

ABSTRAK

Listian NurFadhilah. 170521100022. Aktivitas Nongkrong Di Coffee Shop Sebagai Waktu Luang Generasi Milenial (Studi Fenomenologi Di Kec. Babat Kab.Lamongan). Program Studi Sosiologi, Fakultas Ilmu Sosial Dan Ilmu Budaya, Universitas Trunojoyo Madura. 2024.

Penelitian ini mencoba mengkaji fenomena nongkrong di coffee shop sebagai aktivitas waktu luang bagi generasi milenial di Kecamatan Babat, Kabupaten Lamongan, Jawa Timur. Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif dengan pendekatan fenomenologi. Pengumpulan data dilakukan melalui observasi dan wawancara dengan para pengunjung coffee shop, terutama kepada generasi milenial. Hasil dari penelitian ini menunjukkan bahwa coffee shop menjadi pilihan utama generasi milenial untuk menghabiskan waktu luang karena menyediakan lingkungan yang nyaman dan mendukung aktivitas sosial serta pekerjaan. Faktor-faktor seperti akses mudah, harga terjangkau, dan suasana yang kondusif menjadi alasan utama mengapa coffee shop menjadi tempat untuk bersosialisasi dan mengerjakan aktivitas sehari-hari seperti belajar maupun bekerja, yang membuat coffee shop semakin populer di kalangan generasi milenial.

Kata Kunci : Nongkrong di Coffee shop, Generasi Milenial, Aktivitas Waktu Luang

ABSTRACT

Listian NurFadhilah. 170521100022. A Phenomenological Study Of Hanging Out At Coffee Shops As Leisure Activities Among Millenial Generation in Babat Disctrict, Lamongan Regency. Sociology Study Program. Faculty Of Social Sciences and Humanites. Trunojoyo Madura University. 2024

This study aims to examine the phenomenon of hanging out at coffee shops as a leisure activity for the millennial generation in Babat District, Lamongan Regency, East Java. The method used in this research is a descriptive qualitative method with a phenomenological approach. Data collection was carried out through observations and interviews with coffee shop visitors, particularly millennials. The results of this study indicate that coffee shops have become the primary choice for millennials to spend their leisure time because they provide a comfortable environment that supports social and work activities. Factors such as easy access, affordable prices, and a conducive atmosphere are the main reasons why coffee shops have become popular places for socializing and carrying out daily activities such as studying and working, making coffee shops increasingly popular among millennials.

Keywords: Hanging Out at Coffee shops, Millennial Generation, Leisure Activities