



Communication Patterns Of The Millennial Generation In Cafe Kecamatan Pahandut Palangka Raya

Lisnawati*

¹ Communication Studies,
Muhammadiyah University of
Palangkaraya, Palangka Raya,
Central Borneo, Indonesia

email:

lisnawati17@gmail.com

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Abstract

The purpose of this research is to find out the Millennial Generation Communication Pattern at the Café, Pahandut sub-district, Palangka Raya City. This study uses a qualitative method. The data in this study is Communication or Conversation by Millennial Generation. Data was collected using survey, interview and documentation techniques. From the results of this study, it shows that the communication pattern of the millennial generation is the same as the usual communication pattern, there are various types of patterns when the millennial generation communicates in cafes, there is a primary communication pattern where there is a conversation between the communicator and the communicant where this pattern is carried out verbally. From the results of primary communication research, the millennial generation is classified as passive, there is also a secondary communication pattern where this pattern is more dominantly active when the millennial generation gathers in cafes, they use communication tools more often. often open their cellphones to get information or convey information, they more often open Instagram, Whatsapp, Online Shop applications or play games.



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INTRODUCTION

The progress of time is always accompanied by changes in lifestyle within society. The rapid wave of globalization in Indonesia has led to transformations in all aspects of life, such as information and communication. The Millennial Generation, also known as Generation Y, consists of those born from the early 1980s to the mid-1990s, with the end of the millennial generation being in the early 2000s. Millennials have distinct characteristics; they were born during the introduction of color TV, mobile phones, and the internet. Millennials have unique traits without necessarily being labeled as a specific generation or categorized into a particular group. They are better described as an expressive generation. The development of digital technology aims to facilitate their lives but also gives the impression that millennials are narcissistic, lazy, and so on.

This generation is highly proficient in technology. They are also in their productive years and dominate the current market as consumers. Living in this era of communication imposes greater demands on life. In the past, success was measured by being a class champion, winning a contest, or creating something. Now, these achievements are just part of a broader set of goals, which include social media presence, increasing popularity through events, and going against the grain to achieve success, among many other evolving aspirations compared to previous generations.

Communication among millennials is very easy and practical. This doesn't mean that millennials always communicate face-to-face; quite the opposite, many millennials use virtual communication (social media) due to the rapid technological advancements. The communication technology for millennials is far more practical, fast, and informative compared to previous generations. This communication is often conducted through text messaging or chatting online, and also through

social media profiles on platforms like Twitter, Facebook, Line, Instagram, KakaoTalk, WeChat, Path, and others. Social media accounts also serve as a space for self-expression. Millennials benefit from the ease of communication media because previous generations did not have communication that was as practical or easy as it is in the millennial era. The presence of social media is indeed felt to have many benefits. However, the use of social media often lacks proper communication etiquette, and most social media users in this millennial era use language that is inappropriate, as all groups can access or view the content from various aspects.

One common lifestyle venue for urban millennials is the café. A café is a place where visitors can order drinks like coffee, tea, beer, and pastries, and it serves as a place to relax and chat. Cafés have become a symbol of the millennial lifestyle today. The urban millennial life cannot be separated from the habit of relaxing in cafés. In the past, hanging out in cafés was often seen as a negative activity. But now, it is regarded as a commonplace habit. In fact, it has become a lifestyle. Millennials' hangout activities include gathering, chatting, and relaxing. These activities are usually done in groups and for extended periods. As time goes by, relaxing in cafés is no longer just a leisure or recreational need. Hanging out in cafés has become a lifestyle for today's millennials, especially those in urban areas. The lifestyle that flows through a cup of coffee makes cafés a lifestyle choice that can be accessed, renewed, or even upgraded (Tucker, 2011:6-7). Almost every corner of cities in Indonesia has cafés, especially in the city of Palangka Raya. Most millennials in Palangka Raya spend a lot of their time in cafés. Cafés in Palangka Raya have different themes and concepts, and it is rare to find a café without a specific theme. Themed cafés are currently a target for millennials. These cafés become venues for millennials to engage in activities such as taking photos, chatting, and documenting all their activities. These moments are then shared on their respective social media accounts. This has become a common habit among millennials today due to the emergence of various applications designed for their users. These activities are driven by the growth of cafés that have successfully found concepts that meet the desires of the community.

Millennial communication is practical and instant, but when they hang out in cafés, how is their communication with each other? Is it still through their gadgets, or do they interact closely with one another? The researcher is interested in this case and wants to understand the communication patterns of the millennial generation in cafés in Pahandut District, Palangka Raya City. Based on data from Pahandut District, there are 21 registered cafés, and out of these, the researcher will select 15 cafés for the study. Here are the names of the cafés in Pahandut District, Palangka Raya City, that will be the study sites:

Table 1. Cafés in Pahandut District, Palangka Raya City

No.	Nama Cafe	Alamat	Kecamatan	Kota
1	Garasi Klasik Coffe	Jl.Jendral Soeprapto No.11	Pahandut	Palangka raya
2	Mula Kophi	Jl.Christopel mihing	Pahandut	Palangka raya
3	Lush Coffee	Jl.setadji no.35A	Pahandut	Palangka raya
4	Lain Hati cafe	Jl.diponegoro no.20	Pahandut	Palangka raya
5	Kede Coffe	Jl.Junjung Buih	Pahandut	Palangka raya
6	Tepat waktu kopi	Jl.Madang	Pahandut	Palangka raya
7	Kisah Toko Kopi	Jl. Seth Adji	Pahandut	Palangka raya
8	Vibes Coffe	Jl. Anggrek	Pahandut	Palangka raya
9	SML Café	Jl. Setadji	Pahandut	Palangka raya
10	Kala Rindu Coffe	Jl. Diponegoro	Pahandut	Palangka raya
11	Papadaan Coffee	Jl. Jati	Pahandut	Palangka raya
12	SVMMER Coffee	Jl.Sisingamangaraja	Pahandut	Palangka raya
13	Searah Coffee	jl.Sisingamangaraja	Pahandut	Palangka raya
14	Anggrek Coffee	Jl.Anggrek	Pahandut	Palangka raya
15	Janji Jiwa	Jl. Diponegoro	Pahandut	Palangka raya

Millennial communication is generally practical and instant, but when they hang out at cafés, how do they communicate with each other? Do they still use their gadgets, or do they interact closely with one another? The researcher is interested in

this issue and wants to understand the communication patterns of the millennial generation in cafés in the Pahandut District of Palangka Raya City.

The purpose of research is a statement about what is to be achieved. Usman and Purnomo (2009:30) state that the research objectives are included so that we and others who read can clearly understand the actual goals of the research. In relation to the above formulation, the researcher has the following objective for this study: to understand the communication patterns of the millennial generation in cafés in the Pahandut District of Palangka Raya City, particularly focusing on the lifestyle of the millennial generation.

METHODOLOGY

This type of research is descriptive with a qualitative approach. According to Suyanto & Sutinah (2005:166), a qualitative approach is used to explore and understand the meaning derived from social or human issues as perceived by individuals or groups of people. The qualitative approach places significant emphasis on processes, events, and authenticity. The researcher's values are explicit within limited situations and involve a relatively small number of subjects. Qualitative researchers typically engage in interactions with the reality they are studying, establishing intense interaction with their research objects.

The qualitative method is used to emphasize understanding personal experiences from the perspective of those involved. Researchers and participants (informants) are expected to collaboratively guide the research process. The researcher chose to use descriptive research because it aims to accurately describe the characteristics of individuals, conditions, phenomena, or specific groups at the research location (Idrus, 2009:24).

This research was conducted in 15 cafés in the Pahandut District of Palangka Raya City, as listed in the introduction. The unit of analysis encompasses all elements that are the focus of the research (Bungin, 2008:266). In this context, the unit of analysis refers to specific entities considered as research subjects. It relates to the components being studied and aims to maintain the validity and reliability of the research. Units of analysis in research can include individuals, groups, organizations, objects, specific areas, and timeframes, depending on the research focus. In this study, the units of analysis are café visitors categorized as millennials, aged 19-37 years, with a particular focus on younger millennials aged 19-25 years. Research informants in qualitative research involve steps taken by researchers to obtain data or information. Informants are subjects who understand the research issues (Bungin, 2014:78). This study includes two types of informants: key informants and additional informants. Informants are selected based on the following criteria:

1. Café visitors
2. Aged 17-25 years

Key informants in this study are visitors to Holywings café, including frequent and new visitors. Additional informants are Palangka Raya residents aged 17-25 years to ensure the data and information obtained are more accurate, specific, and detailed.

Informant Selection Technique In selecting informants, the researcher uses a purposive procedure. Purposive sampling is a strategy often used in qualitative research to determine informants based on specific criteria relevant to the research problem. According to Bungin (2014:108), citing Spradley in Faisal (1990:45), informants should meet several criteria:

1. Subjects who have long and intensively been involved in the activities targeted by the research and can provide detailed information.
2. Subjects who are fully and actively engaged in the environment and activities of interest.
3. Subjects who have sufficient time and opportunity to provide information.

Informants in this study are selected using purposive sampling, deliberately chosen based on predetermined criteria and research objectives. The selected informants adopt a millennial identity.

Data Collection Techniques Data collection is crucial in research. Using appropriate data collection techniques significantly impacts the quality of the data obtained. To collect data in this study, the researcher uses several supporting methods to ensure the data accurately reflects reality. The data collection techniques include:

1. **Observation:** In qualitative research, the researcher is the primary data collection instrument because only humans can interact with informants or other objects and understand field realities. The researcher participates in observations, known as participant observation (Maleong, 2007).
2. **Interviews:** The next technique is in-depth interviews, involving conversations aimed at obtaining the required information. This involves two parties: the interviewer asking questions and the interviewee providing answers (Maleong, 2000).
3. **Documentation:** This technique involves collecting and analyzing documents, including written, visual, and electronic records, selected based on the research focus. Documentation supports other methods, providing secondary data crucial for the research's authenticity and supplementary data collection. Photos of research activities during interviews and observations are included.

Data interpretation involves organizing data to be interpreted (Nasution, 1996:126). This includes categorizing data into patterns, themes, or categories. Interpretation occurs throughout the research process. This study uses qualitative data analysis techniques, involving several components:

1. **Data Collection:** Field data is recorded in narrative and photographic forms, documenting observations without researcher commentary. These raw notes are later expanded with reflective notes containing the researcher's comments and interpretations of observed phenomena.
2. **Data Reduction:** This process involves selecting, focusing, simplifying, abstracting, and transforming raw data from field notes. Data reduction continues throughout the research, sharpening, clarifying, and organizing data relevant to the main issues. This includes summarizing, coding, identifying themes, and noting important occurrences related to the main problem.
3. **Data Presentation:** This involves describing organized information to allow for conclusion drawing and action-taking (Nasution, 1996:129). Data findings are presented in descriptive narrative texts, tables, graphs, schemes, images, etc., designed to combine organized information in an easily understandable form. The researcher compares theories used to analyze data with field findings at this stage.
4. **Conclusion Drawing and Verification:** This involves interpreting the presented data by identifying patterns, explanations, configurations, and cause-effect relationships. Verification involves reviewing data presentation and field notes.

Research limitations are obstacles faced by researchers during fieldwork. In this study, the researcher encountered difficulties, such as time constraints of informants during in-depth interviews due to their daily activities, limiting the interview duration.

RESULTS AND DISCUSSION

A pattern is a model, example, guide (design), or work basis. It is a form or model (or more abstractly, a set of rules) commonly used to create or generate something or part of something, sufficiently having one kind of basic pattern that can be displayed or seen. The detection of the basic pattern is known as pattern recognition.

According to the Collins English Dictionary, a pattern is:

1. An arrangement of elements or specific shapes.
2. The way in which something happens or is arranged.
3. A design or framework from which something is made.
4. Something or someone that serves as a model for something or someone else.

In this context, a pattern is understood as a structured way of working, composed of specific elements or forms, based on existing theories.

Communication patterns refer to how an individual or group communicates. In this study, communication patterns describe the structured methods individuals or groups use to communicate, based on communication theories, in conveying messages or influencing communicators.

Understanding this pattern can be illustrated by the process of making clothes. When someone makes a garment, they create a pattern, which is flexible and can be easily modified. This pattern determines the shape and model of the garment, and after several processes, the final form of the clothing becomes clear. Similarly, communication patterns are flexible and easily altered, heavily influenced by the language symbols used and agreed upon by specific groups.

Types of Communication Patterns

1. **Primary Communication Patterns:** This process involves a communicator conveying thoughts to the communicant using symbols as media or channels. This includes verbal and non-verbal symbols.
2. **Secondary Communication Patterns:** This involves the communicator conveying messages to the communicant using tools or means as secondary media, after using symbols in the primary media. This secondary media is used when the communication targets are distant or numerous.
3. **Linear Communication Patterns:** Linear means straight, indicating a journey from one point to another in a straight line. This represents the communicator sending a message to the communicant as the terminal point. This process typically occurs in face-to-face communication, though it can also be mediated. Effective communication in this process requires pre-planning.
4. **Circular Communication Patterns:** One of the patterns used to describe the communication process is the circular pattern created by Osgood and Schramm. They focus on the roles of the source and receiver as primary actors in communication.

The term "millennial" was first introduced by William Strauss and Neil Howe in their book "Millennials Rising: The Next Great Generation" (2000). They coined the term in 1987 when children born in 1982 were entering preschool. At that time, the media began to refer to this group as connected to the new millennium, graduating high school in 2000. According to Elwood Carlson in his book "The Lucky Few: Between the Greatest Generation and the Baby Boom" (2008), millennials are those born between 1983 and 2001. Based on Karl Mannheim's Generation Theory from 1923, millennials are those born between 1980 and 2000.

The term "café" originates from the French word for coffee. The French refer to coffee shops as cafés. France, known as the "Land of Coffee," has seen rapid growth in cafés, which then spread worldwide. The café or coffee shop concept originated in Turkey (now Istanbul). The first coffee shop was established in Constantinople (Istanbul) in 1475. Initially, coffee shops only sold coffee. The first European coffee shop was founded in 1529, where coffee became very popular due to the idea of filtering coffee and refining its taste with milk and sugar.

From the discussion above, the results of this study on the communication patterns of the Millennial generation in cafes in the Pahandut District of Palangkaraya City, covering 15 out of 21 registered cafes in the district, are as follows:

1. **Cafe Garasi Klasik Coffee**

Informants: Millennials aged 17-25 years.

Interview: "How do you communicate when hanging out at the cafe?"

Response: "Just like usual, chatting, but here we are working on college assignments, so I'm focusing on my laptop."

2. Mula Kophi

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Chatting, sometimes everyone is busy with their own phones."

3. Lush Kophi

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Mostly on our phones, initially planned to hang out but ended up playing Mobile Legends together, hahaha."

4. Lain Hati Café

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Playing PUBG Tournament, since the Wi-Fi here is fast, we just play here."

5. Kede Coffee

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Just chatting while browsing Instagram to find the latest topics or gossip."

6. Tepat Waktu Kopi

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Just chatting because we are having a reunion, discussing high school memories."

7. Kisah Toko Kopi

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Playing Mobile Legends together, instead of everyone being on their phones separately, we play games together, haha."

8. Vibes Café

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Mostly busy with our gadgets, occasionally chatting. Especially since my friend is currently in love, can't be separated from the phone."

9. SML Café

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Chatting, playing on our phones, sometimes gossiping about friends, but mostly just playing on our phones."

10. Kala Rindu Coffee

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Mostly on our phones, playing games, even when we are supposed to be chatting, everyone is engrossed in their own phones."

11. Papadaan Coffee

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Rarely chatting, mostly playing games, haha. We chat via our phones."

12. SVMMER Coffee

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Just chatting as usual, discussing current trends and information from Instagram."

13. Searah Coffee

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Rarely chatting, mostly playing on our phones, haha."

14. Anggrek Coffee

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Chatting, occasionally on our phones too, until the atmosphere becomes silent because everyone is on their phones."

15. Karl Coffee

Informants: Millennials aged 17-25 years.

Interview: "What kind of communication do you have when hanging out at the cafe?"

Response: "Just chatting, with a very wide range of topics, even politics and everything else."

CONCLUSION

Based on the results of the research discussed along with the theories used, several conclusions can be drawn. The communication patterns of Millennials in cafes in the Pahandut District of Palangka Raya City, from the data collected from 15 out of the 21 cafes registered in the district, show similarities to existing communication patterns. There is a primary communication pattern where a communicator sends messages and the communicant receives them verbally. This includes linear and circular patterns due to the wide range of conversation topics. However, what distinguishes this study is the dominance of the secondary pattern, where nearly all Millennials are focused on their phones/devices, sending and receiving messages through them.

RECOMMENDATIONS

Based on the above research findings, the researcher provides the following recommendations:

1. For Readers: Feedback should be provided to make this writing more beneficial and enrich similar research.
2. For Social and Political Science Students: Input should be given to ensure this writing is useful and can be used as a reference to broaden the understanding of post-modern sociology.
3. For Millennials: It is suggested to make better use of leisure time when gathering with friends, to engage in conversation, and to use such moments to become closer and more respectful to each other by reducing the use of phones.

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