

Coffee Shop Timeline as a Public Space in Makassar City

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Abstract: The development of the Makassar city coffee shop took place in 2005, design of the shop house or simple house, customers of all ages, the tradition of drinking coffee down the city, people visiting coffee shops to feel the sensation of coffee aroma, the atmosphere of interaction among visitors became an attraction, routine drinking coffee in Makassar is growing, coffee shops with modern concepts are growing, traditional coffee shops remain the favorite choice of city residents in their daily routine, their development indirectly gives a nuance to the development of the city of Makassar. The research objective was to find out and verify the development of coffee shops as public spaces, qualitative research, observation, documentation using GPS for the determination of coordinates, phenomenological data analysis methods. The results of the study show that coffee shops in Makassar city 848 units in each of the main, secondary and tertiary roads, coffee shops are closely related to the use of informal public spaces, their functions as third place, information centers, workplaces, lifestyles and places of various communities.

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INTRODUCTION

In recent years the routine of drinking coffee in Makassar is arguably increasingly growing, as coffee shops increase with the modern coffee shop concept, young people follow the habit of sipping coffee which was once dominated by adults. But among the onslaught of modern coffee shops, a number of traditional coffee shops in Makassar has survived, for decades, these places have become a favorite choice for city residents to carry out their daily routine. Some coffee shops are attracted by the people of Makassar. Such: Dottoro coffee shop, this coffee shop was first established on Tinumbu Street in the 1960s, before its branches followed in a number of

locations, its founder, H. Naba, intended to make his place a healer of the saturation for men with a typical coffee dish that fragrant and delicious. The flagship menu of milk coffee is served thick. This place is a place to blend people from various classes, from the lower level to the top. Daeng Sija coffee shop is located on Topas Raya street. The owner of this coffee shop is the same as the name of his coffee shop. This place also serves coffee manually. One typical, because coffee is brewed and heated on an oil stove that produces a distinctive aroma. Currently Daeng Sija is expanding its business by forming a franchise in several locations in Makassar and renamed Coffee Holic by Sija. Next is Daeng Anas Coffee Shop. The name of this place matches the name of the owner,

Nasruddin who is usually called Daeng Anas. Standing on Pelita Raya street since the early 2000s. This place was later known as a hangout for residents of various professions, this place serves coffee with traditional brewing methods. Containers warm and pour coffee using brass material which is believed to produce a distinctive aroma and taste. Hai Hong Coffee Shop, said to have been established before the Indonesian independence. Until now, it is still located where it was originally built, Jalan Serui. Its location is in the middle of a strategic Chinese ethnic settlement, close to the port and the city center of Makassar is an old city area of the Dutch colonial establishment. In this city hundreds of coffee shops are presenting, ranging from modern coffee shops such as Starbucks to traditional coffee shops. The proliferation of coffee shop in the city of Makassar has occurred in recent years. People are looking for a cheap and comfortable place to meet or gather with friends or colleagues. Many coffee connoisseurs spend up to 24 h every day in a coffee shop. In a coffee shop, many things start from the unimportant to what is considered important can be talked about. In coffee shops, people can feel at home sitting for long. People who don't know become acquainted and those who are know become more familiar.

Coffee shops are closely related to public space, the function of the coffee shop that allows it to be a space that can be enjoyed, occupied by anyone. This function presents a coffee shop to be a free space for everyone. For lynch, mentioning public space as nodes have a significant role for a city. Coffee shops in the city of Makassar when viewed from its growth always follows rhythm of the development of the city. The phenomenon of contemporary public space in the city of Makassar has sprung up in the form of coffee shops. The existence of a coffee shop in Makassar city is not a new thing that has been going on since, the Dutch colonial era. The phenomenon of a coffee shop as a cultural phenomenon that lives in the community has become a public means of interacting and discussing. This is certainly interesting to study, the phenomenon of a coffee shop that continues to grow has become a gathering place for people to carry out their daily routines with diverse user backgrounds.

MATERIALS AND METHODS

Sulawesi's coffee can be a jewelery from Indonesia, the reason being that some coffee from South Sulawesi that grows at an altitude has never happened on other islands in Indonesia. Traditionally Sulawesi coffee has been processed using the "wet-hull" method in the same way as other Indonesian coffees. This process determines a lot of taste in the coffee such as low acidity, "body" and relatively mild. Coffee in Sulawesi is processed slightly differently, coffee is dried in low humidity like that of

Central America, then skinned for export. This is done because coffee will produce a clean and not thick flavor. Coffee shop in the city of Makassar.

Basically coffee shops are synonymous with middle-aged circles, based on consumers who are often in coffee shops are people who are middle-aged, as the development of the era of coffee shops is not only interested in certain circles but has included various elements starting from parents, young people, even women are often in coffee shops as a form of socialite.

The city of Makassar also feels the presence of a coffee shop, almost on every primary road to the neighborhood and residential areas where coffee shops in Makassar can be found, since, Indonesia was not yet independent, for example the "Hai Hong" coffee shop. Serui, located in the middle of a Chinese ethnic settlement that is strategically close to the port and downtown Makassar. Coffee shop buildings that maintain classical architecture are the main attraction. The typical coffee dish also attracts the attention of visitors, coffee is served with a variety of choices, ranging from black coffee, milk coffee and other additions such as honey, ginger and brown sugar.

The Makassar city community no longer considers the coffee shop as a place to drink coffee as usual, the existence of a coffee shop in every corner of the city is actually a place where people sit relax and buy a cup of coffee, a coffee shop is a place to relax men for coffee, and others, but they have shifted the function of the coffee shop as a place for them to discuss openly, exchange ideas, discuss various kinds of problems and problems that are around, internet chat, read newspapers, even various political issues they discuss in coffee shops and alluding to a number of things related to young people, and their behavior. From the coffee shop they can observe the problems that occur around them (Fig. 1).

Thus, it can be seen that the coffee shop is not just a place to buy and sell but also has other functions for the community concerned. The reasons that are the main attraction of coffee are so, fascinating for the audience. From day to night, coffee shops make stories that never run out to be discussed.

Public space: For Habermas^[1] public space is an area that appears in a specific space in "bourgeois society". This is a space that mediates between civil society and the state where the public organizes itself and where "public opinion" is built. In this space individuals are able to develop themselves and engage in debates about the direction and purpose of society. Jurgen Habermas defines the public sphere namely:

A domain of our social life where such a thing as public opinion can be formed (where) citizens.... deal with matters of general interest without being subject to coercion.... (to) express and publicize their views.



Fig. 1: Bontee coffee shop with a home terrace concept (Personal Documentation in 2017)

The concept of the public sphere from Habermas prioritizes dialogical conception with the assumption that individuals come together to the same location and dialogue with each other, as the same participants in face-to-face conversations. Definitely.

Based on the scope, Carmona *et al.*^[2], public space can be divided into several typologies including:

External public space: This type of public space is usually in the form of outside space that can be accessed by all people (public) such as city parks, squares, pedestrian pathways and so on.(ok).

Internal public space: This type of public space is in the form of public facilities that are managed by the government and can be accessing by residents freely without certain restrictions such as post offices, police stations, hospitals and other citizen service centers.

External and internal “quasi” public space: This type of public space is in the form of public facilities which are usually managed by the private sector and there are restrictions or rules that must be obeying by residents, such as malls, discos, restaurants, coffee shops and so on.

Based on its function in general it can be divided into several typologies^[8] including:

Positive space: This space is in the form of public space which can be used for activities that are positive in nature and usually managed by the government. The form of this space includes natural/semi-natural space, public space, and public open space.

Negative space: This space is in the form of public space that cannot be utilized for public activities optimally because it has a function that is not in accordance with the

Table 1: Coffee shops in Makassar city

Type/Zone	A	B	C	D	Total
North	9	20	95	7	13
East	18	44	123	21	206
South	2	10	100	17	129
West	12	59	299	12	382
Total	41	133	617	57	848

Personal Documentation in 2017

comfort and security of social activities and its condition that is not managed properly. The forms of this space includes movement rooms, service rooms and abandoned spaces because of the poor planning process.

Ambiguous space: This space is a space that is used for transitional activities from the main activities of the people which are usually shaped like a lounge in shops, cafes, religious houses, recreation rooms and so on.

Private space: This space is in the form of privately owned spaces by citizens which are usually in the form of private open spaces, home yards and spaces in buildings.

Coffee shops as a place for people to gather and enjoy a cup of coffee but coffee shops provide service opportunities as a place of social interaction for the community. Coffee shops can also provide opportunities for members or community groups to gather, discuss, read and be able to see the circumstances that occur around. This phenomenon has entrenched the people of Makassar city itself. There is also a mention that sitting in a coffee table has become a tradition and habit for the community (Table 1).

Coffee shops eventually become multifunctional public spaces. Coffee places that actually function as aspiration houses, rumors, facts and data rollings from there, like snowballs, rolled into public consumption. In this place also rumors, facts and data, in the end back in



Fig. 2: Atmosphere in a coffee shop (Personal Documentation in 2017)

the form of feedback accompanying by oblique comments, valuable feedback is very possible absorbed into the basic material for preparing a public policy. In each process, public space requires actors as tools to run the public space. Coffee shops need actors or people at the coffee shops to form a public space. The perpetrator is the community (Fig. 2).

Society as an important element in activities in coffee shops using interaction as a moment to form a public space. Social interaction can be interpreted as dynamic social relations where the relationship can be in the form of a relationship between one individual and another, between one group and another group and between groups with individuals. In the interaction there is a symbol which is interpreted as something of value or its meaning is given to it by those who use it.

The nature of the coffee shop as a place applies to coffee lovers. The mind and body are inherently related in the interpretation of physical experience^[4]. Experience is created through the interaction of people and place, relationships that can be used to promote people-place relationships in coffee shops. To approach this relationship, it is understandable that a person's relationship to his environment is a product of sensory feedback producing by experience. Different spaces and places but relative roles as components of environmental design. Space can be defined physically or implied but refers to a restricted environment that humans occupy which is strategically created to respond to functions. Space establishes the relationship between function and meaning in buildings, even though ordering relationships between people^[5]. Coffee shops represent the physical space. A place to explain the purpose and character of a coffee shop, through nature is identified as a space for meeting, relaxing and informal learning. People's environment of

transactions and social interactions that occur in coffee shops lead to places which are facilitated as senses of mobile users.

The starting point of any type of research is nothing but the problem without research problems that cannot be implemented. Problems have to be thought out and formulated clearly, simply and thoroughly because all elements of the research stems from the formulation of the problem. In this study on the topic of the coffee shop stall as a public space in the city of Makassar, qualitative research in the form of research depends on several problems such as what problems to be solved using the methods and analysis used.

Determination of focus or problem in qualitative research will be ensured when the researcher is already in the field of research, the formulation of the problem is quite good and has been formulated on the basis of the literature review and supported by a number of specific experiences. Refinement of the problem formulation or focus is still carried out by the researcher already in the research setting, the problem set is tentative and can be changed according to the background situation of the study. The type of research uses qualitative descriptive because the research problems are intact, complex, dynamic and full of meaning.

The researcher conducts research by plunging in space, describing and constructing existing realities and approaching the source of information. It is expected that the data obtained will be more maximal. Research is aimed at understanding social phenomena from the perspective of the participant's perspective. The research subjects were informants, people who were used to provide information about the situation and conditions of the research location (location or place). The technique used to determine the informants in the study is that researchers enter certain social situations, namely coffee shops and then make observations and interviews with

people who are seen to know about the social situation and conditions. This study chose a coffee shop, coffee shops here are coffee shops in the city of Makassar and see the existence of the coffee shop itself. The main data source in the study are words and actions and additional data such as documents and so on, relating to this type of data divided into words and actions, written data source and photos, primary data is data collected by researchers directly from the source is the object and subject of research, the object of research is a coffee shop and the subject of research is humans whom use coffee shops and secondary data is data collected such as maps of location researchers only as data users.

The data are collected in natural settings in the coffee shop, then the data collection techniques in this study is observations involved (participant observation) where the researcher observes what people are doing, listens to what they say and participates in their activities, in the study the interview is not structured (unstructured interview) or open where researchers do not use interview guidelines that have been arranged systematically and completely, for data collection used only in the form of outlines of the problems to be asked. Documentation is a record of events that have passed can be in the form of writing, images or monumental works from someone. Documentation studies are complementary to the use of observation, interview and recording methods through photo tools. Analysis of qualitative research data are carried out before entering the field, during the field and after completion in the field. Data analysis is more focused during the process in the field together with data collection in a certain period.

RESULTS AND DISCUSSION

For coffee connoisseurs, a cup of coffee is usually done in leisure time and is done anywhere, for certain people enjoying coffee is not only the bitter-sweet sensation that is felt but how the content that accompanies the activity will have a wider impact. Coffee connoisseurs that are range from laborers to executives do not have a barrier regarding enjoyment, this proves that coffee shops have cultural potential that can accompany people towards social integration, social interaction which takes place in coffee shops to make the atmosphere come alive and make it feel comfortable coloring activities that in a coffee shop.

Coffee shops are identical to places that are less comfortable, the atmosphere is monotonous and crowded with current developments no longer, synonymous with comfortable places, good room atmosphere, good service, now there are still a traditional model coffee shop. Coffee shops of various facilities and infrastructure are offered, the community makes coffee shops a convenient place to carry out various activities such as meeting old friends,

friends, family, colleagues, places of discussion, business, getting the latest information, unwind, carrying out routine activities and various other activities, making coffee shops as a center for diverse communities that initiate various activities and daily routines in various professions. The daily routines of the people of Makassar are mostly spent in coffee shops, this is a positive energy that is owned by the citizens of Makassar as an entity that has been known to the world, the presence of coffee shops in life of the people of Makassar has a great effect, both in terms of increasing aware or not has changed the color of people's lives due to the presence of facilities to support the coffee shop (Fig. 3).

Coffee shops do provide a variety of benefits for all good people who visit, of course, function as a center of information to the community around discourses circulating in the community both in the political, social, legal, critical discourse, entertainment facilities, lifestyle, work and function as a public space for the community. The existence of a coffee shop in the city of Makassar also meets the needs of the community for new things that are not found in addition to coffee shops, if visitors gather in coffee shops able to create a public atmosphere, coffee shops are a place that can provide a place for people to communicate with one other, conditions where people interact by communicating in coffee shops ideas and ideas spring up in this place.

Coffee shops in Makassar are so, developing in almost every major, secondary and tertiary road. The existence of a coffee shop strengthens existence of the community, through the meeting of various social statuses, cultures and even multicultural identities. In a wider view, coffee shops also bring together a variety of new identities, these community identity identities indirectly state their existence, for example the motorcycle community, student community, community trust, gem lover community, bird lovers community, music lovers community, photographer community, ball fanatical support community. The other groups that did not claim to be from a particular community but with their majority in the coffee shop naturally created that the majority in the coffee shop represented their existence like ethnic Chinese ethnic groups in coffee shops, groups of project seekers or project consultants. The group of the transportation between districts/ transportation between provinces drivers, the majority group of workers are workers, the majorities is mass organization groups, middle to upper women or commonly called socialites (Fig. 4).

Their existence is not just intimacy, in which there are often discourses, the development of even entertainment insights even with the variety of coffee shops with diverse communities established with different backgrounds, coffee shop activities shape new cultures and habits in various sectors of life. Each coffee shop in



Fig. 3: Atmosphere of coffee lovers in a coffee shop (Personal Documentation in 2017)



Fig. 4: Community of coffee connoisseurs in coffee shops (Personal Documentation in 2017)

the city of Makassar has a unique visitor and this is very influenced by the surrounding environment, the development of this coffee shop is influenced by the surrounding environment for example in the northern zone of Makassar which is an old city with a grid created by Dutch colonizers at the time with city facilities such as passenger ports and people's ports, factories, warehouses, markets, fish auction sites and old city settlements, many coffee shops are found around them. Coffee connoisseurs also vary according to the potential of the environment around the coffee shop, for example, around passenger ports and people's ports coffee connoisseurs are porting workers, expeditionary activities for sea freights services and so on. In the eastern zone of Makassar city, the potential of the environment around coffee shops such as airports, transportation between districts/transportation between provinces terminals, universities/high schools, hospitals and business centers (shops/shopping), settlements, the southern zone of Makassar city has the

potential of surrounding coffee shops. Transportation between provinces passenger terminals, old city settlements, high schools, fish auction places, military facilities and settlements while in the Western zone of Makassar the potential of the neighborhood around the coffee shop is the presence of sports stadiums, old city settlements, business centers (CBD), offices and there are many more environmental potentials that can support the emergence of various coffee shops with various facilities, infrastructure and service offered.

Coffee shops in the city of Makassar are often found by offering various forms of communication online or social media by using wireless fidelity devices in order to provide services to meet the needs of each customer, thus, giving the impression of familiarity due to continuous communication factors which can even create a sense of satisfaction for coffee connoisseurs who have high mobility but want to get special services because they are helped by the presence of social media. Coffee shops like



Fig. 5: Coffee connoisseurs among students and construction actors in coffee shops (Personal Documentation in 2017)



Fig. 6: The atmosphere of watching together in a coffee shop (Personal Documentation in 2017)

this are usually the majority of customers are students and contractors and consultants, as a form of service in selling an item in meeting customer needs (Fig. 5).

For coffee connoisseurs, the usual thing to do is to spare time and be able to do it anywhere but for certain people to enjoy coffee not only feel the sensation of coffee itself but how the activities that accompany the activity will have wider impact, for example students who enjoy coffee or drinks and food in coffee shops are meaningful if interspersed with small discussions or doing assignments, business people or to project seekers enjoy a cup of coffee with their business relations, bikers enjoying a cup of coffee with their fellow communities accompanied by jokes, the music community gather while showing off his musical abilities while enjoying a cup of coffee, these coffee connoisseurs make coffee shops a third place for them, for coffee lovers with their

own concoction at home or work place for different terraces when enjoying coffee in a coffee shop, this is the situation and conditions in enjoying coffee. Affects the taste in drinking coffee and usually each coffee shop has its own peculiarities not found in other coffee shops. From the reality, the habit of coffee for the community is a lifestyle and even becomes a necessity of the community (Fig. 6).

Diversity the existence of a coffee shop indirectly has an effect on community activities in a place such as concerning work, in a coffee shop with a variety of people with social interactions that occur between buyers and sellers, fellow buyers have relatively long communication and even conversations can occur again in the next day it has its own uniqueness, here the coffee shop shows its role and function as a potential tool, the activity actors in this coffee shop create various things such as services,

goods, procurement and so on, this is the uniqueness of the coffee shop able to create various aspects of the routine that is in it.

Coffee shops in Makassar have ownership of a neutral function can be accessed by the public and used jointly by all levels of society, so, coffee shops are transformed as a vital space for life to the public, diversity does not recognize age, sex, ethnicity, social status and prove that coffee shops have the potential to bring people to the social direction, coffee shops in Makassar are closely related to the use of public space and as these public spaces are formed with the presence of coffee shops in the midst of society able to present the availability of public space in interaction social, hobby distribution which ultimately gives a sense of comfort while giving a sense of community to various things in the city (Fig. 6).

CONCLUSION

The existence of a coffee shop in the city of Makassar has its meaning for residents of the city of Makassar, coffee shops provide many diverse benefits for all people for those who visit, functioning as an information center to the community around discourses circulating in the community both in the political, social, law, critical discourse, means of entertainment, lifestyle, work and function as a public space for the community, a coffee shop is a place that can provide a place for people to communicate with each other, conditions where people interact by communicating in various coffee shops ideas and ideas popped up in this place.

Coffee shops in Makassar are so developing in almost every major, secondary and tertiary road, coffee shops in the city of Makassar are closely related to the use of public space and where public spaces are formed with the presence of coffee shops in the midst of society, able to present public space is informal in social interaction, fun distribution which ultimately gives a sense of comfort while giving people a sense of the various activities in their city.

For coffee connoisseurs this makes coffee shops the third place, this factor the situation and conditions in enjoying coffee affects the taste in drinking coffee and usually each coffee shop has its own peculiarities that are not found in other coffee shops. From the reality, the habit of drinking coffee for the community is a lifestyle and even becomes a people's need.

Coffee shops in the city of Makassar as an information centers are often found by offering various forms of communication online or social media by using wireless fidelity devices in order to provide services to meet the needs of each customer, thus,

giving the impression of familiarity due to continuous communication factors which can even create a sense of satisfaction for coffee lovers who have high mobility but want to get special services because they are helped by the presence of social media.

The existence of a coffee shop indirectly has an effect on the activities of people in a place concerning work, in coffee shops with a variety of people with social interactions that occur between buyers and sellers, fellow buyers occur relatively long communication, coffee shops show their role and function as a means the potential, the activity actors in the coffee shop created various things such as services, goods, procurement, etc. This is the uniqueness of the coffee shop that is able to create various aspects of the routine that is in it.

The potential and attractiveness of the environment around the coffee shop has its own characteristics, the diversity of coffee shops in the city of Makassar due to the potential of the surrounding environment such as the sports stadium, the existence of high schools/ universities, the existence of ports, the existence of fish auctions, markets, business centers, the existence of warehousing areas, the existence of dense settlements, the existence of offices, the existence of hospitals, the existence of land transportation terminals, the existence of airports.

The existence of a coffee shop is also due to the existence of various communities in the community such as the motor community, car community, student community, project contractor and consultant community, animal lover/lover community, gem community, shooting community, music lovers community, football support community, tribal community Chinese, political volunteer communities, community organizations and so on.

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