coffee activities in today's era of globalization, has made open market breadth famous coffee company from abroad to enter the Indonesian market or industry. As evidenced by the presence of a foreign company-owned coffee shop which are scattered throughout major cities in Indonesia. Mean "Coffee" is often shifting or transition a different meaning in every epoch.

The term "Coffee" which was originally only has meaning as a call-to-drink coffee just experienced a shift in the meaning of being an invitation to meet with others or solicitation to hang out even used to call to discuss or mediated solve a problem. Jean Baudrillard briefly talk about hyperreality, since the presence of advertising in the mass media triggers a person interested in consumerism. The mode of production on the community comes from the simulation is more common among the signs that operate in the production, technology, and commodity coffee. Real simulation shown in TV, in the end become a representation of a rotating cycle without beginning or end. The difficulty of distinguishing the differentiation between the sign and the real-life events lead to reproduction, called *simulakra*. *Simulakra* the talk about phase control of a system that swirled up to bring hyperreality. Media were forced to meet the manipulation of thought as a result of stigma that have compatibility information about the meaning of coffee, tastes, messages, and togetherness. This stigma will lead to a black hole

binary oppositions that make a person fall into the consumer culture.

#### A. *Transition of Phenomena Coffee*

Coffee Differences in ancient times and now an interesting topic for research. Activities that initially could be considered only drink coffee alone but now could be a benchmark or economic level parameters of others and even encourage some people to live a consumptive lifestyle. Indirectly consumption behavior is considered by the majority of society of consumption as a phenomenon that is very grounded.

#### B. *The Phenomenon of Old Coffee*

Coffee habits of Indonesian society is a culture that could be considered highly mandatory for men in the morning and drink coffee with friends in the evening. The existence of coffee in Indonesia has been used since the coffee as the main ingredient and milk or sugar as a sweetener. Habits of a home that is on the coffee relic be growing because of the possibility of gathering where hot coffee will not run out when to drink and patterns visit in Indonesia that the popular will *suguh* and *gupuh* childbirth coffee as an ingredient. Paired when communicating with others within which is old. Of course, the presence of coffee with caffeine content results in making the adrenaline rise and trigger the power to do activities where it is becoming a commodity main reason of coffee into a drink that could be considered a staple in Indonesia. The reasons are present make their opportunities where coffee with him at a time when material needs for basic necessities escort work becomes a commodity and collect some men with the same need for coffee to work and gather together to discuss topics that are not serving of lunch.

This obviously makes the stereotype where the coffee shop is the primary constituent of how men men congregate to chat discussion of fellow man to become culture. In Aceh coffee at the coffee shop into a routine *bagain* Acehnese man up like a second home. Arises the term "coffee opium ka" meaning already addicted. This has not become simply hang out but become a means to establish ties for men Aceh. Even with a simple mixture in the period before their variants that much like now, coffee became the main commodity men not because of his coffee again but again why coffee is present. Points places where the process is targeting the middle-evident because it is working with energy needs in terms of this coffee is already clearly visible how the economic cycle is in sight. Coffee was originally a drinking needs mean developing circles who want to do the activities that can be dealt with in a public place.

#### C. *The Phenomenon of 'Ngopi' in Industry 4.0*

The rise of coffee shop, cafe and restaurant and bar has now become a trend among young people today. If in the past we could pour boiling hot water and then pour into a beaker containing coffee and sugar that is mixed in now can get in places that are more attractive as in the coffee shop, cafe and restaurant and bar are served by a barista with prices to match

the bag. Motives coffee today following different motives coffee "di jaman now": Lovers of coffee flavor. Coffee lovers will be hooked and find flavors of coffee that they like. They would be willing to move one coffee shop coffee shop to another to get the satisfaction they were looking for flavored coffee. Following the trend.

Teenagers are the target of the owners of the outlets for their teenage hobby transition period will be looking what she likes. When he sees his friends began to upload her social media hanging out at the coffee shop in mind there will be a desire to follow his friend. Then he would be uploaded on social media which showed that she was drinking coffee with his friends. He will get his satisfaction at the time of her friends give praise to her post and follow lifestyle. This will occur continuously until the "coffee" trend. Got existence. Most young people today opium to the gadget, especially on social media-based applications. The more followers, more comments the more that love is persecuted young people today. Young men like this who will seek and hunt coffee places that instagramable to be uploaded and spread on social media. They did not come to search for "coffee" they also do not care for the taste of coffee in the cafe.

The term "coffee" only shows that he is in a place that sells that in one of them there is a menu of coffee but they do not buy coffee, but bought another menu in addition to coffee and then they photographed their order and then uploaded to social media use the word "*Lagi ngopi ya*, who want to join Kuy" to signal that he was in a certain cafe. It shows that they are only pursuing existence among his friends.

#### *D. As a Place to do Assignments*

For today's students or student coffee places and the like it is a good place for the task because they can enjoy drinks and food while doing task. Not only that now most coffee places have wifi facilities even exist that provide LCD and projector. This makes young people like to linger doing task in coffee places.

#### *E. A Place for 'Cuci Mata'*

Increasing number of young people who hang out at coffee places more and more people come to drink coffee instead of coffee but for a mate search event or window shop. Their goal drinking coffee come to the place to see beautiful or handsome visitor who comes to coffee places. Increasing number of unique coffee places make young people came even though they are not thirsty and hungry, but they come as if they enjoy something. Something that they feel satisfied if they had come to the coffee places. Although coffee is a new culture for urban youth, but it is also a big impact for the life of new arrivals and into urban areas. They will be shipped with a culture of consumption and hedonism. Because the "coffee" for young people today is not done once or twice. There's even a place of

coffee twice a day. The influence of globalization on Globalization coffee consumer behavior is a form of change in the world who continue to experience very rapid development. The speed of this development made a new breakthrough various fields. In the field of technology, have sprung wide variety of forms tool - easily operated electronic device is supported by the increasing value of the function. The adverse effects of globalization makes everything fast-paced become a habit or instant culture. It is risky to make people become dependent on something that is almost instantaneous. This dependency makes people constantly want to get something quickly, according to the needs that he wants to meet. This phenomenon is referred to as a culture of consumption. Consumer culture is a form of one's habits to continue - constantly use something to make things not needs into needs.

One form of consumer culture that is coffee. Is a true coffee drink coffee at home even activities outside the home. Coffee outside the home known as the hangout is often done by teenagers - teenagers to simply drink coffee or exchange information. Children - young people hanging out in the cafe associate becomes part of your lifestyle, where they can let go of desires, tastes, as well as the establishment of cultural event and lifestyle. The cafe also has experienced a shift in function than was previously only places that sell coffee drink has now turned into a place of social class formation. Changes in the function of the cafe is influenced by the culture of consumption so that their sense of dependency to the cafe. The cafe is regarded as a place of creation lifestyle, and a new culture for the audience. Points - hangout usually have the facilities to attract visitors to come and feel at home - long in it, one of which is Wi-Fi. Internet network that can be used by this group of people is a form of collector of their social group. The high satisfaction of the coffee places with internet facilities. Therefore, when a sense of satisfaction has been obtained then the person will continue to want to have the satisfaction that despite a different place.

#### IV. CONCLUSION

Conclusion Based on result of research while on Behavior Consumer coffee drinkers in the Industrial Age 4.0, it can be deduced as follows: The emergence of consumer behavior due to a desire to maintain the status of prestige (prestige), so that the activities of the consumption of coffee is only intended to indicate the social status alone. The behavior of coffee drinkers in the café or at the coffee shop to get the value of a sign like the convenience of satisfactory service. The sign value in the theory of Jean Baudrillard called a hyperreality because it is influenced by technological developments. Transition coffee phenomenon influenced by globalization as an increasingly technological society needs support to maximize consumption. In addition, the transition is also caused because there are differences in the

meaning of every coffee drinker like the meaning of signs and images.

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