

RESEARCH FOR SOCIAL JUSTICE



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# Research for Social Justice

*Edited by*

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*Universitas Pendidikan Indonesia*

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## Preface

Research is one of the reasons why a science can continue to develop amidst the onslaught of the progress of the times. In its implementation, research is always confronted with the need to find solutions of problems faced by the community. However, in fact the research carried out is often not balanced with social justice for all humanity. Therefore, there needs to be a new discourse on research that can be useful for social welfare. To realize this, Universitas Pendidikan Indonesia with the Community Service and Research Institute initiated an international meeting that was set up to formulate the functioning of research for social justice. The International Seminar on Research for Social Justice (ISRISJ) with the theme of Research for Social Justice: Challenge and Possibilities is an activity specifically created to accommodate academics, researchers, educators and practitioners to share experiences, ideas, and updates on research both practically and scientifically. In addition, the results of research aimed at providing social justice are very important to discuss in this activity. ISRISJ was held in Bandung on 30 October 2018, and is expected to provide a new perspective on how the results of research function for social justice.

Exploring the theme “Research for Social Justice: Challenge and Possibilities” the conference featured Prof. Dr. Dr.HC. L.J. Slikkerveer, the Director and Founding Member of the LEAD Programme, Leiden University, The Netherlands; Prof. Dr. Bunyamin Maftuh, M.A., Director of Human Resources, Career and Competencies, Ministry of Research, Technology and Higher Education, Republic of Indonesia; and Prof. Lyn Parker of the University of Western Australia; Tutin Aryanti, Ph.D Universitas Pendidikan Indonesia; and Dr. Alicia Izharuddin, University of Malaya as keynote speakers. Participants presented their papers, which are categorized under subthemes: Power Relations within Research, Social Inequalities in Society, Science Research for Social Justice, Redefining the Notion of Social Justice, Education for Social Justice, Spatial Justice, Researching Gender and Marginalized Group, Re-Conceptualizing the Epistemological Foundation of Research, Hegemonic Discourses on Research, Science Technology for Social Justice and Welfare, and Culture and Social Justice.

There were approximately 163 submissions from various countries to the conference. The committee selected 78 papers to be presented in this year’s conference. These papers were then selected to be published in the proceedings, published by Taylor & Francis and submitted for indexation in Scopus and Thomson Reuters.



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# Social welfare: The prestige of students visitor café (Descriptive study to students in Bandung, Indonesia)

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**ABSTRACT:** Bandung became one of the cities with a culinary paradise in Indonesia. The cafes in Bandung became one of the culinary tourism destinations. The students as the visitors are the target of a cafe or culinary businessman. In this modern era, eating is no longer just about how to feel full, but becomes a lifestyle. The students usually take a lot of considerations when they want to eat, because they want to catch every moment of eating together with friends, so they would tend to choose a comfortable place to talk. The purpose of this study was to determine the general arguments of the students' behavior in choosing their type of foods and beverages in the cafe. The approach of this study was descriptive qualitative method that described and depicted an event naturally. The data collection in this study employed participatory observation, deep interviews, documentary studies, literature studies, and diary methods. The results showed that the presence of more and more cafes in Bandung make a change for students' behavior in determining the type of food and beverages to be consumed while hanging out in cafes with their friends. This study can be implemented in sociology, especially the matter of social cultural change and social welfare.

## 1 INTRODUCTION

Bandung city is famous for its culinary richness. It is not surprising that this city is titled the Culinary Paradise. Delicious culinary products await anyone, in cafes or even street foods. A wide variety of foods and drinks, especially the traditional ones, become the best-sellers of this city. To support this, restaurants and dines in Bandung are all unique and attractive, to the point that culinary becomes a strong potential to attract tourists and visitors to visit Bandung.

Tourism may give a direct push toward the progress of development or renovation of docks or airport, streets, local transportation, health programs, or even the pilot projects regarding the preservation of cultures and environment, and many more (Kruger-Cloete, 1995, pp. 751–767). This implies that culinary tourism may give positive impacts toward a city.

Most big cities consist of multicultural citizens, Bandung itself is no exception. This city offers a wide variety of foods, from traditional to even western foods. There are European, Japanese, Chinese, American, Italian, Korean, and other foods that stand side-by-side with various foods from Indonesia. There are a lot of dines and restaurants in Bandung, from small dines, cafes, restaurants, to even street foods.

## 2 LITERATURE REVIEW

The constant emergences of new Cafes in Bandung urge its owners to think more creative to offer a Cafe concept different from their competitors (KIM, 2017, pp. 17–25). This is to attract more customers. Usually, the owners will tend to concept their cafes by the ongoing trends, because basically teenagers or students tend to like new things they have never seen (Tallontire, 2000, pp. 166–177). A side of that, cafes are usually

made as comfortable and as unique as possible, since most visitors are tired of the busy city life. They need a place to calm themselves down as they enjoy foods and socialize with their friends and partners (Rosenbaum, M. S., Ward, J., Walker, B. A., & Ostrom, A. L., 2007, pp. 43–59).

In the present age, dining is not only about how to be full, but it is about lifestyle. Visitors nowadays have a number of considerations before they dine out (Hong, W. S., & Kim, Y. S., 2012, 721–729). Not only the type of the food, the place they will eat in becomes a consideration. Students are one of such visitors who considers heavily before dining out, because they wish to share unforgettable moments with their friends (Munar, A. M., & Jacobsen, J. K. S., 2014, p. 46–54). They tend to visit places that are comfortable for socializing and hanging out, or places that have become students' lifestyles (Waxman, L., 2006, pp. 35–53). Nowadays, visiting cafes in cities has become a part of the city's lifestyle where every day cafes are always lively (Montgomery, J., 1997, pp. 87–102).

### 3 METHODS

The research makes use of the qualitative approach because it matches closely with the research. Qualitative research is a tool to describe and understand meanings from an individual or a party regarding social or individual troubles (Krauss, S. E., 2005, pp. 758–770). Qualitative approach is a method of research that aims to obtain understanding of the reality through inductive thinking processes. Qualitative research aims to maintain the form and contents of human behaviors and analyze their qualities instead of converting it to quantitative entities (Shaw, E., 1999, p. 59–70).

The data are gathered by observation and interview to 10 informants. All of them are students from different colleges: Universitas Pendidikan Indonesia, Universitas Padjadjaran, Universitas Pasundan, Universitas Telkom, and Universitas Widyatama. The research takes place at five cafes in Bandung:

1. Warunk Upnormal Cafe. This cafe offers delicious foods and drinks, not to mention unique and interesting in a comfortable place.
2. Ciangkuy Cafe. This cafe offers unique, delicious Bandung foods.
3. Waroeng Surabi. This place offers a lot of variants of Surabi that never fails to satisfy anyone's tastes, supported by an equally delicious Baso Malang.
4. Karnivor Cafe. This cafe, located at Jalan Martadinata (Riau), is famous for offering delicious food and an incredibly comfortable place.

Warkop Modjok Cafe. This cafe, being a newcomer in the culinary world, is located at Pondok Hijau. One attractive feature of this cafe is that this cafe offers an escape from the busy street view by offering the beauty of the night, complete with tranquil silence.

The results are then described to give a clear image about the social situations. It covers what sort of activities students do while in cafes and their behaviors while selecting food and drink types in a cafe.

### 4 RESULT AND DISCUSSIONS

Research results show that there are changes that occur when students visit cafes in frequent manner; factors that support social changes are innovation (new invention or updates), adaptation (socio-cultural adaptation), and adoption (the usage of new inventions or technology). Generally, such factors come from outside a community (Woldoff, R. A., Lozzi, D. M., & Dilks, L. M., 2013, p. 205).

The community in the present days tend to be more consumptive in purchasing goods, as is their lifestyle, not only merely to fulfil one's needs (Gilg, A., Barr, S., & Ford, N., 2005, 481–504). This goes to the extent that the place chosen to dine shows an individual's prestige. Such prestige may be discovered by research and one's admittance toward the claim that

addresses him/her. Prestige are in social structures, or in a relationship between the prestige bearer and his/her audience, or in a natural behavior of an individual or a group (Scott, B. 2006, pp. 60–68).

Students visit cafes for a wide variety of reasons. Apart of dining, they are also hanging out with their friends. This becomes a usual habit done especially by students of the present age (Kang, J., Tang, L., Lee, J. Y., & Bosselman, R. H, 2012, pp. 809–818). Restaurants and/or cafes become a place to meet up and socialize with acquaintances (which becomes somewhat a priority for younger consumers), strengthen business relationships, to the point that even some groups of consumers consider dining habits as a reflection of prestige (Thompson, C. J., & Arsel, Z, 2004, pp. 631–642). There are a considerable number of students who consider hanging out at cafes a need, a way to prove themselves among their circle, and a lifestyle (Rosenbaum, M. S., Sweeney, J. C., & Windhorst, C. 2009).

They hunt unique and interesting cafes. They like new cafes with "cool" design and interior concept. They feel a form of self-satisfaction when hanging out at new cafes, more when they are able to post an update to their social media accounts. They perceive publishing their activities with their friends as normal and acceptable, even an undeniable need. When visiting new cafes, they feel the urge to share their moments in their social media services (Wang, D., & Fesenmaier, D. R, 2013, pp. 58–69).

When visiting cafes, food and drink menus are other noteworthy points. The taste of the food is important, aside of unique and comfortable place. In order to keep visiting the cafe, said cafe needs to prepare delicious foods and drinks. Indonesian food becomes a major favorite, because of locally acceptable taste, portion, and price. They also admitted that the type of food reflects their lifestyle, to a degree. Ordering expensive, luxurious foods means have a high-class lifestyle (Cohen, E., & Avieli, N, 2004, pp. 755–778). Their behavior adapts to the cafe's environment. When they are in high-class cafes, they will behave in an elegant manner. When they are in middle-class or "ordinary" cafes, they will be more expressive and casual (Astuti, S., & Hanan, H, 2012, pp. 429–435). This applies also to their choices of attire, of which they deem as important. Not only to feel more fashionable, they also want to look more attractive when taking pictures, upload-worthy to social media accounts.

Regarding this aspect, their behavior also depends on their social behavior. Their habit may also be influenced by their social environment, specifically regarding insecurity. Hanging out at cafes has become a habitual routine. Students are easily influenced by their surroundings, even when choosing food and drink types at cafes (Tumanan, M. A. R., & Lansangan, J. R. G, 2012, pp. 529–534).

Ordering expensive foods may infer the feeling of being modern and luxurious to the student, because at their age, they are in the phase of looking for their own self-identity (Han, Y. J., Nunes, J. C., & Drèze, X. 2010, pp. 15–30).

Hanging out at cafes and spending out free times with their friends are considered a form of looking for self-identity and fulfilling lifestyle's demands. Lifestyle is a pattern (duration, intensity, and quantity) in using goods, especially those regarding fashion, spending free time which is often realized as fun-oriented recreations, and the spending of money to fulfil their varied lifestyle needs in Bandung (Permana, A. S., Perera, R., & Kumar, S, 2008, pp. 4287–4297).

On the present day, cafes at Bandung have their own charms and attractiveness for culinary tourists. Their publishing capacity, decorating and layout concept, and their uniqueness of foods and drinks may become a powerful way to attract customers, especially the modern and consumptive ones. As argued, consumerism is more observable at Indonesian big cities (Gerke, S, 2002, pp. 151–174). Modern communities are a group of individuals whose most members aim their cultural values toward life in the present day. Students think that visiting cafes because of being interested toward its place is normal.

It may be concluded in this research that students' choice of foods and drinks when hanging out at cafes with their friends are strongly related to their lifestyle. They think that their lifestyle is also defined by their food and drink choices in a cafe. Ordering expensive foods or drinks will be perceived as a luxurious, high-class lifestyle, and vice versa. The choosing of

foods and drinks in a cafe may affect an individual's prestige which is a representative of social welfare in Indonesia as one of the developing countries.

## 5 CONCLUSION

It may be concluded in this research students' choice of foods and drinks when hanging out at cafes with their friends strongly related to their lifestyle. They think that their lifestyle is also defined by their food and drink choices in a cafe. Ordering expensive foods or drinks will be perceived as a luxurious, high-class lifestyle and vice versa. The choosing of foods and drinks in a cafe may affect an individual's prestige.

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