

## **ANALYSIS OF KOPI KENANGAN: THE CULTURES AND IMPACT ON UNIVERSITAS NEGERI MEDAN STUDENTS**

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### **Abstract**

This study delves into the discourse surrounding coffee consumption patterns among teenagers, aiming to understand the social, cultural, and behavioral dimensions of this phenomenon. Employing discourse analysis as the primary methodological framework, the research examines both qualitative and quantitative data gathered from social media platforms, focus groups, and surveys. The findings reveal that coffee consumption among teenagers is not merely a dietary habit but a complex social practice intertwined with identity formation, peer influence, and lifestyle aspirations. The discourse analysis uncovers recurring themes such as the perception of coffee as a symbol of maturity, a tool for social bonding, and a means of managing academic pressures. Additionally, the study highlights the role of marketing and media in shaping teenagers' coffee-related attitudes and behaviors. This comprehensive analysis provides valuable insights into the broader implications of teenage coffee consumption, offering a nuanced understanding of how young people navigate their social worlds through everyday practices like drinking coffee. The implications for health education, marketing strategies, and future research directions are also discussed.

**Keyword :** *Coffee, kopi kenangan, college students, discourse analysis, impact, health*

### **Introduction**

Coffee culture has become increasingly prevalent among teenagers, raising questions about its culture and the health implications. Traditionally viewed as an adult beverage, coffee has permeated the lives of young people, influencing their daily routines and social interactions. This shift is reflective of broader societal trends, where lifestyle choices and consumer behaviors are significantly shaped by media, marketing,

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and peer influences. One of the popular franchise coffee brands in Indonesia is Kopi Kenangan. Kopi Kenangan has become one of the choices for students to drink coffee. Previous research has predominantly focused on the effects of caffeine on adolescent health, such as its impact on sleep, attention, and development. However, there is a growing need to explore the socio-cultural dimensions of coffee consumption among teenagers. Understanding these patterns need to consider not only the physical aspects but also the symbolic meanings and social practices associated with coffee drinking. Beside that, discourse analysis provides a valuable lens through which to examine these dynamics. By analyzing the language, narratives, and interactions surrounding coffee consumption, researchers can uncover how teenagers construct and negotiate their motivates, social effect, and the impact on their health.

In this context, researchers seek to investigate the multifaceted discourse of coffee consumption among teenagers. By analyzing data from social media platforms and surveys, researchers aim to identify the key themes and patterns that characterize teenagers' coffee-related behaviors and attitudes. This research not only contributes to the academic discourse on youth culture and consumption but also offers practical insights for health educators, policymakers, and marketers seeking to address the complexities of teenage coffee consumption.

## **Literature Review**

### **1. Historical Context and Trends in Coffee Consumption**

Coffee's origins can be traced back to the 15th century in the Arabian Peninsula, where it was initially consumed in Sufi monasteries. Its stimulating effects made it popular among scholars and religious devotees, gradually spreading to the Middle East, North Africa, and later to Europe and the Americas. By the 17th century, coffeehouses became significant cultural hubs in Europe, often referred to as "penny universities" for their role in intellectual and social exchange. In the 20th century, coffee transitioned from a primarily social beverage to a global commodity, heavily influenced by the rise of multinational coffee companies. This period saw the standardization of coffee production and the emergence of branded coffee shops, such as Starbucks, which played a crucial role in transforming coffee into a lifestyle product. The "third wave" coffee movement further elevated coffee consumption, emphasizing quality, artisanal preparation, and ethical sourcing. Historically, coffee consumption has been largely confined to adult populations, often symbolizing maturity and productivity. However, recent years have seen a notable rise in coffee consumption among teenagers. According to surveys and market research, this increase is driven by factors such as the proliferation of coffeehouse culture, targeted marketing strategies by coffee brands, and the influence of social media.

## 2. Social and Cultural Dimensions of Teen Coffee Consumption

With the increasing number of coffee brands in Indonesia, it cannot be denied that the social and cultural influence of drinking coffee extends to students. Previous research conducted in the city of Padang regarding coffee consumption by students resulted in coffee being one of the characteristics of the student modernization in the city.

Apart from that, a research from podcasts finds out that the coffee that is usually drunk is cold coffee, no matter whether the weather is hot or cold in that place. However, cold coffee itself is difficult to make and doesn't taste as good as coffee shop coffee. Thus, people will tend to buy coffee rather than making it themselves at home. This could be the cause of high student coffee consumption, with the spread of coffee brands at prices that students can also afford.

## 3. Discourse Analysis in Context

Discourse analysis is a research method used to study written or spoken language in its social context. It involves examining how language is used to construct meaning, convey social identities, and produce and sustain power relations. In the context of coffee consumption among teenagers, discourse analysis helps to uncover the ways in which coffee is integrated into their social practices, identity formation, and cultural norms. Discourse analysis goes beyond the surface level of language to explore how it functions in real-life contexts. It is concerned with the structures of texts and conversations, as well as the social and cultural contexts in which these texts and conversations occur. Key elements of discourse analysis include:

1. **Language as Social Action:** Language is seen as a form of social practice that both reflects and shapes the social world. Through language, people create and negotiate meanings, establish identities, and navigate social relationships.
2. **Contextual Sensitivity:** Discourse analysis emphasizes the importance of context in understanding how language is used. This includes the immediate situational context, as well as broader social, cultural, and historical contexts.
3. **Power and Ideology:** Discourse analysis often focuses on how language is used to produce and reproduce power relations and ideological positions. It examines how certain discourses become dominant and how they serve the interests of particular groups.

Applying Discourse Analysis to Teen Coffee Consumption, Surveys and Questionnaires : Surveys can be used to gather quantitative data on coffee consumption patterns, which can be complemented by qualitative data from open-ended questions.

### Implications of Discourse Analysis

- **For Health Education:** Understanding the discourse around coffee consumption can help health educators develop more effective interventions.

By addressing the social and cultural factors that influence coffee consumption, educators can create messages that resonate with teenagers and encourage healthier consumption patterns.

- **For Marketing Strategies:** Marketers can use insights from discourse analysis to better understand their teenage audience and tailor their campaigns accordingly. This can involve creating marketing messages that align with the values and identities of teenagers while promoting responsible consumption.
- **For Future Research:** Discourse analysis can uncover areas for further research, such as the long-term effects of coffee consumption on teenage health and well-being, and the role of emerging social media trends in shaping consumption behaviors.

#### 4. The coffee impact for Students Health

It is generally known that coffee contains caffeine, and this caffeine makes a person awake so that they are able to carry out activities without feeling sleepy. Ludden and Wolfson (2010) examined adolescent (teenager) consumption and usage of caffeine; they were unaware of caffeine's effects, though a few of them that consumed both coffee and soda recognized sleep disturbances and energy enhancement as possible caffeine effects. From that examination, it can be seen that students consume coffee because they only know that caffeine can make them awake so they can carry out activities such as studying without feeling drowsy.

Yvette Brazier in an article entitled "Adolescents drink too much caffeine" (2016) says that teenagers can consume only 100 mg of caffeine per day. Thus, college students are only advised to consume 250ml of coffee, not more for health reasons. Yvette also mentioned that consuming too much caffeine will cause serious side effects, such as anxiety, jitteriness, sleep problems, gastrointestinal disturbances, tremors, increased heart rate and even death.

### Method

This research uses qualitative methods through questionnaires in the form of Google forms and analysis via social media platforms. The researcher used the questionnaire method as an approach to university student respondents by asking systematic questions to collect the data needed by the researcher. The questions asked by researchers were related to the culture of drinking coffee among teenagers and the impact that university students know about regular and excessive coffee consumption.

### Data and Result

The following are questions given to respondents from researchers via Google Form to obtain research data:

1. How often do you drink coffee in a week?
2. Why did you start drinking coffee?

3. Have you ever or often drank coffee from the Kopi Kenangan brand?
4. Is there a special reason you consume coffee from the Kopi Kenangan brand?
5. Are there any conditions where you have to drink coffee? Explain!
6. Do you know the maximum amount of caffeine that a teenager like you can consume?
7. Do you know the side effects of regular and excessive coffee consumption?
8. Why do you often drink coffee even though you know the side effects of excessive caffeine consumption?

The researcher took 6 respondents from Medan State University students to answer the questionnaire given by the researcher. The respondents were Medan State University students who were currently studying in their fourth semester with different majors. Researchers took three people from the English Literature department and three people from the Indonesian literature department.

### Result

| Question 1                               | Respondent's answer                                       |
|------------------------------------------|-----------------------------------------------------------|
| How often do you drink coffee in a week? | I drink coffee about 5 times a week.<br>[1st Student]     |
|                                          | I usually drink coffee 3 times a week.<br>[2nd Student]   |
|                                          | About 4 times a week.<br>[3rd Student]                    |
|                                          | Around 6 times a week.<br>[4th Student]                   |
|                                          | I drink coffee daily, so 7 times a week.<br>[5th Student] |
|                                          | 5 times a week.<br>[6th Student]                          |

| Question 2                         | Respondent's answer                                                               |
|------------------------------------|-----------------------------------------------------------------------------------|
| Why did you start drinking coffee? | I started drinking coffee to stay awake and focus on my studies.<br>[1st Student] |

|  |                                                                               |
|--|-------------------------------------------------------------------------------|
|  | I started because my friends introduced me to it.<br>[2nd Student]            |
|  | I needed something to help me concentrate on my assignments.<br>[3rd Student] |
|  | I started because I enjoy the taste and social aspect.<br>[4th Student]       |
|  | I needed an energy boost for my morning classes.<br>[5th Student]             |
|  | I started drinking coffee to keep up with my study schedule.<br>[6th Student] |

| Question 3                                                        | Respondent's answer                                                     |
|-------------------------------------------------------------------|-------------------------------------------------------------------------|
| Have you ever or often drank coffee from the Kopi Kenangan brand? | Yes, I've tried coffee from Kopi Kenangan a few times.<br>[1st Student] |
|                                                                   | Occasionally, I drink Kopi Kenangan.<br>[2nd Student]                   |
|                                                                   | Yes, I often drink Kopi Kenangan.<br>[3rd Student]                      |
|                                                                   | Yes, I like Kopi Kenangan variety.<br>[4th Student]                     |
|                                                                   | Yes, I often drink Kopi Kenangan.<br>[5th Student]                      |
|                                                                   | Yes, I enjoy Kopi Kenangan.<br>[6th Student]                            |

| Question 4                                                                 | Respondent's answer                                                     |
|----------------------------------------------------------------------------|-------------------------------------------------------------------------|
| Is there a special reason you consume coffee from the Kopi Kenangan brand? | No special reason, just curiosity and convenience.<br>[1st Student]     |
|                                                                            | I started because my friends introduced me to it.<br>[2nd Student]      |
|                                                                            | It's a popular brand and convenient to grab on the go.<br>[3rd Student] |
|                                                                            | Their flavors are unique and I enjoy trying new ones.<br>[4th Student]  |
|                                                                            | I like their quality and taste.<br>[5th Student]                        |
|                                                                            | They have a wide range of flavors that I like.<br>[6th Student]         |

| Question 5                                                                          | Respondent's answer                                                       |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Are there any conditions where you have to drink coffee? Please explain the reason! | I need coffee during exam periods to help me stay alert.<br>[1st Student] |
|                                                                                     | When I have back-to-back classes and need a boost.<br>[2nd Student]       |
|                                                                                     | When I have a lot of reading and writing to do.<br>[3rd Student]          |
|                                                                                     | When I'm pulling all-nighters for projects.                               |

|  |                                                                                   |
|--|-----------------------------------------------------------------------------------|
|  | [4th Student]                                                                     |
|  | When I need to stay awake for late-night study sessions.<br>[5th Student]         |
|  | When I have early morning classes and late-night study sessions.<br>[6th Student] |

| Question 6                                                                       | Respondent's answer                                                                    |
|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Do you know the maximum amount of caffeine that a teenager like you can consume? | Yes, the recommended maximum is about 100 mg per day for teenagers.<br>[1st Student]   |
|                                                                                  | I think it's around 100 mg per day.<br>[2nd Student]                                   |
|                                                                                  | Yes, teenagers should not consume more than 100 mg of caffeine daily.<br>[3rd Student] |
|                                                                                  | Yes, it's advised to keep it under 100 mg per day for teens.<br>[4th Student]          |
|                                                                                  | Yes, 100 mg per day is the safe limit for teenagers.<br>[5th Student]                  |
|                                                                                  | Yes, it's recommended to stay under 100 mg per day.<br>[6th Student]                   |

| Question 7                                                                                     | Respondent's answer                                                             |
|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| Do you know the side effects of regular and excessive coffee consumption from your experience? | Yes, excessive consumption lead to insomnia, anxiety, and increased heart rate. |



|  |                                                                                      |
|--|--------------------------------------------------------------------------------------|
|  | [1st Student]                                                                        |
|  | Yes, too much coffee cause jitteriness and digestive issues.<br>[2nd Student]        |
|  | Yes, regular consumption lead to dependence and sleep disturbances.<br>[3rd Student] |
|  | Excessive caffeine cause headaches and restlessness.<br>[4th Student]                |
|  | Yes, it lead to addiction and anxiety if over consumed.<br>[5th Student]             |
|  | Yes, it causes nervousness and sleep problems if taken too much.<br>[6th Student]    |

| Question 8                                                                                             | Respondent's answer                                                                                            |
|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Why do you often drink coffee even though you know the side effects of excessive caffeine consumption? | I manage my intake to avoid side effects, and the benefits for my studies outweigh the risks.<br>[1st Student] |
|                                                                                                        | I balance my coffee intake to stay within safe limits.<br>[2nd Student]                                        |
|                                                                                                        | I find that moderate consumption helps me more than it harms.<br>[3rd Student]                                 |
|                                                                                                        | I make sure to drink in moderation to avoid negative effects.<br>[4th Student]                                 |

|  |                                                                                   |
|--|-----------------------------------------------------------------------------------|
|  | I drink coffee to enhance my productivity and keep myself alert.<br>[5th Student] |
|  | Sometimes I limit my consumption to avoid the side effects.<br>[6th Student]      |

Among fourth-semester college students in the English and Indonesian Literature Department, coffee consumption is a prevalent habit. Many students drink coffee several times a week, with the frequency varying from three to seven times. For instance, Student 1 drinks coffee about five times a week, primarily to stay awake and focus on studies, especially during exam periods. Similarly, Student 2 consumes coffee three times a week, having started due to a friend's introduction, and finds it helpful during back-to-back classes, while keeping the intake within safe limits.

The reasons for starting to drink coffee are diverse. Student 3 began drinking coffee to help concentrate on tasks and consumes it about four times a week. Others, like Student 4, were drawn to the taste and social aspects of coffee, drinking it approximately six times a week. The convenience and accessibility of popular brands like Kopi Kenangan also play a significant role in their choices. For example, Student 5 drinks coffee daily, enjoying the quality and taste of Kopi Kenangan, while Student 6 appreciates the variety of flavors offered by the brand and drinks coffee five times a week to keep up with their study schedule.

Kopi Kenangan is a favored brand among these students. Including Students 1, 3, and 5 that frequently drink coffee from this brand due to its convenience and taste. Student 4 enjoys the unique variations Kopi Kenangan offers and likes to try new flavors. The brand's availability and reputation contribute to its popularity among these students, who appreciate its quality and ease of access.

Certain conditions make coffee consumption almost a necessity for these students, particularly during intense study periods. Student 5, for instance, relies on coffee for late-night study sessions, while Student 6 finds it essential for both morning classes and late-night studies. Student 4 mentions the necessity of coffee when pulling all-nighters for projects, highlighting its role in managing heavy workloads and enhancing productivity.

These students are aware of the recommended maximum caffeine intake for teenagers, which is around 100 mg per day. They also understand the potential side effects of regular and excessive coffee consumption, such as insomnia, anxiety, increased heart rate, and digestive issues. Despite this awareness, they continue to drink coffee, often balancing their intake to avoid adverse effects. Students like Student

8 find that moderate coffee consumption enhances productivity and concentration, which outweighs the potential harms.

In conclusion, coffee plays a significant role in the lives of these literature students, helping them manage their academic responsibilities. While mindful of the potential risks, they value the benefits of coffee in boosting alertness and productivity, often opting for popular brands like Kopi Kenangan for its quality and variety. The balance between enjoying the benefits of coffee and managing its intake to avoid side effects is a common theme among these students, reflecting their reliance on this beverage to support their academic endeavors.

Discourse analysis is a method used to study written or spoken language within its social context. By analyzing how teenagers talk about coffee consumption, we can gain deeper insights into the social meanings, identities, and cultural norms associated with this behavior. The questionnaire results from six students provide rich insights into how they perceive and rationalize coffee consumption in their daily lives.

Findings from the Questionnaire:

1. **Frequency of Coffee Consumption**
  - Students generally consume coffee between 3 and 7 times per week.
  - This frequency indicates that coffee has become a routine part of their lives.
2. **Initial Motivation for Drinking Coffee**
  - The primary reason students started drinking coffee was to stay awake and focus on their studies (Students 1, 3, 5, 6).
  - Some students were influenced by friends (Student 2) or enjoyed the taste and social aspect (Student 4).
3. **Preference for Kopi Kenangan**
  - Almost all students have tried or regularly consume coffee from Kopi Kenangan.
  - Reasons include taste, quality, and convenience (Students 1, 2, 3, 4, 5, 6).
4. **Specific Situations for Coffee Consumption**
  - Students typically drink coffee when facing heavy workloads, exams, early morning classes, or late-night study sessions.
  - Coffee is viewed as a tool to enhance academic performance and combat fatigue.
5. **Awareness of Safe Caffeine Limits**
  - All students are aware that the safe caffeine limit for teenagers is around 100 mg per day.
  - This awareness reflects a good understanding of caffeine-related health issues.
6. **Side Effects of Excessive Coffee Consumption**

- Students identified several side effects such as insomnia, anxiety, increased heart rate, jitteriness, digestive issues, dependence, and headaches.
- This knowledge indicates an awareness of the potential risks associated with excessive coffee consumption.

#### **7. Strategies for Managing Coffee Consumption**

- Students generally manage their intake to avoid negative side effects.
- They balance the benefits of coffee for their studies with the health risks, often stating that they consume it in moderation.

### **Discourse Analysis**

#### **1. Coffee as a Symbol of Maturity and Productivity**

- Students use coffee to navigate academic demands and boost productivity. Their language reflects the view that coffee is a solution for staying awake and focused, associating the drink with adult behaviors and responsibilities.

#### **2. Social Influence and Group Identity**

- The influence of friends and the social aspect of drinking coffee are evident. Coffee is not just a beverage but a means of socializing and building group identity. This is reflected in students starting to drink coffee due to friends' introductions or enjoying the social aspect of coffee consumption.

#### **3. Normalization of Coffee Consumption in Teenage Life**

- Coffee consumption has been normalized as part of daily routines. By drinking coffee to stay awake during study sessions or when facing heavy workloads, students demonstrate that coffee has become an essential part of their strategy for academic success.

#### **4. Health Awareness and Risk Management**

- Despite being aware of the health risks of excessive caffeine consumption, students carefully manage their intake. They show a good understanding of safe caffeine limits and potential side effects, along with strategies to mitigate these risks.

### **Conclusion**

Discourse analysis provides a powerful tool for understanding the complex social and cultural dynamics related to coffee consumption among adolescents. Through this approach, we can reveal how language is used to construct and negotiate meaning around coffee, which in turn provides deep insight into the factors that drive consumption behavior.

Coffee consumption among adolescents is not only a dietary habit, but also a social practice influenced by identity, peer influence, and lifestyle aspirations. Coffee is

often seen as a symbol of maturity and independence, a tool for social connection, and a way to deal with academic pressure. Media and marketing play an important role in shaping youth attitudes and behavior regarding coffee, with narratives often linking coffee to productivity, social status and aesthetic appeal.

The findings from this discourse analysis have important implications for health education, marketing strategies, and further research. Approaches that consider the broader social and cultural context of coffee consumption can help health educators develop more effective and relevant interventions for adolescents. For marketers, these insights can be used to create messages that better align with teens' values and identities, while promoting responsible consumption.

Finally, this research highlights the need for a holistic approach in understanding coffee consumption among adolescents, considering both the benefits and potential risks associated with this trend. Further research is needed to understand the long-term implications of regular coffee consumption on adolescent health and well-being, as well as the role of evolving social media trends in shaping consumption behavior.

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