ABSTRAK

Peppy Wanda Yani, Studi Identitas Ekonomi Pada *Gen Z* Pecinta Kafe (Studi di Kafe X Bangkalan). Dibawah Bimbingan Dr. Anita Kristina S.E., M.Si

Penelitian ini bertujuan untuk memahami identitas ekonomi pada *Gen Z* pecinta kafe di Kafe X Bangkalan. Pendekatan yang digunakan adalah kualitatif dengan metode fenomenologi untuk memahami pengalaman dan pemaknaan *Gen Z* dalam melakukan aktivitas ekonomi di kafe. Informan dipilih berdasarkan keterlibatan dan frekuensi kunjungan di kafe. Data diperoleh melalui wawancara mendalam dan dokumentasi. Hasil penelitian menunjukkan bahwa identitas ekonomi *Gen Z* pecinta kafe terbentuk melalui pola aktivitas, motif pilihan alokasi waktu, motif pilihan konsumsi, serta interaksi dalam tindakan ekonomi. Motif alokasi waktu terlihat dari alasan menghabiskan waktu di kafe, pilihan aktivitas, pengorbanan biaya, serta pertimbangan biaya dan manfaat. Motif konsumsi ditunjukkan melalui pilihan produk, aspek simbolis seperti gaya hidup, prestise, posisi sosial ekonomi, ekspresi diri, serta strategi konsumsi dalam menyesuaikan pengeluaran dengan kemampuan ekonomi. Selain itu, interaksi komunitas dan komunikasi di kafe turut membentuk identitas ekonomi melalui hubungan sosial, media sosial, komunikasi, dan validasi sosial. Sehingga, aktivitas *Gen Z* di kafe tidak hanya berkaitan dengan pemenuhan kebutuhan konsumsi, tetapi juga menjadi ruang untuk membangun, menampilkan, dan memaknai identitas ekonomi dalam kehidupan sosial.

Kata Kunci: Identitas Ekonomi, *Gen Z*, Pecinta Kafe, Konsumsi *leisure*, Perilaku Konsumsi.

ABSTRAC

Peppy Wanda Yani, A Study of Economic Identity Among Gen Z Cafe Enthusiasts (A Study at Kafe X Bangkalan). Under the guidance of Dr. Anita Kristina, S.E., M.Si.

This study aims to understand the economic identity of Gen Z cafe enthusiasts at Kafe X Bangkalan. The approach used is qualitative with a phenomenological method to understand the experiences and meanings of Gen Z in engaging in economic activities at cafes. Informants were selected based on their involvement and frequency of visits to cafes. Data were obtained through in-depth interviews and documentation. The results show that the economic identity of Gen Z cafe enthusiasts is formed through activity patterns, motives for time allocation choices, motives for consumption choices, and interactions in economic actions. Time allocation motives are reflected in the reasons for spending time at cafés, activity choices, cost sacrifices, and considerations of costs and benefits. Consumption motives are demonstrated through product choices and symbolic aspects such as lifestyle, prestige, socioeconomic position, self-expression, and consumption strategies that adjust expenditures to economic capacity. In addition, community and communication interactions at cafes also contribute to the formation of economic identity through social relationships, social media, communication, and social validation. Thus, Gen Z activities at cafés are not only related to fulfilling consumption needs but also serve as a space for building, displaying, and interpreting economic identity in social life.

Keywords: *Economic Identity, Gen Z, Cafe Enthusiasts, Leisure Consumption, Consumer Behavior.*