

**Abstrak**  
**MAKNA ASUPAN KOPI PADA PELANGGAN *OLYF TREE CAFÉ AND RESTO PURWOKERTO***

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**Latar Belakang:** Konsumsi kopi di Indonesia meningkat pesat dalam beberapa waktu terakhir. Sejak era *third wave* budaya minum kopi di Indonesia mengalami banyak pergeseran dari era sebelumnya. Kopi tidak lagi dipandang hanya sebagai bagian dari minuman, tetapi juga memiliki makna yang meliputi fisiologis dan sosial budaya. Makna fisiologis berkaitan erat dengan fungsi kafein sebagai kandungan utama pada kopi. Makna sosial budaya menjadi bagian dari pembentuk kebiasaan minum kopi.

**Metodologi:** Penelitian dilakukan dengan penelitian kualitatif, yakni dengan melakukan *indepth interview* pada beberapa responden. Responden yang dipilih yakni pelanggan, peminum kopi, berada pada rentang usia 18-65, dan mampu berkomunikasi dengan baik. Terdapat enam orang responden yang dipilih sesuai dengan kriteria tersebut. Penelitian dilakukan pada rentang waktu bulan September sampai dengan Desember tahun 2019.

**Hasil Penelitian:** Hasil wawancara mendalam dengan responden tersebut menunjukkan makna yang muncul dari tindakan minum kopi responden yakni makna fisiologis dan makna sosial-budaya. Makna fisiologis yang muncul adalah minum kopi bermakna sebagai stimulant (pada 4 responden) dan depresan (pada 2 responden). Makna sosial budaya yang muncul adalah minum kopi bermakna sebagai sosialisasi (pada 2 responden), gaya hidup postmodern (pada 2 responden), dan prestise (pada 2 responden).

**Kesimpulan:** Minum kopi pada pelanggan *Olyf Tree Café and Resto* memiliki makna secara fisiologis sebagai stimulan dan depresan, serta makna sosial budaya sebagai ajang sosialisasi, memenuhi prestise, dan berkaitan dengan gaya hidup postmodern.

**Kata Kunci:** *Makna Asupan, Kopi, Pelanggan Café*

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**Abstract**  
**The Purpose of Coffee Drinking on Olyf Tree Café & Resto**  
**Loyal Customer**

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**Background:** Coffee consumption in Indonesia has raised lately. Since the third wave era of coffee, coffee drinking culture has shifted into a new culture of coffee drinking. Nowadays coffee is not just a beverage, but it also has some physiology and socio-cultural function. The physiological function of coffee drinking is related to the function of caffeine as the main substance in a cup of coffee. The socio-cultural takes part on making coffee drinking habit and behavior.

**Methods:** This study was a qualitative study, designed with in-depth interview technique on gaining informations on subjects. The subject was classified with some criteria that was a loyal customer, coffee drinker, in the age between 18 to 65 years old, and able to communicate well. There are six subjects that was chosen on this study. This study held between September and December on the year of 2019.

**Results:** The in-depth interview result showed some finding on subjects' purpose on coffee drinking were classed in two groups, which was physiological and socio-cultural. The physiological purpose of coffee drinking, as shown by the subject, was due to stimulant (as proven by 4 subjects) and depressant (as proven by 2 subjects). The socio-cultural purpose of coffee drinking was for socialization (as proven by 2 subjects), postmodern lifestyle (as proven by 2 subjects), and prestige (as proven by 2 subjects).

**Conclusion:** Coffee drinking culture, act, and habit on subject has physiological and socio-cultural purposes. The physiological purpose is to help subject as a daily ergogenic aid that acts as stimulant or depressant. The socio-cultural purpose on coffee drinking is as an act of socializing, fulfilling prestiges, and linked to postmodern culture and lifestyle.

**Keywords:** *Purpose of consumption, coffee, café customer*

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