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

Ahmad Akhir Hsb*

Yayasan MAS AL-AS'Yariah Medan Krio Kec. Medan Sunggal Kab. Deli Serdang

*Corresponding Author: Akhir21@gmail.com

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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*

ABSTRAK

Di era modern ini, nongkrong didalam cafe merupakan salah satu bentuk kebiasaan yang dilakukan remaja, termasuk remaja yang ada di desa Napa Kecamatan Batang Toru. Cafe telah menjadi bagian dari kehidupan masyarakat di desa tersebut, banyak terlihat remaja yang selalu nongkrong didalam cafe. Penelitian ini termasuk penelitian deskriptif dengan pendekatan kualitatif, yang menggunakan teknik pengumpulan data, observasi, wawancara dan dokumentasi. Dalam penelitian ini informan berjumlah 13 orang yaitu remaja-remaja yang menjadikan cafe sebagai gaya hidup mereka. Hasil yang didapat dalam penelitian ini, cafe saat ini turut andil sebagai solusi kebutuhan kalangan masyarakat, terlebih bagi kehidupan remaja. Remaja tidak lagi merasa puas menikmati ruang tamu atau tempat santai keluarga meskipun hanya sekedar ngobrol atau diskusi. Cafe dianggap lebih memberikan kenyamanan, kepuasan secara lahiriah dan batiniah guna memenuhi keinginannya. Kebiasaan yang dilakukan remaja yang ada di Desa Napa ini, sudah dikategorikan sebagai remaja yang memiliki perilaku cara menggunakan uang, barang, tempaan dan waktu. Kebiasaan para remaja di Desa Napa Kecamatan Batang Toru yaitu menjadikan cafe sebagai kebutuhan untuk mengisi waktu luang demi kesenangan pribadi dan sebagai pengenalan identitas sosial yang dimiliki remaja. Selain dari itu, kebebasan waktu luang yang diberikan oleh orang tua kepada anak-anak remaja dapat mempengaruhi hidup boros, malas dan lebih mengutamakan bermain di dalam cafe dibandingkan belajar dirumah. Adanya Bagasta cafedijadikan sebagai tempat nongkrong yang biasanya dapat menunjukkan eksistensi diri serta dapat meninggikan status sosial mereka pada saat ini.

Kata Kunci : *Bagasta Cafe, Gaya Hidup Konsumtif , Remaja Nongkrong.*



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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 level 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. Studi Literatur

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