Sanger Coffee: between Cultural Media and Diplomacy

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Abstract

This study describes the Sanger Coffee which is between cultural media and diplomacy. This research uses descriptive research with a qualitative research approach. The research locations taken were several coffee shops around Jalan Doctor Mansur, Padang Bulan, Medan City. The unit of analysis in this study is Sanger Arabica in coffee shop media and diplomacy. The key informants in this research are people who form diplomacy in coffee shops and additional informants are people who form social networks in coffee shops around Padang Bulan Village. Data analysis using data interpretation techniques. The results of the study show that when people consume Sanger Coffee in a coffee shop, it becomes a place for free discussion by the community about the current socio-political and cultural conditions that occur around the community. In addition, Sanger Coffee is used as a tool to express oneself and create a micro network social for coffee shops.

I. Introduction

The coffee shop business war has developed rapidly along with the creation of new tastes, desires, and lifestyles for the city's middle class and the proliferation of coffee shops in various corners of Medan is proof that coffee drinks are favored by some Medanese people in a number of coffee shops, it turns out that the type of coffee that is the prima donna is not from the city of Medan. Instead, Aceh's specialty coffee, namely Sanger.

Sanger is a mixture of black coffee, sweetened condensed milk and sugar. Physically, sanger is like coffee milk or coffee latte. Not all coffee makers can make sanger. Because to make sanger coffee, condensed milk and sugar must be just right. After the coffee is brewed with a cloth filter that has a cone shape, then add condensed milk plus a little sugar and shake until it becomes foamy. Even though it is mixed with milk, the aroma of coffee still dominates. That's why sanger is not the usual milk coffee. It is said that to get a delicious sanger, a mixture of milk and sugar is only a little.

It is said that this Sanger Coffee started from a story among students who had thin pockets but wanted to sip coffee with a high taste or enjoy coffee with milk concoction. The students asked for understanding from the coffee shop owner on the condition of students who did not have much money. Sanger is not made by a barista who uses a machine, but with a coffee filter that is typical for the robusta type. But now Sanger has also started to be made using an Arabica coffee machine.

A coffee shop is a place for coffee, which is a commodity from a private public space for the community because in terms of space and time, besides that it has easy access and provides the supporting facilities needed by the urban community. Entertainment centers such as pubs, nightclubs, cafes, and styled bars dominate the nightlife infrastructure especially controlled by the development of the informal sector because this public space can be enjoyed openly with bright lights with wifi facilities being an attractive site of choice for young people called by Horkhoheimer and Adorno (2006) as 'entertainment

intellectuals'. Making a coffee shop is considered the most up-to-date place in seeing the public constructed about the modernity of the era and era. Therefore, the existence of coffee shops on the one hand is very supportive of community interaction activities as a public space that is managed privately by the owner, on the other hand the cafe as a lifestyle in representing identity in the social group structure of society. A coffee shop is made into a commodity that is constructed through various gimmicks that focus on aspects of interaction, comfort, security, and responding to the needs of its visitors. Long before the spread of modern coffee shops, coffee has actually become a lifestyle for Indonesian people. The tradition of drinking coffee in the archipelago can be done in the morning during free time, during the day, even into the night. However, in the last five years the habit of hanging out in coffee shops has returned to bloom. Coffee shops are now present in an attractive design concept. Instagramable if millennials say.

Some coffee shops appear as a result of the main activities of the community in an area. For example, in the area of educational environments, shopping centers, and downtown entertainment centers, there is a concept of a coffee shop which is deconstructed differently by the manager, as a form of providing the needs of the community around the environment. Architectural patterns and design styles at the coffee shop serve as an interaction value for visitors who do not directly but have visual and emotional contact. With an attractive visual design and packaging, a coffee shop can be a location that has its own meaning in the minds of its visitors. Therefore, when it is associated between these coffee shops and design, the use of visual elements in it as a medium of communication, where visual meaning in the design of a place can provide a representation of an identity that is in that place. Design is a valuable element in showing images, text, information and aesthetic elements in increasing the meaning of a place.

This modernization changes the lifestyle to be more in tune with the western lifestyle, sometimes even by removing old cultural values. Western countries are seen as the mecca of the times. Meanwhile, industrialization is related to the abundance of production goods that offer all kinds of luxury and instantaneously make people behave consumptively. Consumption in a global capitalist society is not only to fulfill functional values but also to fulfill symbolic values. Goods that were originally limited to secondary needs can become primary. Changes in public consumption here in the sense of public consumption not only meet needs, but also fulfill needs that take into account prestige or prestige.

This consumptive behavior has become part of the lifestyle in today's society. The consumptive behavior referred to here is the consumption behavior of coffee drinkers related to the culture of the consumption community. where the culture of consuming coffee is usually carried out by the community in coffee shops. But along with the development of a new term to refer to a coffee shop as a coffee shop. Drinking coffee is not just a demand for taste, but for some urban people it has become part of their lifestyle. Everywhere has mushroomed famous coffee shops. For those who live in big cities, they can enjoy coffee in malls or shopping centers, which have changed the mindset of people to open coffee shops for profit sharing. The nature of the culture of drinking coffee has in fact experienced a shift. Coffee drinks contain various psychotropic substances, one of which is caffeine, which can stimulate the production of two stimulating hormones, namely cortisone and adrenaline.

As a result, coffee has the effect of eliminating drowsiness, increasing mental awareness, thought, focus and response. Drinking coffee can also make the body stay awake and increase energy. Meanwhile, the reality of the coffee shop as a lifestyle is increasingly emphasized by the need for modernization, the modern coffee shop as a place

for social interactions, a hangout place for young people, as a comfortable meeting place, as a place for breakfast with fast food. People can enjoy coffee while resting and chatting with other colleagues. The habit of some of these people in filling their spare time and spending their money by drinking coffee at a coffee shop has become an activity as a lifestyle.

Culture and communication are two things that cannot be separated. Like two sides of a coin. Culture affects the mindset, behavior and ways of communicating individuals. Likewise, communication becomes a tool to manage, develop, socialize and pass on culture from one generation to another. In relation to culture and communication, there is a theory whose framework conceptualizes the form or function of culture as a code system that regulates meaning and ideals, namely speech code theory. This theory was developed in an attempt to identify the communication processes that enable and determine communication interactions in a particular speech community.

This study describes the Sanger Coffee which is between cultural media and diplomacy.

II. Review of Literature

2.1 Coffee

Coffee is a plant that has long been a plant that is widely cultivated by the community. This coffee plant is also a source of income for the people and also increases the country's foreign exchange through the export of raw and processed coffee beans. The types of coffee that are very well known and have economic value that are widely traded are Arabica coffee and Robusta coffee. This type of Arabica coffee has a high taste quality and lower caffeine content compared to the Robusta type, so that the Arabica type of coffee has a more expensive price (Rahardjo, 2012). Coffee is the most familiar drink in our lives because usually coffee is always in cafes, at home and very easy to find. Coffee is also a weapon for workers to start their day and get caffeine so they can work more optimally. Although coffee drinks have become part of Indonesian blood, only a few people have knowledge about coffee, especially about choosing quality coffee beans. The quality of coffee beans can be determined by the aroma, taste and shape of the coffee beans.

2.2 Coffee Shop

A coffee shop is a place that doesn't have to be big but offers a lot there. Who would have thought that the existence of a coffee shop became a means of meeting many people who initially did not know they became acquaintances. Coffee shops are often seen on the sides of the highway, and each has its own characteristics in terms of the strategic location of the coffee shop. Actually, not only various kinds of coffee are offered in a coffee shop, but there are also instant drinks, snacks and heavy meals. Usually the food is a deposit from someone else to be sold there. Coffee shops start to open when everyone starts their activities, there are even coffee shops that are open 24 hours, or only open at night to serve customers who have work at night (Gemilang, 2013:23). Coffee drinkers used to be old people who could make them feel and enjoy the heat after drinking coffee. There is an increase in daily coffee consumption in adolescents aged 18-24 years. Now the coffee shop creates a comfortable and simple atmosphere, this is liked by teenagers because of the comfortable atmosphere and location. Therefore, coffee shop drinkers are not only old people, but teenagers are starting to participate in enjoying the enjoyment of coffee shops.

A positive brand image is closely related to consumer loyalty, the willingness of consumers to look for a brand, and finally, the trust of consumers in the brand (Fensi & Christian, 2018). This opinion is in line with research conducted by (Harahap et al., 2021) that consumers are the company's assets that must be maintained to remain loyal to the products produced. According to Keller (Yusuf, 2021), brand image is a parameter of the brand's success, product, or company. The elements that make up a brand image are the business scenario, the brand association, the consumer's assessment of the brand, and the target market (Yusuf, 2021).

2.3 Diplomacy

Diplomacy is one of the important instruments in the implementation of a country's national interest. Diplomacy as the main tool in achieving national interests related to other countries or international organizations. Through this diplomacy, a country can build an image of itself. In relations between countries, diplomacy is generally carried out from the very beginning when a country wants to establish bilateral relations with other countries until the two of them develop further relations.

Diplomacy is the practice of implementing negotiations between countries through official representatives. Official representatives are elected by the country itself without any interference from other parties or other countries. Diplomacy between countries can cover the entire process of foreign relations, both in the formation of foreign policy and related to its implementation. Diplomacy is said to also include operational techniques to achieve national interests beyond the boundaries of jurisdiction. The increasing interdependence between countries has led to an increasing number of international meetings and international conferences being held to date.

Diplomacy is also defined as a relationship or relationship, communication and linkage. In addition, diplomacy is also said to be a two-way interactive process between two countries carried out to achieve each country's foreign policy. Diplomacy and foreign policy are often likened to two sides of a coin that cannot be separated. It is said so because foreign policy is the main content contained in the implementation mechanism of a country's foreign policy, while diplomacy is the process of implementing foreign policy. Therefore, both diplomacy and foreign policy are interrelated and support each other.

III. Research Methods

This research uses descriptive research with a qualitative research approach. Qualitative research is an approach with procedures that produce findings obtained from data collected using various means including observations, interviews, documents, books, video recordings and others. Do not use statistical calculations or other calculations (Pandiangan, 2015). The qualitative research approach aims to understand the problem being studied in depth. Descriptive research also aims to describe, summarize various conditions and phenomena of social reality that exist in the community that is the object of research and draw reality to the surface as a feature, character, nature, sign or description of certain conditions, situations or phenomena (Pandiangan et al., 2021).

The research locations taken were several coffee shops around Jalan Doctor Mansur, Padang Bulan, Medan City. The unit of analysis is something related to the focus being studied, the unit of analysis is a unit related to individuals and groups, as research subjects (Hamidi, 2005). The unit of analysis is something related to the focus/component being studied. The unit of analysis of a research can be in the form of individuals, groups, organizations, objects, regions and certain times according to the focus of the problem

(Pandiangan, 2018). The unit of analysis in this study is Sanger Arabica in coffee shop media and diplomacy.

Qualitative research informants relate to the steps taken by researchers to obtain information or data. Informants are subjects who understand the object of research as actors and other people who understand information about the object of research (Pandiangan et al., 2018). The key informants in this research are people who form diplomacy in coffee shops and additional informants are people who form social networks in coffee shops around Padang Bulan Village. The data collection methods used in this study are:

1. Interview

Interview is the process of obtaining information for research purposes by means of question and answer while face to face between the interviewer and the informant using the interview method. The interview method is used as a primary data source or as the main data source in this study. Primary data is data obtained directly through research and interviews with respondents or informants directly. Interviews were conducted using an interview guide which is a guide for researchers in conducting interviews with informants. The researcher first arranges the questions that will be asked to the informants as a source of information or data in the research

2. Participatory Observation

Observation is a person's ability to use his observations through the work of the five senses of the eye and assisted by the other five senses (Bungin, 2010). Observation technique in research is the method used to obtain information on the object under study.

3. Documentation

Documentation is data collection carried out by researchers by collecting documents from various sources to strengthen research results. Documentation can be in the form of photos, writings and so on. In this case, the researcher uses documentation in the form of photos. Pictures were taken directly at the research site.

Data analysis using data interpretation techniques. Interpretation techniques is a stage of data assessment which includes object behavior, interview results, identified field findings and collected library materials (Tobing et al., 2018). Data interpretation begins by examining all data obtained through observation, interviews and documentation. After that the data that has been obtained is studied and reviewed again.

IV. Results and Discussion

4.1 Sanger Coffee

Sanger is a mixture of black coffee, sweetened condensed milk and sugar. Physically, Sanger is like coffee milk or coffee latte. Not all coffee makers can make Sanger. Because to make Sanger Coffee, condensed milk and sugar must be just right. After the coffee is brewed with a cloth sieve that has a cone shape, then add condensed milk plus a little sugar and shake until foamy. Even though it is mixed with milk, the aroma of coffee still dominates. That's why sanger is not the usual milk coffee. It is said that to get a delicious Sanger, a mixture of milk and sugar is only a little. Sanger can be enjoyed hot or cold. To sip the pleasure of Sanger.

Figure 1. *Sanger Coffee*

4.2 Sanger Coffee is between Cultural Media and Diplomacy

The results of the study show that when people consume Sanger Coffee in a coffee shop, it becomes a place for free discussion by the community about the current socio-political and cultural conditions that occur around the community.

The behavior of consuming Sanger Coffee is one of the activities carried out to fill spare time. The behavior of consuming coffee by coffee drinkers is part of the lifestyle of some people. This is inseparable from the rise of social media such as advertisements, the internet, and so on. Meanwhile, apart from social media and friends or co-workers, the family environment will also affect coffee consumption behavior. The behavior of consuming Sanger Coffee which is usually done by parents has been passed down to a child. The behavior of consuming coffee is now carried out by all groups, from the lower middle class to the upper middle class. Coffee is consumed from children to adults, but especially young people who consume a lot of coffee. Coffee today is not just an old drink. Enjoying a cup of coffee has become a habit for some people in Medan. Drinking coffee in the morning can give you the energy to start your daily routine. The behavior of enjoying coffee drinks has now become a habit or culture of the community. In the behavior of consuming coffee there is a certain meaning for each individual.

From the author's observations, the meaning of drinking coffee itself in today's society is no longer the only activity to fulfill the needs of functional values, but rather as a fulfillment of symbolic value needs. In addition, Sanger Coffee is used as a tool to express oneself and create a micro network social for coffee shops. Micro network social is to explain that each individual always wants to have social interaction with other individuals and the interaction between these individuals establishes a social relationship.

Often people also have diplomacy in coffee shops regarding various government policies in all matters, abuses committed by state officials and other socio-political and cultural conditions in order to monitor state power.

V. Conclusion

The results of the study show that when people consume Sanger Coffee in a coffee shop, it becomes a place for free discussion by the community about the current socio-political and cultural conditions that occur around the community. In addition, Sanger Coffee is used as a tool to express oneself and create a micro network social for coffee shops.

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