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### KAFE SEBAGAI ARENA BELAJAR DAN PEMBETUKAN GAYA HIDUP MAHASISWA (STUDI KASUS DI HANEI HERE COFFEE KOTA SAMARINDA)

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#### ABSTRAK

Penelitian ini mengkaji peran Hanei Here Coffee di Kota Samarinda sebagai arena belajar dan pembentukan gaya hidup mahasiswa, khususnya mahasiswa Universitas Mulawarman. Kafe ini tidak hanya menjadi tempat bersantai, tetapi juga berkembang sebagai ruang belajar informal yang nyaman, efektif, dan terjangkau. Penelitian menggunakan metode kualitatif dengan pendekatan studi kasus serta teori dari Kotler dan Keller. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, lalu dianalisis dengan teknik reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Hanei Here Coffee mendukung aktivitas akademik dan produktivitas mahasiswa serta menjadi bagian dari gaya hidup mereka. Lingkungan kafe yang kondusif memenuhi kebutuhan akademik, sosial, dan emosional, menjadikannya ruang multifungsi yang penting dalam keseharian mahasiswa. Dengan demikian, kafe ini berperan sebagai alternatif ruang belajar dan mencerminkan perubahan cara mahasiswa menjalani kehidupan perkuliahan secara lebih fleksibel dan kreatif.

#### ABSTRACT

This study examines the role of Hanei Here Coffee in Samarinda as a learning space and a part of student lifestyle, particularly for students of Mulawarman University. The café has evolved beyond a place for leisure into an informal learning environment that is comfortable, effective, and affordable. The research uses a descriptive qualitative method with a case study approach, based on the theory of Kotler and Keller. Data were collected through observation, interviews, and documentation, and analyzed using data reduction, data presentation, and conclusion drawing techniques. The findings show that Hanei Here Coffee supports students' academic activities and productivity, becoming an integral part of their lifestyle. Its conducive environment meets academic, social, and emotional needs, making it a multifunctional space that plays an important role in students' daily lives. Thus, the café serves as an alternative learning space and reflects the shifting habits of students in navigating their academic life more flexibly and creatively.

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