

ABSTRACT

PERCEPTIONS AND PREFERENCES OF MILLENNIAL GENERATION TOWARDS ANGKRINGAN KOPI JOSS LIK MAN IN YOGYAKARTA CITY

The purpose of this study is to find out the perceptions and the preferences of the millennial generation towards Angkringan Kopi Joss Lik Man Yogyakarta. The populations of this study were male and female in the millennial generation, ranging from 19 to 39 years old, and the sample of this study were 9 consumers of Angkringan Kopi Joss Lik Man who could objectively picture the real condition there, and 1 person who is the 3rd generation of the original owner of Angkringan Kopi Joss Lik Man. The data collection technique that is used in this study was a qualitative method with an interview. Data that has been collected is processed and reduced to gather the conclusion. Based on the processed data, a conclusion can be gathered, that the millennial generation prefers Angkringan Kopi Joss Lik Man than the other kopi joss tenants. The history of Angkringan Kopi Joss Lik Man that has been operated for 3 generations also played a big part in promoting this tenant because it has been operated for generations. The millennial perception of Angkringan Kopi Joss Lik Man was based on the uniqueness of the serving that used the tamarind's wood coal with the coffee. A lot of people came to Angkringan Kopi Joss Lik Man because of the word of mouth as a promotional campaign, and because of the development of the internet that is used daily by the millennial generation

Keywords: History, Millennial Generation, Perceptions, Preferences