Lifestyle of Teenagers Hanging Out at Bagasta Cafe (Descriptive Study of Napa Village, Batang Torung District, South Tapanuli)

Ahmad Akhir Hsb*
Yayasan MAS AI-AS'Yariah Medan Krio Kec. Medan Sunggal Kab. Deli Serdang

*Corresponding Author: Akhir21@gmail.com

ABSTRACT

In this modern era, hanging out in cafes has become a common habit among teenagers, including those in Napa Village, Batang Toru District. Cafes have become a part of the community's life in the village, with many teenagers always hanging out in cafes. This research is a descriptive study with a qualitative approach, using data collection techniques such as observation, interviews, and documentation. The informants in this study were 13 teenagers who consider cafes as their lifestyle. The results of this study show that cafes are now a solution for the needs of the community, especially for teenagers. They no longer feel satisfied with enjoying the living room or family lounge just to chat or discuss. Cafes are considered to provide more comfort and satisfaction, both physically and mentally, to fulfill their desires. The behavior of teenagers in Napa Village is categorized as a way of using money, goods, places, and time. The habit of hanging out in cafes is seen as a need to fill their free time for personal pleasure and as a way to show their social identity. In addition, the free time given by parents to their teenage children can influence them to become spendthrift, lazy, and prioritize playing in cafes instead of studying at home. The existence of Bagasta Cafe is seen as a place for hanging out that can show their existence and elevate their social status.

Keywords: Bagasta Cafe, consumptive lifestyle, teenagers hanging out

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1. Introduction

In this modern era, we find many cafes in cities in Indonesia, now we know cafes have begun to develop in various areas ranging from the city center to have entered the countryside. Hanging out such as, coffee shops, cafes, coffee shops can almost be found in every place with the emergence of cafes creating various interesting concepts and also supported by ready-to-eat food and beverage menus and making the existence of cafes increasingly favored by teenagers. The development of cafes in various regions, one of which triggers teenagers in behaving a consumptive lifestyle. Hanging out in a café makes teenagers more intimate, social, and many spend their time and activities in the café so that in making friends there is a label of prestige that they consider as a social identity.

The development of cafes in the village began to change in scope, one of which was the lifestyle of teenage children. There is a café phenomenon in Napa Village, Batang Toru District, namely Bagasta Cafe. Bagasta Cafe is one of the hangouts for teenagers who often spend time and even their activities are usually done every day. The development of cafes in the village has made many teenagers like cafes as a hangout, one of which is used as limited entertainment to their playground. Gathering together in a café by spending time just drinking and eating is one of the lifestyles that teenagers get.

Cafe is a place to eat and drink fast food and provide a relaxed atmosphere, besides that it is also a type of restaurant that usually makes seating inside and outside the restaurant (Marsum, 2005: 8). The term hanging out is often done in small stalls, parks, or comfortable places to chat and the activities carried out are also simpler. But nowadays, we know that many hanging out activities are carried out in cafes. For teenagers who like hanging out in a café, of course, they need adequate facilities and infrastructure. The infrastructure is in the form of a unique place, comfort offered, good facilities by providing internet, namely free wifi and available food and beverage menus. The factors that make the habits of adolescent children because there are three possibilities. First, because they have no busyness. Second, because it does make a need. And third, relaxing activities in the café have made a separate lifestyle for teenage children. There is even a term hanging out among teenagers, namely teenagers who do not hang out are considered not slang.

Lately, Bagasta Cafe is crowded with teenagers, especially in terms of hanging out during the day until night. Bagasta Cafe has a characteristic so that many visitors come together to visit it as seen starting from the aspect of the café building available unique with the classic building concept of a mixture of local cultures, apart from that Bagasta Cafe provides many facilities ranging from good room seating, food and beverage menus are also one of the interests that characterize this café which provides a variety of menus using the Mandailing language. Not only that, visitors are also given room facilities for music karouke and to celebrate birthday activities which are often used as a place to gather with friends, and finally every visitor who comes is free to use free wifi to open the internet or play online games.

When teenagers visit Bagasta Cafe, of course, there are costs that must be incurred when hanging out at the café. Food and drinks in cafes are often used as the existence of teenagers. The more teenagers consume and visit it, the more expenses they have to spend, making themselves tend to consumptive
lifestyles and behave extravagantly. When hanging out in a café for teenagers, eating and drinking while hanging out has become commonplace and the problem of costs incurred they do not mind the most important thing for them to be able to hang out and have fun with their friends. In addition, they look capable and look different from other friends. In sociological studies, the establishment of Bagasta Cafe will indirectly have an impact on change lifestyle patterns of the community, especially teenagers. At maghrib time many teenagers who should be in the house and recite and pray in the mosque, now teenagers prefer to hang out in cafes. The level of expenditure incurred is certainly not small, but for teenagers who have jobs and income, of course it is not a problem, this is what can trigger teenagers to have consumptive lifestyle behavior. The cost of consumption that teenagers get to hang out at a café depends on the income or income of parents with school pocket money given by parents to their children who have been set aside to be able to hang out at the café with their friends. Teenagers who like to hang out in cafes are gradually worried about losing their original character.

Something interesting to study in this study is the emergence of cafes that are usually found in cities have now entered the countryside in Napa Village, Batang Toru District. With the presence of Bagasta Cafe, teenagers prefer to play and hang out in the café. Apart from that, it can be seen that teenagers who like to hang out spend a lot of their free time in order to maintain the image of making friends. In the uniqueness of this study, teenagers began to get to know the café a lot with visiting time until late at night. Necessary there is parental supervision of teenagers who often visit cafes by limiting time because they are still studying school so that things do not happen badly in their social environment. Bagasta Cafe is also one of the filming places for Batang Toru youth films so that it sparks teenagers indicated by the existence of a good place and is used as one of the trending hangouts to visit. Based on this description, the researcher took the research problem "Lifestyle of Teenagers Hanging Out at Bagasta Cafe Descriptive Study of Napa Village, Batang Toru District, South Tapanuli".

2. Method
This research was conducted using descriptive research with a qualitative approach because this research explores and explains various facts and conditions related to research. The research location is in Napa Village, Batang Toru District, South Tapanuli Regency. Data collection techniques carried out are participatory observation, interviews, and documentation.

3.1 Life Style
Lifestyle is the patterns of action that distinguish one person from another. Specific patterns of social life are often simplified in cultural terms. Meanwhile, lifestyle depends on cultural forms, manners, ways of using things, a particular place and time that are characteristic of a group. Lifestyle according to (Kotler, 2002: 192) is a person's lifestyle in the world that is expressed in his activities, interests, and opinions. Lifestyle describes the "whole self" of interacting with one's environment. Lifestyle also shows how people live, how people spend their money, and how to allocate time in their lives, can also be seen from their daily activities and interests that become needs in their lives.

Lifestyle cannot be separated from consumptive has a variety of images. According to Eva Melita
Fitria (in Sumartono's research, 2002), a consumptive lifestyle is an act of using a product incompletely. This means that a product has not been used up, someone has used another product with the same function. This will certainly cost individuals more expenses. A consumptive lifestyle is a behavior characterized by the existence of a luxurious and excessive life. Consumptive behavior is also shown in the use of everything that is considered the most expensive that provides the greatest physical satisfaction and comfort. Consumptive behavior also describes the existence of human life patterns that are controlled and driven by a desire to fulfill pleasure desires solely (Subandy, 1007).

3.2 Consumptive Theory According to Jean Baudrillard

Consumption society is a key concept in Baudrillard's thought to show very remarkable symptoms of consumerism and has become part of the lifestyle of modern man. The object of consumption is not only in the form of goods, but more than that (Amelia, 2016). Baudrillard's early thought discussed the problem of consumption due to the influence of the Lacanian analytical psychologist's approach and Sausurrian structuralism. Baudrillard also adopted a system of relationships between objects and commodities. Baudrillard began to venture into Marxist thought with his focus on consumer society. Later, Baudrillard also adopted Sausure's ideas on language. From several opinions that influenced Baudrillard's thinking, Baudrillard saw the object of consumption as something that has a certain meaning from a form of expression that has existed before commodities (Azwar, 2014: 8).

For Baudrillard, language is more defined as a system of classification of objects. In consumption society "needs" exist because they are created by objects of consumption. The object in question is the classification of the object itself or the system of objects, not the object itself so that consumption is interpreted as a systematic act of manipulation of signs. The rise of the phenomenon of consumption society today can be seen through what commodities they consume, where the majority of modern society today prioritizes wants over needs, and ignores the original function of the commodities consumed. For example, example: when people buy food, where eating is Basic needs that must be met, choosing food with a clean, comfortable place and prioritizing the procedures and styles of the appearance and presentation of food, which shows more eating style than the main function of eating. Baudrillard developed his thinking about consumption even further. Baudrillard added new analytical tools to his ideas about consumption (Mutia, 2013:2).

Consumptive behavior is an impulse in individuals to consume indefinitely, which is more concerned with emotional factors than rational factors or more concerned with wants than needs. According to Ancok (in Fitriyah 2016: 5) this consumptive behavior occurs because someone no longer buys things that are really needed, but solely for the sake of pleasure, causing someone to become wasteful or better known as consumptive behavior. Shopping becomes a tool to satisfy desires, sometimes items that are not really needed, but because of the influence of trends or fashions that are currently prevailing. Meanwhile, according to Sumartono, the Indonesian Consumer Institute Foundation (in Khoirunnas, 2017) said consumptive behavior is the tendency of humans to use unlimited consumption and humans are more concerned with the desire factor than the need.
According to Basu Swastha Dharmmesta and Hani Handoko (2011: 107) stated that in describing consumptive behavior, consumers can no longer distinguish between needs and wants. In consumptive behavior there are needs and desires that have not been met or satisfied. The needs that are met are not the main needs but needs that just follow the flow of fashion, want to try new products, want to get social recognition, regardless of whether it is needed or not.

According to Baudrillard, in consumption people consume not only goods, but also services and relationships between people. The consumption society is stopped with the growth society which in the process is a vicious cycle of growth associated with waste. Related to this context, the moral view of waste as dysfunction is retaken according to actual functions (Baudrillard, 2009; 31-33). Morally waste is a form of vanity, but in the growth cycle of society which is a vicious cycle, waste becomes logical, that is, as a counterweight to the social gap between the dominant class and the subordinate class. Waste in relation to consumer behavior is part of the lifestyle and culture of consumerism triggered by the rapid change of fashion in various goods and the needs of life of the consumption community (Fadilah, 2011).

Baudrillard's theory of consumption, says that today's consumerist society is not based on its class but on its ability to consume. Anyone can be part of any group if they can follow the consumption pattern of that group. Consumption according to Baudrillard is the systematic act of manipulating signs, and to be an object of consumption, an object must contain or even be a sign. The essence of Baudrillard's theory is to debate meaning with reality, look at contemporary reality and then reflect on the future by giving early warning of what will happen in the future if the trend of contemporary reality Today it continues. According to Baudrillard's analysis, globalization has caused urban societies to become one global model that behaves "uniformly". This uniformity is due to the influence of the media which plays a role in spreading signs in every life. This results in a shift in the mindset and logic of public consumption (Fauzi et al, 2015: 9).

According to Baudrillard's theory, now the logic of public consumption is no longer based on use value or exchange value but a new value called "symbolic value". That is, people no longer consume objects based on exchange value or use value, but because of sign/symbolic values that are abstract and constructed. This is because some parts of the advertising offer actually deny the consumer's need for product excellence, but by attacking the hidden sense of arrogance in humans, the product is offered as a symbol of prestige &
; a luxurious lifestyle that fosters a clichéd sense of pride in the wearer (Azwar, 2014).

4. Results and Discussion

4.1. Use Wifi When Hanging Out at Bagasta Cafe

Cafe is one of the hangout places among teenagers who cannot be separated from the use of the internet such as Wifi. Wifi is one of the networks to be able to access mass media that is widely used by everyone in everyday life. The provision of free wifi is one of the attractions of visitors coming to a place with a new, comfortable and unique atmosphere to visit. One of the cafes in South Tapanuli located in Batang Toru District is a hangout place for teenagers at Bagasta Cafe. This was raised by the rapid
advancement of technology and the many uses of mass media to the provision of free wi-fi for every café visitor. Activities by using wi-fi while in a café are part of the lifestyle of teenagers, especially teenagers who are still in education.

The existence of wi-fi facilities makes it easy for teenagers to find information or data needed to complete their tasks. The teenagers felt very happy with the wi-fi facilities in the café of Napa Village, Batang Toru District. Where the teenagers can gather in the café while completing their tasks. There are also teenagers who use wi-fi for entertainment. Wi-fi is a facility that we often find in various cafes in Batang Toru. This café facility pampers its visitors to be able to surf smoothly while sitting relaxed in the café.

Cafe visitors usually use this wi-fi in addition to browsing, also use it to stream, download or play online games. Free Wi-fi with a fast connection is something that is very desired by café visitors, because with a fast and free wi-fi connection visitors will feel at home in the café, because they can use the wi-fi for their needs including to play social media such as Instagram, Facebook, Whatsapp, and so on.

4.2. Cafe as a Foster Confidence in Making Friends

Bagasta Cafe is one of the places where many teenagers use it as a gathering place to socialize with their group mates. The number of friends with people who are considered to have the development and change of technology and the latest innovations has a good impact on teenagers. There are some teenagers who often hang out in cafes can foster a sense of confidence because they hang out with friends who are always forward in appearance and use of goods.

Making friends is one of the human needs that if not done will feel empty. Man as a social being cannot live alone without others. When other people can laugh happily with their friends, other individuals can only see it without being able to feel the same happiness. The existence of hanging out in a café can increase confidence in gardening, apart from that fellow friends can also exchange information easily obtained news that is up to date.

4.3. Cafe as a place for teenagers to escape from home

Looking for a new atmosphere outside the home is one form of imaging that everyone does to eliminate boredom by requiring a new and comfortable atmosphere to visit, one of which is a Cafe. Cafe for teenagers is one form of escape that is often visited by teenagers every day, namely Bagasta Cafe. A unique and interesting place and the various facilities available make anyone who visits certainly not feel bored to visit it, as well as teenagers who often visit Bagasta Cafe as a place to relieve boredom at home. The emergence of a sense of wanting to eliminate boredom at home due to the lack of parental attention to teenagers who are busy working, this can trigger teenagers to prefer to hang out at cafes to eliminate boredom in the house. The existence of a form of adolescent escape that tends to make cafes a form of choice in eliminating boredom at home can have an impact on the social behavior applied by adolescents. The use of public space with the provision of cafes is one of the places of choice for teenagers to visit to avoid a sense of boredom in the house. Utilization of Free Time
The development of cafes in modern times greatly affects the lifestyle patterns of the community, especially those that occur among teenagers in Napa Village. Where before the development of cafes, these teenagers preferred to fill their free time with sports, travel and some even took time to just vacation with their families. But now with the café that has a comfortable place and adequate facilities such as wi-fi or live music makes it easy for these teenagers to fill their free time. In addition, with the many cafes that are developing in Napa Village, Batang Toru District, currently making progress and development of cafes that are not monotonous, monotonous here means that as many cafes are competing to make the concept as unique as possible to attract café visitors to come to the café.

4.4. Cafe Hanging Out Trend

Hanging out is one of the activities that many people like, both old and young, by spending time relaxing together. The trend of hanging out at cafes is now starting to be popular among teenagers. The emergence of hangouts such as cafes that are in great demand by teenagers, especially teenagers who are still in education. Hanging out at café mamang is one of everyone's choices to enjoy the atmosphere of facilities, discussions, and just as a sensation for lifestyle. One of the studies that informants conducted at Bagasta Cafe, Napa Village, Batang Toru District, is a place that many teenagers like to hang out in a café. Hanging out is one of the activities that many people like, both old and young, by spending time relaxing together. The trend of hanging out at cafes is now starting to be popular among teenagers. The emergence of hangouts such as cafes that are in great demand by teenagers, especially teenagers who are still in education. Hanging out at café mamang is one of everyone's choices to enjoy the atmosphere of facilities, discussions, and just as a sensation for lifestyle. One of the studies that informants conducted at Bagasta Cafe, Napa Village, Batang Toru District, is a place that many teenagers like to hang out in a café.

Hangout places are one of the choices for teenagers to fill their spare time and find entertainment sensations outside the home. The emergence of a hangout in Napa Village has sparked many teenagers to visit a new place to play with their friends, because the place is unique and interesting. Apart from that, teenagers also use Bagasata Cafe as a lifestyle for those who are accustomed to the habit of visiting cafes. The trend of young people hanging out in cafes to look familiar with their friends in the same school and those who hang out in cafes, their thinking is more advanced so as not to look crazy to themselves.

4.5. Show Your Existence by Hanging Out at a Cafe

The existence of cafes in cities with villages is very different, the beginning of the emergence of cafes from France in the 19th century. Nowadays cafes are not only in western countries but all countries are also starting to emerge and trends among young people. Cafes that are starting to be widely known to the public have begun to be popular in various regions today. one example of a café that is gaining popularity in the city of Medan. This café has the existence of unique and good values seen from the design of the model building that varies the special nuances of a young people's hangout. It is also different from the café in Batang Toru, Bagasta Cafe. The name Bagasta Cafe has begun to be popular among many teenagers. The existence of Bagasta Cafe is very unique with a combination of mandailing nuances, where this nuance is combined with a typical design building according to the concept of young
people who are trending now. The influence of the current era of globalization, we experience an urgent need for many requests among young people to find a new and unique atmosphere.

The existence of cafes in Indonesia cannot be separated from photos, food and beverage promos and wifi. There are facilities that support the number of teenage enthusiasts to hang out at the cafe. Cafe nowadays, it is part of a lifestyle that cannot be separated from the life of teenagers who have begun to develop everywhere. Bagasta Cafe if we see many teenagers who come to visit while hanging out with their group mates. Lifestyle can be created due to the habits that we have every day.

The existence of a cafe greatly affects the desire to visit a good place to look like it can be seen by others. teenagers who come to Bagasta Cafe because many children who are still teenagers are hegemonized by the problem of hanging out in the cafe from the invitation of surrounding friends. This behavior also shows that teenagers look like people who live in the city, this can also imitate the habit of hanging out due to their peers who often come to visit cafes to better distinguish themselves from others. As Abidin (2007: 16) in Rickho (2009: 37) defines existence as a dynamic process, a "being" or "existing". This corresponds to the origin of the word existence itself, namely existere which means to come out of, "surpass" or "overcome“. So existence is not rigid and stopped, but supple or supple and develops or regresses, depending on the ability to actualize its potentials.

4.6. Local Cafe Concept

The local concept of cafe is an attraction for many visitors who come to hang out. The existence of local cafe concepts in each region certainly has differences and has the characteristics of each cafe. The local concept of Cafe in Napa Village, Batang Toru District, is a concept that has the nuances of Mandailing characteristics as seen in terms of aspects of building, language, products and typical Mandailing food are also available in this cafe. Bagasta Cafe is a gathering place in our house to relax while enjoying a souvenir food menu for every visitor who comes. The name Bagasta Cafe was made because it is synonymous with the atmosphere of the village which is dominated by the many people who live in that place, namely the Mandailing tribe. The concept is designed according to the fans of teenagers combined with the nuances of Mandailing which aims to introduce young people and visitors who come from outside the area are more interested in coming to this place.

Local concepts are also patronized by visitors, the more people to come, the more enthusiasts and cafe places to visit. Teenagers in Napa Village, Batang Toru District, often come to visit Bagasta Cafe to hang out with their friends. One of the goals of many teenagers who come to visit Bagasta Cafe because of the cafe concept in this village, has a unique cafe concept with local culture typical of Mandailing and this place has been trending on various social media, one of which sparks interest in finding a new atmosphere.
Cafe Characteristics

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<tbody>
<tr>
<td>1</td>
<td>Lighting</td>
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<td></td>
<td>Dim, colorful (elegance), yellow light</td>
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<tr>
<td>2</td>
<td>Room color</td>
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<tr>
<td></td>
<td>Bright lights</td>
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<tr>
<td>3</td>
<td>Room design</td>
</tr>
<tr>
<td></td>
<td>Artistic, classical, minimalist, simple</td>
</tr>
<tr>
<td>4</td>
<td>Furniture</td>
</tr>
<tr>
<td></td>
<td>Wide &amp; relaxing seats, low seating, no Tv</td>
</tr>
<tr>
<td>5</td>
<td>Yard/ room</td>
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<tr>
<td></td>
<td>Broad</td>
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<tr>
<td>6</td>
<td>Music</td>
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<td></td>
<td>Full music (clasic/show pop) not dedag jedug)</td>
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<tr>
<td>7</td>
<td>Image</td>
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<tr>
<td></td>
<td>Blend local with global, a little europa</td>
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<tr>
<td>8</td>
<td>Cross flow</td>
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<tr>
<td></td>
<td>Large parking lot, not complicated (regular flow)</td>
</tr>
<tr>
<td>9</td>
<td>Food and beverage menu</td>
</tr>
<tr>
<td></td>
<td>A mix of local businesses</td>
</tr>
</tbody>
</table>

(Source from research data May 23, 2019)

4.7. Cafe in Mandailing Language

The use of the Mandailing language is often used as a cultural identity of a particular ethnicity. One of the characteristics of Bagasta Cafe is using a name called Bagasta Cafe which is synonymous with the Mandailing language to attract the attention of visitors who are predominantly ethnic Mandailing, as symbols of local cultural introduction to visitors. Uniquely, Bagasta Cafe is also inseparable from the use of Mandailing language, especially in the food and beverage menu available. One of the characteristics of Bagasta Cafe when you want to order a food menu, visitors usually use the mandailing language. One example is Super Complete Fried Rice abbreviated as Nasoppit which means that in Mandailing language it is not too narrow the use of Mandailing language as a characteristic of Bagasta Cafe which prioritizes local languages and aims to preserve Mandailing language among young people. The use of language can also influence them to get closer and introduce the characteristic culture of each person, especially in using the Mandailing language. The use of language is also one of the tools to strategize café business owners to take advantage of the opportunities of many visitors who will come to Bagasta Cafe to hang out. Serving Bagasta Cafe specialties

Bagasta Cafe is one of the cafes that provides local specialties of food and drinks from the surrounding environment as well as salak fruit which is always used as a variety of food and beverage menus besides that coffee is also available in Bagasta Cafe. Food is one of the things that many people are interested in, one of the interests of visitors to come to the hangout. Judging from the provision of food in Bagasta Cafe to visitors, that this café is one of the visitors who are much liked from a young age to old age. In this study, it can be seen that Bagasta Cafe provides typical foods in cafes such as: Eating typical fish sale, mashed sweet potato leaves sambal tuktuk apart from that the typical food in this café also has a mainstay menu, namely Super Complete Fried Rice, (Nasoppit), there is also Soto Sidimpuan which adds to the rise of enthusiasts to visit to enjoy the dining menu. Consumption today is no longer consuming an
item that is considered a basic need but consumption of the use value of an item that is considered to improve the social status of each individual, this is the same as teenagers who hang out at Bagasta Cafe that teenagers today prefer to consume goods not based on their usefulness but which is considered that the value consumed can increase one's prestige to look different from one another. The use of public spaces, especially with the emergence of cafes, many young teenagers to come to café places that are considered luxurious value and have money.

4.7. Local Cafe Building Concept

Appearing by providing the uniqueness of each business is one of the things that everyone is interested in, especially the hangout place in Napa Village, Bagasta Cafe. The name and concept of the Bagasta Cafe building is one of the attractions of visitors who come to this place, and many teenagers hang out casually every day. Bagasta Cafe building is formed from a classic house building with the concept of traditional house design combined in wall decoration by introducing the concept of mandailing traditional house building. The concept of this building looks unique and luxurious by using white and black chat with different patterns for each building. Bagasta Cafe also shows some of the results of Batang Toru children's paintings displayed on the wall, in order to show the unique and beautiful display atmosphere of one of the characteristics of Bagasta Cafe. At night, Bagasta Cafe also sees a lot of light bulbs decorated on every wall both inside and outside the café, this is why many teenagers like to come to this place, especially at night hanging out with their group mates.

Apart from that, there is also one bamboo made with a neatly arranged concept as a place for the walls of the room and garden by giving a unique pattern color according to the local concept in order to look unified in a comfortable atmosphere and see a room measuring 6x7 square meters here seen the building using local concepts, especially in the eyes of the broken community. This building is decorated with classic equipment such as cultural introduction in farming there are farmers' hats, hoes, classic lights, flowers as building decorations, the existence of small boats that are hung and rickshaws and other poster images with bacround that are trending for teenagers.

4.7. Teenager Lifestyle Hanging Out at Bagasta Cafe

Lifestyle is a habit that is carried out continuously without thinking about something with others related to time, activities spent, this habit is to show that he is more dominant in the sense of desire to be fulfilled to look different from others. Lifestyle is one of the habits that a person does continuously regardless of the habits that are done that are considered more useful for him. The habits that this teenager does are mainly related to hanging out in a café. The continuous habits carried out by teenagers are familiar, especially with regard to hanging out in cafes. Cafe is one of the places that many teenagers like, namely teenagers who are still studying school. Teenagers who are still in school are often found at Bagasta Cafe, because this café is often used to gather face-to-face and play together with their peers. Age does not determine the problem to hang out in the café, everyone can come to Bagasta Cafe. This habit has begun to give rise to a new phenomenon that teenagers who come to Bagasta Cafe visit it a lot. The habit of relaxing
in a café while enjoying café facilities is one of the habits that many teenagers like because this good and unique hangout place is only found in Napa Village. Living like people who have a lot of money and workers, this is often imitated by many teenagers in the village. Teenagers who often visit because of the freedom given by parents so that teenagers prefer to visit places like Bagasta Cafe.

The habits of teenagers when hanging out in a café consider one part of the lifestyle they do. This assumption often compares one with the other. Baudrillard's view sees that teenagers in Napa Village often visit cafes as one of the spaces that are commodified by prestige, social status, and symbols of values that distinguish one from another between common positions. According to (Ibrahim in the book Estasy Lifestyle 1997: 228) said lifestyle is a differentiator of groups that will arise in society formed on the basis of social stratification. In certain social stratum will have a distinctive lifestyle to capture this lifestyle we can see from the items used in everyday life which are usually fashionable, the way of behaving (etiquette), to the language used not for the purpose of communicating solely but also for identity symbols.

The habit of hanging out with teenagers who prefer a place to hang out in a café can trigger a sense of wanting to participate in hanging out with a new atmosphere so that experiencing habits that continue unwittingly is one of the lifestyles inherent in adolescents. A well-off lifestyle is sometimes one of the causes of teenagers often hanging out in cafes. Life that has a lot of money from the middle to upper class does not mind anything related to the habit of hanging out to go to cafes with friends there are no obstacles for them, only concerned with the desire of a need that is considered ordinary because it is part of their lifestyle. The habit of hanging out in a café like them can be beneficial to look existing, maintain their self-esteem, even more considered hanging out more slang in making friends between each other.

5. Conclusion

The appearance of Bagasta Cafe in the place where teenagers live can affect their social behavior. One of them is the habit of hanging out in a café with their peers who have a lot of free time. Activities carried out by teenagers in cafes are not just chatting with their peers but there are many activities that can be done, such as means to complete tasks, means to play and gather together. The activities of teenagers in the café last a long time because of the supporting café facilities. Such as the existence of free wi-fi access that is beneficial for visitors, especially teenagers, as well as the existence of unique and interesting food and beverage facilities at low prices so that teenagers can be affordable for their finances coupled with the availability of a good café room with a neatly arranged and unique local concept, and the café also provides a place for music for visitors.

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Book


**Thesis**


**Journal**


Pawanti, Mutia Hastati. 2013. Masyarakat konsumerisme menurut konsep pemikiran Jean Baudrillard, Jurnal FIB UI Vol 1. No 3: hlm 3-8


Other Resources
https://hotel-management.binus.ac.id/2015/12/18/kongkow-hang-out-nongkrong-dan-dampak-sosial-yang-ditimulkan/diakses pada hari selasa tanggal...