

**REPRESENTATION OF THE ESPRESSO
AS POPULAR CULTURE IN MALANG**

THESIS

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ABSTRACT

Lutfi Hakim, Mohammad. **Representation of the Espresso as Popular Culture in Malang.** Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Scarletina Vidyayani Eka; Co-supervisor: Aris Siswanti.

Keywords: Espresso, Popular Culture, Representation, Constructionist

This study focused on Malang Coffee Houses using the Espresso machine. This study aimed at discovering the relation on (1) How the capital owners with their strategies, knowledge/power, technologies, and apparatuses (Barista) change the perspective of society to consume Espresso (2) How the implication of Espresso by the society becoming a form of new culture in Malang.

Popular culture is a product of culture itself which is appealing new culture. Espresso popularity is marked with the propagation of Coffee houses that use Espresso machines. The representation of Espresso includes things, concepts, and signs. Furthermore, this study uses Constructionist approach referred to the social practices constructing feedback toward espresso culture. This study used ethnomethodology including participant and non-participant observation through (1) documentation, (2) surveys, and (3) interview conducted in 8oz Coffee Studio, Golden Heritage Koffie, and Coffee Story Malang.

This study found out that the Informant (the apparatus) and the Respondent (customer or society) constructed the same implication of Espresso. Apparatus as the constructor of Espresso popularity constructed the society mindset that Espresso is part of modern society to replace conventional coffee. This mindset is not in a certain social class only, but also in all of social classes which finally like to consume Espresso. Representation of Espresso can be stated as popular culture.

ABSTRAK

Lutfi Hakim, Mohammad. **Representasi dari Espresso Sebagai Budaya Populer di Malang**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Scarletina Vidyayani Eka, (II) Aris Siswanti.

Kata Kunci: Espresso, Budaya Populer, Representasi, Konstruksionis

Penelitian ini dilakukan di beberapa restoran khusus menjual kopi di Malang. Penelitian ini bertujuan menemukan hubungan pada (1) Bagaimana para pemilik modal dengan strategi, pengetahuan/kekuatan, teknologi, dan aparat (Barista) nya mengubah pandangan masyarakat untuk mengkonsumsi Espresso (2) Bagaimana implikasi dari Espresso di masyarakat menjadi bentuk dari sebuah budaya baru di Malang.

Budaya populer adalah sebuah produk dari budaya itu sendiri yang memunculkan budaya baru. Popularitas Espresso ditandai dengan menjamurnya rumah-rumah kopi yang menggunakan mesin Espresso. representasi dari Espresso meliputi hal-hal, konsep-konsep, dan penanda. Selanjutnya, penelitian ini menggunakan pendekatan konstruksionis berkenaan dengan praktika-praktika sosial membentuk reaksi pada budaya Espresso. penelitian ini menggunakan etnometodologi meliputi observasi partisipan dan non-partisipan melalui (1) dokumentasi, (2) survei, dan (3) interview dilakukan di 8oz Coffee Studio, Golden Heritage Koffie, and Coffee Story Malang.

Penelitian ini menyimpulkan bahwa informan (aparat) dan responden telah membangun makna yang sama dari Espresso. Aparat sebagai pembangun popularitas Espresso telah membangun pola pikir masyarakat bahwa Espresso adalah bagian dari masyarakat modern sebagai pengganti kopi konvensional. Pandangan ini tidak hanya dikalangan masyarakat tertentu, tetapi juga diseluruh kalangan masyarakat yang pada akhirnya suka untuk mengkonsumsi Espresso. Representasi dari Espresso dapat juga dinyatakan sebagai budaya populer.

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