



Interaction and social language of young people in Coffee Drinking culture in Palembang

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ABSTRACT

Keywords
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The purpose of this research is to find out the interaction and social language of young people in the culture of drinking coffee in Palembang city. The problem studied in this research is the interaction and social language of young people in the culture of drinking coffee in Palembang city. To reveal the problem in depth and thoroughly, the researcher used a descriptive qualitative approach using the theory of Berger & Luckman and Albert Bandura. This research uses the theory of Social Learning Theory and Generative Phonology Theory. The results of the study state that the interaction and social language of young people in the culture of drinking coffee in Palembang city is a lifestyle process or a Millennial process as a medium for gathering which has been gathering at home now has transformed into gathering at the Café with this, summarizing that young people make coffee culture a means of friendship, a means of hanging out and a means of recreation. In the process of gathering, there is an activity, namely spending time, playing games, chatting with friends, taking photos and chatting about work, assignments and other things while enjoying a cup of coffee.

1. Introduction

Indonesia, the culture of drinking coffee has been around for a long time. According to Gumulya and Helmi (1987), the culture of drinking coffee in Indonesia has existed since the 1950s, precisely in Yogyakarta. Coffee drinking places often exist at night, which is often called *angkringan*. Everyone can talk about anything with a cup of *jos* coffee while enjoying a relaxing afternoon because Indonesians generally like to chat even when they are in the midst of people who do not know each other but the chat continues indefinitely (Wono et al., 2023).

Drinking coffee, which is currently often referred to as '*ngopi bareng*' activity, is not unique to Indonesia, coffee-producing areas such as Palembang, Tulung Agung, Aceh, Yogyakarta and several other areas, but has spread to almost all regions, especially those that are bustling because of their public activities in several other areas as well (Nowjakarta, 2022). Drinking coffee is not just a hobby or pleasure, where information and conversations are often exchanged, understanding is gained, and even collaborations are repeatedly made, from further appointments to the completion of contracts that result in economic added value (Chen, 2022).

However, visitors still need to cultivate the *Angkringan* culture, namely *Tepo Sliro* or in Indonesian means Tolerance and *Biso Rumongso* or caring about people's feelings. According to Sartika in her research (Panjaitan & Harahap, 2021), there is a cultural change in the cafe. The cafe has a modern look, the lifestyle involves the way a person goes to a coffee shop to appear in the minds of young people.

Consequently, coffee consumption behavior seems to change from consumption based on prestige, social status, elegance, exclusivity and style (Ferreira et al., 2021). This means that drinking coffee has entered into popular culture, making it a person's lifestyle. The presence of coffee shops as one of

the phenomenal public spaces has indirectly created a new style or life style among millennials (Opoku et al., 2023).

According to Elloumi et al., (2018), the concept of lifestyle was first introduced by Adler. Adler said that lifestyles are idiographic principles that can be used as a basis for understanding the behavior and uniqueness of individuals who will underlie their distinctive traits. Lifestyle can be defined as one of how a person lives, including how a person uses his money, time, and other things (Talaat, 2022). A person tends to evaluate and look for an alternative with a product that promises more lifestyle needs.

The development of technology has led to an interesting phenomenon in people's lives, namely the emergence of a global culture and an instant lifestyle (Fitch & Motion, 2020). This phenomenon is caused by globalization that can no longer be suppressed. Starting from the style of dress to lifestyle and eating fast food to immediately finding out the news without critical thinking (Nesbitt, 2020).

Media has a rapid development. Where the media is one of the tools to reach information quickly with one click. This global impact began to emerge new ideas in expressing lifestyle or Life Style among Millennials. In her research, Felicia Goenawan (2008) states that the development of technology and society is so advanced, the media is one of the human needs to obtain information The global impact of this rapid development is the emergence of a variety of life styles.

Life style segmentation is segmentation based on how consumers think, interact, and live their lives, which can influence a person's behavior (Bahtışen Kavak & Gumusluoglu, 2007). The presence of the phenomenon of drinking coffee together in coffee shops has given rise to new ideas in implementing the life style of the Millennial generation. The new idea is communicated to the public and disseminated in the media so that it forms a life style where when it is not followed, it will result in a stereotype to certain groups (Tleis et al., 2017).

The presence of coffee shops or drinking coffee together is inseparable from pop culture, which is implemented in the form of movies, IG posts, Facebook, and Twitter, with the background of coffee shops, as if to convey that drinking coffee cannot be separated from the daily life of the Millennial generation (Bahtışen Kavak & Gumusluoglu, 2007). Drinking coffee has now started to become a very interesting activity to do, and has even made it a habit and lifestyle, especially in big cities in Indonesia. In order not to seem old-fashioned, some coffee shops have renovated the coffee menu which used to be limited to tubruk coffee or black coffee, as the times have expanded to a coffee menu that attracts coffee lovers not only from the elderly but spreads to all groups (Tleis et al., 2017).

Thus, this coffee-drinking activity has an impact on the social language of young people. Slang is a free play language for specific purposes and group identification. This kind of variety entered the lives of teenagers and young people and children's slang, coffee shop slang, car slang, etc. were born. The most distinctive thing that emerges from this language is the play on words so there is a gap between the symbol and its reference.

The theory used in this case is the general theory of phonology, a subfield of linguistic theory called transformational generative grammar. According to this grammar, phonemic components are used to process generative structures to produce phonetic images (McCann, 2021). According to Chomsky, through the rules of sentence structure and vocabulary, a sentence can be constructed in its internal structure. The internal structure is modified by the transformation component into an external structure. The generative structure is processed by the phonological component to produce a phonetic picture (Veiga, 2012).

Generations in this Millennial era such as: google generation, net generation, echo boomers, and dumbest generation. Therefore, the Millennial generation society can be characterized by the increasing use of communication tools, media and information technology used. For example: internet, MP3 player, youtube, facebook, instagram and so on. In her research, Walidah (2018) states that Millennials are innovators, because they seek, learn and work in an innovation environment that relies heavily on technology to make changes in various aspects of their lives.

By taking the background of the millennial generation, researchers are interested in examining more deeply by using ethnomethodology theory or often referred to as seeing reality from 3 aspects

such as objectivity, interlization and externalization but also juxtaposed with social learning theory and the theory of gnerative phonology from Peter L. Berger & Thomas Luckman and Albert Bandura.

The method used in this research is data collection techniques through in- depth interviews. The purpose of this research is to find out how the interaction and cultural construction of the coffee drinking lifestyle among millennials with a case study at Kedai Kopi Janji Jiwa Palembang (Fauziyah & Prajawati, 2023).

The purpose of this research is to understand and analyze the interaction and cultural construction of the coffee drinking lifestyle among millennials in Palembang city. The results of the research are expected to provide knowledge about the science of business communication, and similar research that examines through qualitative methods. This research is also expected to be a reference for studying the interaction and cultural construction of the coffee drinking lifestyle among millennials in Palembang city so that it becomes a reference for increasing visitor arrivals in innovating and management creativity so that the quality and management services become better.

2. Method

The type of research used by the research is qualitative research. Where qualitative is a description that describes events or events contained in the object of research, which is conveyed in a clear and structured manner. In the research method in research on news framing, this research has a research method that is considered the most relevant to the subject of this research, namely a qualitative approach, which is to find out and observe everything that characterizes something. This research is to further examine the interaction and social language of young people in the culture of drinking coffee in Palembang City.

Interaction is defined as an action that occurs in two or more people who respond reciprocally through direct or indirect contact. Social means mutual support or cooperation because humans are social creatures who cannot live alone and need others. In simple terms, the concept of social interaction is the reciprocal relationship between individuals and groups for friendship, conversation, and cooperation applied in social life (Moleong, 2017).

According to Gilin, social interaction is explained by Gilin as a dynamic social relationship between other individuals or with groups or relationships between groups. This relationship is created because basically humans cannot live without other people (Brummans et al., 2014). According to Bonner, social interaction is a relationship between two or more people whose actions from individuals can affect or change the lives of other individuals (Kaniasty, 2020). According to Soerjono Soekanto, social interaction is a social process related to how to relate between individuals and groups to build a system in social relations (Fairhurst & Cooren, 2018).

According to Suryanto et al (2012) in Bharata et al., (2018) mentioning social learning theory as an instrument of social psychology analysis, this social learning perspective shows parallels with the sociocultural perspective, where both see that the social environment affects individual social behavior. The difference is that the social learning perspective emphasizes previous individual experience factors and individual uniqueness factors. Meanwhile, the sociocultural perspective sees that social behavior is caused by the wider social environment, such as B. the appearance of clothing models, hairstyles, and others.

Problem identification is the next stage after determining the research topic from several topic options that have been provided. There are several problem identifications that can be formulated, namely the Interaction and Cultural Construction of the Coffee Drinking Lifestyle among Millennials in Palembang City, visitors to the Interaction and Cultural Construction of the Coffee Drinking Lifestyle among Millennials in Palembang City (Zinaida et al., 2020).

Data collection techniques are a strategic step in research because the main purpose of research is to obtain data. data in order to meet the standards that have been set in answering the formulation of the problems expressed by the research. The researchers will use data collection techniques in general, including: (a) **Observation**. In his research, Kristanto in Wang, (2023) states that observation is a process that is preceded by observation and then recording that is systematic, logical, objective, and rational towards various kinds of phenomena in actual situations, as well as artificial situations.

Observation is an investigation that is carried out systematically and deliberately held using the sensory organs, especially the eyes, of events that take place and can be analyzed at the time the event occurs. Compared to the survey method, the observation method is more objective. The main purpose of observation is to describe the situation being observed. In his research Semiawan (2010) states that the quality of research is determined by how far and deep the researcher understands the situation and context and describes it as naturally as possible. In addition, observation does not have to be done by the researcher himself, so the researcher can ask for help from others to carry out the observation (Moleong, 2017).

Researchers tried to observe the nonverbal behavior of each customer at the tik tok coffee shop first. After observing the nonverbal behavior of each customer, the researcher tried to describe the behavior of each visitor. That way researchers can explain, provide, and detail the symptoms that are happening. From these symptoms, researchers can draw a conclusion that can become research data.

Interview. Interviews are one of the techniques that can be used to collect research data. In simple terms, it can be said that an interview is an event or a process of interaction between the interviewer (interviewer) and the source of information or the interviewee (interviewee) through direct communication. The interview method is also the process of obtaining information for research purposes by means of questions and answers while meeting face to face between the interviewer and the respondent / interviewee, with or without using an interview guide. In this interview, it is usually carried out individually or in the form of a group, so that oriented informatic data can be obtained.

Documentation. Apart from interviews and observations, information can also be obtained through facts stored in the form of letters, diaries, photo archives, meeting results, souvenirs, activity journals and so on. Data in the form of documents like this can be used to explore information that occurred in the past. Researchers need to have theoretical sensitivity to interpret all these documents so that they are not just meaningless items.

Documentation comes from the word document, which means written goods, the documentation method means data collection procedures by recording existing data. The documentation method is a data collection method used to trace historical data. Documents about people or groups of people, events, or events in social situations are very useful in qualitative research. Researchers will conduct documentation sessions or take photos with the interviewees.

In this research, descriptive qualitative methods and indeps studies will be used while researchers take informant sources by purposive sampling, namely following the research category regarding the millennial generation based on age type.

The following is a table of research informants, namely:

Table 1. Researcher Informants

Informant	Category	Number
1-5	15-21 Years	5 People
6-7	22-28 Years	5 People

Source of researcher, 2023

The following is the profile of informants in research related to the interaction and cultural construction of the coffee drinking lifestyle among Millennials in Palembang City consisting of visitors to the Janji Jiwa shop, barista and casier. First, the researcher asked one of the visitors who was at the Janji Jiwa coffee shop. Based on the criteria previously determined by the researcher. The number of informants in this study were 9 people, where 9 people were visitors and 1 person from the barista at the shop. Based on criteria that are considered capable and feasible to provide information, related to what is being researched by researchers now.

The researchers conducted interviews with several employee informants and visitors at Janji Jiwa Coffee Shop, the data was taken by purposive sampling or randomly as complementary or supporting data to strengthen the data that has been presented by the researchers.

3. Result and Discussion

Table 3.1 Interview Results with Informants

NO.	INFORMANT	YEARS	ADDRESS	INTERVIEW RESULTS
1	Informant 1	24	Plaju	"If I come here, I usually spend 2-3 hours hanging out with friends, playing cellphones and other women's habits always capture moments with friends, the place is comfortable so I want to come back again, especially the free wifi here."
2	Informant 2	27	Sematang borang	"If you drink coffee at home, it's usually like there's no sensation, but if you drink coffee at the Promise Soul coffee shop, the nuance is better and drinking coffee is more relaxing and the taste of drinking coffee in the shop is different"
3	Informant 3	25	Jakabaring	"usually come here 5 times a week because the atmosphere is comfortable"
4	Informant 4	24	Kenten	"yes, the habit of coming here is just hanging out and playing games, especially the free wifi here"
5	Informant 5	27	Sako	"usually come here because of work and then hang out and chat with friends, especially like to drink coffee"
6	Informant 6	26	Jakabaring	"usually come here with friends to hang out while discussing business"
7	Informant 7	26	Sukarami	"I come here to hang out, drink coffee and chat with friends, especially since it's better to drink coffee at Promise Soul Coffee Shop"
8	Informant 8	32	Ilir timur ii	"come here with friends to chat, order coffee and snacks too"
9	Informant 9	21	Ilir barat i	"coming here is usually just hanging out, drinking coffee while eating with friends, actually the difference is the quality of the coffee"
10	Informant 10	25	Kalidoni	"Usually every weekend (holiday), the soul promise coffee shop is always crowded and most of those who come here are from the millennial generation where their goal is to hang out and spend time with friends or just have fun."

The description of the interview results from the informants:

Informant 1, said that the habit of coffee is actually like a new style that is currently being loved by the Millennial generation. Informant 1 said that "He usually spends 2-3 hours hanging out at the Janji Jiwa shop". "If we come here, we usually hang out for 2-3 hours." When asked about what habits are often done when visiting the Janji Jiwa shop, beautiful said that:

"Sitting hanging out with friends, playing cellphones and other women's habits, namely capturing moments with friends. the place is comfortable, so I want to come back again, what's more free wifi here" (interview results with informant 1).

The informant said that there was no significant difference between coffee at the shop and at home, infomana 1's interest in coffee at the shop was because it was comfortable, there was a new atmosphere felt. In the shop he can also unwind and communicate with other people.

"Actually, there is no significant difference between coffee at home and coffee shops. I'm more interested in coffee at the shop than coffee at home. But when I have coffee at the shop I have a new atmosphere where I can meet new people and interact with many people. While having coffee and doing assignments with friends is also what makes me interested in having coffee at the shop. Especially in a week, my friends and I can usually come here 1-2 times a week."

Informant 2, said that the habits he often does here are chatting with friends, capturing photos to social media, playing cellphones and no activities related to work.

Informant 2 said that when he went to the Janji Jiwa Coffee shop, he only "immortalized it on social media, especially IG stories". When asked, in a week Holiday usually comes to the Janji Jiwa shop 1-2 times.

"Sometimes if I'm not busy because of work, I take the time to come here 1-2 times, besides the place is comfortable to visit, there are also several photo spots that can be used, and there is live music at night."

When asked about the difference between coffee at home and at the shop, the informant said that

"If you have coffee at home, it's just like ordinary coffee, there is no sensation, but if you have coffee in a shop, the nuance is better, the coffee is more real and the taste of coffee at home and in the shop is different."

Informant 3, explained that "He is a coffee lover. Apart from being a coffee lover, it turns out that the informant is a private teacher. The informant said, that in a week Ajeng could come 5 times a week".

"Usually mbak 5 times a week, it also happens to teach children who are located close to Kedai Kopi Janji Jiwa, besides that coming to the shop usually looking for assignments and Wifian". In addition, the informant also said that one of the things that attracted him to come back was that the place was comfortable, then there was Free Wifi which was the most important.

When asked about the difference between coffee at home and in the shop, the informant said:

"In my opinion, the difference between coffee at home and in the shop is more satisfaction. If for coffee, it's just the same black coffee or other coffee that we can make at home. But the atmosphere of coffee, the comfort that cannot be obtained when coffee at home can only be obtained when coffee at the shop."

Informant 4, said that he usually comes here because he just wants to "hang out and play games". "Yes, the habit of coming here is just to hang out and play games, what's more here Free Wifi"

Another informant also said that apart from the facilities that made him interested in returning here was because there were many beautiful girls. Another informant also said that approximately 2-3 hours Sandiya was usually in this shop while doing his gaming routine.

Informant 5, said that "the habit he has of coming here is hanging out, chatting, sometimes if there is a meeting, he usually comes here". The informant also emphasized that "I usually come here if I'm not working, just hanging out with friends and chatting". Another habit he has with friends is capturing photos on social media. "Yes, yes mbak, definitely update to social media, again here with friends"

The informant, who is a coffee lover, said that coffee is a necessity. "The good thing about coffee here is that there are many variants of coffee to choose from, if you drink coffee at home, the choice is only black coffee."

Informant 6, explained that the habit of the Informant and his friends to come here is just for fun. "I usually come here with my friends to hang out, chat, and sometimes talk about business". Halima said that the thing that makes her want to come here again is because the place is comfortable, the service is good, free wifi and close to the office. Another thing that makes Halima interested is the taste. "When I have coffee at home, it doesn't taste as good as when I have coffee here. Moreover, for the atmosphere, if in the shop I can mingle with many people and socialize differently when having coffee at home, I can only have coffee alone."

Informant 7, said that the informant's habit of coming here is hanging out, drinking coffee, chatting long. "I usually come here with friends to hang out, drink coffee and just chat, what's more here the place is comfortable so it's good to chat with friends" In addition, the informant said that the habit of having coffee in the shop actually attracted him more than having coffee at home. This makes informants prefer coffee at the shop because of the large selection of coffee and including the atmosphere when having coffee at the shop is better because it is with friends and there is also music which actually adds to the atmosphere of intimacy with friends. "It's better to have coffee at the shop, besides the many choices of menus that can be ordered, the atmosphere of coffee at the shop is more comfortable when at home. Because in the shop with friends plus there is also live music that can add comfort to coffee here."

Informant 8, said that "The habits that informants and friends often do at the Janji Jiwa shop are chatting with friends, ordering coffee and ordering food". The informant also emphasized that "here with friends, we just chat, order coffee and snacks here too".

The informant who said that, the things that make him happy here are, because it is comfortable, there are many choices for the menu, not to mention the atmosphere is good sometimes there is live music too if you get bored downstairs you can go upstairs.

In addition to taking pictures that he often does with friends, the informant also said that the coffee menu here is more varied than he has to have coffee at home. "oh, it's different, at home I drink black coffee but here there are many menu choices so if I want to drink this coffee, I have to come here". (interview result with the 8th informant)

Informant 9, said that the activities he does with his friends are hanging out, drinking coffee and eating with friends. "Coming here is usually just to hang out, drinking coffee and eating here too." In addition, the informant also said that: "actually what distinguishes the quality of coffee at home from the shop is more to the taste. If you drink coffee at home it tastes more like ordinary coffee, if you drink it in a shop it could be imported coffee and others. Especially for the atmosphere, if coffee at home is usually alone or with family but if in the shop you can drink it with friends coupled with the atmosphere of the shop that makes it comfortable" When interviewed, the informant said that in a week he could come to Kedai /janji Jiwa 1-2 times a week with his friends. "The bias when you come here with friends is twice a week"

Informant 10, said that every weekend the shop is always crowded with visitors. "Usually, every weekend here (Kopi Janji Jiwa) is crowded, and most of them are Millennials whose purpose here is to hang out". The informant also said that the visitors who come to Kedai Janji Jiwa are those who just hang out, spend time with friends or just have fun. "For their own habits, most of them hang out, some are with family to come here, some are having fun, most of them are more like hanging out with friends".

3.1. Coffee Drinking Behavior among Millennials in Palembang City

The existence of Janjin Jiwa coffee shop as a new style can be seen by the activities of visitors while in the coffee shop. The function of the coffee shop as a public space can be characterized by the many kinds of activities that take place in the coffee shop according to the needs of existing coffee shop visitors. Various activities commonly carried out by Millennial visitors, namely hanging out together, spending time with friends and as a forum for friendship with friends, playing games, taking pictures and chatting about either work or chatting about personal problems.

Various activities carried out by the Millennial generation at Kopi Janji Jiwa, namely:

Nongkrong. The hanging out activity that is often carried out by the Millennial generation is an activity that is one of the trends among the community. Nongkrong or can be interpreted by some people who have an orientation not to the essence of hanging out, but an orientation towards social recognition or want to show that someone wants to convey or show to follow the current lifestyle.

Hanging out activities carried out by the Palembang City Millennial Generation is how a person or group spends hours sitting in a coffee shop enjoying a cup of coffee he ordered, playing cellphones or chatting with interlocutors. These activities are often carried out by millennial visitors who visit Kedai Janji Jiwa.

The essence of hanging out together or this, is felt by many Millennial visitors who come there. By doing hanging out or Hang Out activities can express the form of roles and behaviors that Millennial visitors want to communicate indirectly or directly, it will become a social stage that shows various roles in it that help define how Millennial visitors are.

Means of Establishing Silaturahmi. Silaturahmi can be interpreted as a means of maintaining relationships with affection both with relatives, family or friends. The relationship in it includes connecting kinship ties both with friends, relatives. Silaturami can also be interpreted as re-establishing communication that has been broken to other people who have been far away or rarely meet.

Establishing friendship, makes some Millennial visitors make it a means to meet again with their friends who have not met for a long time or because of their respective busyness. Gathering can actually be done not through the media but can meet each other directly. Each individual has their own way of establishing a relationship with others, which is influenced by various things, for example by hanging out. Hanging out which is a flexible activity makes Millennial individuals or visitors make it their space to establish friendship.

A Means of Recreation. Hanging out is actually a fun activity. By hanging out a person can gather with peers to discuss various things, joke, refresh themselves from the fatigue of the daily routine. Even entertainment at this time is not only going to the beach, to the mall, hanging out together can be a contemporary choice that is now being loved by Millennial visitors. There are many things that can be done by Millennial visitors, some are with their friends doing Mabar Games in gamers' terms, namely playing together. This is often done by Millennial visitors to fill their free time. the duration of mabar that Millennial visitors often do can be up to hours, some are only 1 hour to 2-3 hours of activities carried out.

Another thing that Millennial visitors or Millennial visitors can do, some are with their friends doing mabar in gamers' terms, namely playing together. This is often done by Millennial visitors to fill their free time. the duration of mabar that Millennial visitors often do can be up to hours, some are only 1 hour to 2-3 hours of activity.

Another thing that Millennial visitors can do is selfie. There are several photo spots prepared by shop owners that visitors can use to add to their gallery collection. There are many things that can be done by Millennial visitors, some are with their friends doing mabar in gamers' terms, namely playing together. This is often done by Millennial visitors to fill their free time. The duration of mabar that Millennial visitors often do can be up to hours, there are up to 2 - 4 hours of activities carried out by mabar among Millennials.

Another thing that Millennial visitors can do is take selfies. There are several photo spots prepared by shop owners that visitors can use to add to their cellphone gallery collections and Social Media collections such as Instagram stories, Whatup, Facebook and Twitter.

3.2. The Construction of Coffee Culture among Millennials in Palembang City

The development of modern coffee shops can be seen from urban centers because urban residents have a higher consumptive attitude compared to rural residents. The need for consumers for food, practicality, and the existence of a consumptive attitude at this time, led to the emergence and development of cafes or coffee shops that provide food needs of the population in a practical way.

The development of coffee shops has led to a new style or New Style in enjoying a cup of coffee. With various types of coffee flavors offered by various coffee shops, coffee lovers can not only enjoy a cup of black coffee but can be enjoyed with various flavor combinations so as to create a new taste for coffee lovers.

The existence of coffee shops as a new style can be seen with the activities of visitors while in the coffee shop. The function of coffee shops as public spaces can be characterized by the many kinds of activities that take place in coffee shops according to the needs of existing coffee shop visitors. Various activities commonly carried out by Millennial visitors, namely hanging out together, spending time with friends, as a forum for friendship with friends, playing games, taking pictures and chatting about many things, either about work or chatting about personal problems.

The main reason why millennials drink coffee at Kedai Janji Jiwa is the cozy place, Free Fiwi, and the facilities offered by the shop, which then these factors are constructed as a Milenial coffee culture so that the Millennial generation's coffee is at a café.

In the process, the activities of the Millennial generation are characterized by 3 stages from Berger & Luckmann's teroti:

Internalization. It is the re-absorption of the objective world into consciousness in such a way that the individual's subjective is influenced by the structure of the social world. Various elements of the objectified world will be captured as symptoms of reality outside of consciousness, as well as internal symptoms for consciousness. Through internalization, humans become the result of society (Man is a social product).

Drinking coffee at a cafe has become one of the lifestyles of the community, especially in the Millennial circle. Coffee lovers can actually drink a cup of coffee at home, sitting in front of the TV accompanied by crispy fries or enjoying coffee in the garden of the house, accompanied by music and books without having to bother to go to the cafe just to enjoy a cup of hot or cold coffee.

With the sophistication of technology now, there are also many coffee makers that we can find in several malls or online shops at affordable prices and by buying coffee beans on the market. But enjoying coffee at home cannot be equated with drinking coffee at a favorite café.

Objectivation. Objectivity is a reality of the institutionalization process that is built continuously or habituation, where there is an action that is done repeatedly, so that patterns appear and continue to be produced as actions that are understood.

Externalization. Externalization Is an effort to pour or express human self into the world, both in mental and physical activities. This process is a form of self-expression to strengthen the existence of individuals in society. At this stage, society is seen as a human product.

Humans always try to pour themselves into the world where they are. This has become an essence where humans try to find an existence in society. Existence makes humans will be considered to exist and the existence of them wants to communicate that the induvidu is considered powerful.

The culture of coffee or coffee together has become a trend (New Style) among the Millennial generation of the city of Palembang. Since the presence of several coffee shops that carry the current theme. Not only among school students who come after school hours to come to the shop, on campuses you will also find several groups of teenagers or Millennials sitting in cafes for hours.

From this coffee culture, it is then constructed by the Millennial generation with 3 stages, namely internalization, externalization and objectivity. By going through these three processes, the millennial generation has indirectly constructed themselves that, when they want to be said to be slang, they want to be said to be contemporary, the thing they will do is have coffee in the shop. This is continuously done so that the labeling of oneself looks current.

Therefore in general, the modified words of this youth language consist of two syllables for fluency and ease of pronunciation. This type of words is characterized by ease of pronunciation without leaving the features of the word's origin. Thus, the use of slang among young people in the culture of drinking coffee in Palembang city is still dominated by the local language, namely Palembang language.

4. Conclusion

Based on the results of the research and analysis of the discussion regarding the interaction and lingua franca of young people in the culture of drinking coffee in Palembang city so that researchers draw conclusions in accordance with the assumptions of social learning theory and generative phonology theory, it can be summarized that this is a lifestyle process of the Millennial generation as a medium for gathering which so far usually gathers at home now has transformed into gathering at the Café and in the lingua franca of young people still using local language and more trendy. In the gathering process, there is an activity in which there is no escape from the habits that Millennial visitors do when drinking coffee. Various activities carried out by the Millennial generation when there, namely, spending time, playing games, chatting with friends, taking photos and chatting about many things, be it about work, assignments and other things while enjoying a cup, which has become a habit carried out by the millennial generation when drinking coffee.

Suggestions. Good research is research that is equipped with evaluations and suggestions, so that through evaluations and suggestions there is value for better research in the future. After describing the results of the research and analyzing the discussion and conclusions described above, the researcher proposes the following suggestions: (1) Advice for Millennial Generation. Should utilize free time with useful and productive things to reduce consumptive lifestyles. (2) Researchers suggest that future researchers be able to conduct research by looking for other sources in order to enrich the references in conducting research on the Construction of Coffee Culture among Millennials. Then, about this research, hopefully it can be a reference material for further researchers.

5. References

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