Social Actions of Social Drinkers in Building Business Relationships

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Abstract
The café is an interaction space for Social Drinkers to discuss and collaborate in making decisions and building business relationships, several businesses have been born from the communication carried out by Social Drinkers in Sanes Kape. Examples are Peony which is engaged in fashion and hijab, Nawaicrrative in advertising agencies, and Komunalab in social media handling. The café offers an atmosphere that supports productive social action. This study aims to analyze the social actions of Social Drinkers in Sanes Kape in building business relationships, identify the types of social actions carried out, explain the role of Sanes Kape as a social action space that supports the formation of business relationships, and obtain findings and conclusions that are useful for the development of cafes as social action spaces that are conducive to building business relationships. This study uses a qualitative method with a case study approach supported by Max Weber's theory of social action. The results of the study show that the interaction in this café reflects rational-instrumental, rational-value, and affective social actions in building strong business relationships. The findings show that Sanes Kape is a strategic place for Social Drinkers who want to build profitable business relationships.

Keywords: Coffee shop, Social action, Business, Social drinker, Communication

Introduction

      A *social drinker* is an individual who consumes drinks in a social context and usually in moderate amounts, with the main goal of strengthening interpersonal relationships and enjoying togetherness. In the context of coffee culture in Indonesia, this concept can be applied by focusing on coffee consumption rather than alcohol. Coffee culture in Indonesia has a long and rich history, where coffee is not only a drink but also a symbol of friendship and hospitality (Timoshenko & Hauser, 2019).

      Coffee shops and cafes are popular gathering places, where people from all walks of life meet to talk, discuss, and establish social relationships. Thus, the role of coffee in Indonesian culture is closely related to the concept of *social drinker*, where this drink becomes a medium for relaxing and fun social actions, strengthens community bonds, and facilitates communication between individuals (Menot, 2022). Social *drinkers* are individuals who exhibit a number of identifiable characteristics in the context of social action. They tend to enjoy social activities, show a positive tendency towards interaction with others, and feel comfortable in various social situations.

      Furthermore, these characteristics include a high appreciation for the importance of building and maintaining interpersonal relationships, driven by an open

and friendly attitude that facilitates ease of communicating and interacting with new people (Muspita & Najib, 2021). In addition, social coffee drinkers also show a tendency to care for the community, show a strong sense of social responsibility, and are interested in engaging in activities that strengthen social bonds within their community environment.

Coffee, which has become an inseparable part of Indonesian culture, does not only refer to the coffee drink itself, but also includes the legacy of communication and decision-making that has colored various aspects of people's social life since ancient times (Candraningrum, 2019). In the coffee tradition, there is a rich social action, where people come together to discuss, exchange ideas, and make decisions together (Hasna & Artika, 2023).

This activity is not only a moment to enjoy coffee, but also a forum that supports the creation of cooperation in various things, both in terms of daily life and in more complex matters such as business and politics (Gustiawan & Satriyono, 2022). This shows that coffee is not just a routine activity, but also a cultural symbol that binds and strengthens social networks and cooperation between individuals and groups in society.

The majority of visitors, especially teenagers, often come to coffee shops just to spend time with their friends. The chats that occur are often empty and do not produce positive communication patterns. This can hinder the formation of deeper relationships and enrich social action in these places. Coffee shop should not only be a place to relax or take pictures, but also an environment that supports the exchange of ideas, meaningful discussions, and personal and professional growth.

Recent phenomena show that many coffee shops have become more than just hangouts; they become a stage to display fashion and lifestyle (Priyanti & Kumalasari, 2022). This causes some customers to feel embarrassed to come in simple clothes, due to the emergence of the stigma that people's judgment of them is based on their physical appearance, not on their actual character or personality (Budiman, 2023). As a result, the focus on "judging a book from its cover" is increasingly dominant, while deeper viewpoints, such as getting to know someone as a unique human being with a personal background and values, are marginalized.

In a study entitled Analysis of Business Strategies to Increase Competitiveness in Coffee Shops in Bandar Lampung (Case Study of Dr. Coffee) In a literature review related to cafes, interaction spaces for social drinkers in building business relationships, research conducted by Sari (2022) from the University of Muhammadiyah North Sumatra provided a deep understanding of Dr. Coffee's business strategy in Bandar Lampung. Although the study uses a descriptive case study approach, there are some similarities and differences that can be identified with the research conducted by the authors.

A significant similarity is the use of descriptive methods in analyzing coffee shop business strategies. Both the author's research and Sari and Halim's research use this method to describe business conditions in detail. In addition, both studies also involve the analysis of internal and external factors to evaluate the factors that affect

the competitiveness and success of the business. The difference is that Sari and Halim focus more on business strategy in general, while the author's research focuses more on the interaction space of social drinkers in the context of building business relationships, using Max Weber's theory of social action. This shows that the two studies contribute differently to the understanding of café business strategies. Sari and Halim's research provides a broader view of business strategy in general, while the author's research highlights the aspect of social action in the context of café business.

In the research entitled Business Development Strategies in Coffee Shop Businesses with the QSPM Method (Case Study: Coffee Shop 'Rasio Coffee') Research on business development strategies in Coffee Shops 'Rasio Coffee' by Sabita (2021) provides an in-depth overview of the challenges and strategies faced by coffee businesses in Pontianak, West Kalimantan. Although the focus of this research is different from the research on social drinker interaction space in building business relationships using descriptive case study methods and Max Weber's theory, there are several similarities and differences that can be juxtaposed.

A striking similarity is the use of the case study method in both studies, despite the emphasis on different aspects of the business. Research on Rasio Coffee uses the QSPM method to develop effective business strategies in the face of changes in the business environment. Meanwhile, research on social drinker interaction spaces explores the psychological and social aspects that underlie the formation of business relationships in the context of cafes.

The main difference lies in the focus and approach of the research. Rasio Coffee's research highlights concrete and practical business development strategies, such as the use of social media, halal certification, product innovation, and pricing strategies. Meanwhile, research on social drinker interaction emphasizes more on the psychological aspects and Max Weber's theory of social action to understand how business relationships are formed through social actions in cafes.

In the research entitled Website-Based Coffee Shop Application (Case Study: Coffee Shop in Surakarta) The research that discusses the website-based Coffee Shop application in Surakarta by Wibawa (2021) from Duta Bangsa University Surakarta made a significant contribution in understanding the positive impact of information technology on the coffee industry. Although this research is focused on the development of information systems, there are some similarities and differences with the research on cafes as a space for social drinker interaction in building business relationships using descriptive case study methods and Max Weber's theory of social action.

The similarity that can be found between the two is an understanding of the need for more detailed and sustainable information for café or coffee shop users. Research on the website-based Coffee Shop application notes that the information available today is not always complete, while research on social drinker interactions highlights the importance of mutually beneficial relationships between café users in building strong

business relationships. However, the main difference lies in the focus of the research and the methodological approach used.

Research on the website-based Coffee Shop application focuses on the development of information technology that can facilitate access to information for café users and a more effective data management mechanism by admins. Meanwhile, research on social drinker interaction explores the psychological aspects and Max Weber's theory of social action to understand the social dynamics that occur in cafes in a business context.

This research highlights how Saneskape, with its interior design and concept rooted in Indonesian coffee culture, has managed to create a unique and productive space for social action, different from modern coffee shops that focus more on lifestyle and fashion aspects. By prioritizing an intimate and welcoming atmosphere through the arrangement of round tables, natural trees, and Japanese design nuances, Saneskape provides an environment that supports meaningful discussions and business collaboration, away from the idle chatter that often dominates similar places.

This research confirms that Saneskape not only serves as a place to relax, but also as a platform for decision-making, the exchange of ideas, and the strengthening of social bonds, making it an ideal model for understanding the role of cafes in supporting deeper and more productive social and business actions.

This study aims to analyze the social actions of Social Drinkers in Sanes Kape in building business relationships, Identify the types of social actions carried out by Social Drinkers in Sanes Kape in building business relationships, Explain the role of Sanes Kape as a social action space that supports the formation of business relationships, and Get findings and conclusions that are useful for the development of cafes as a conducive social action space to build relationships business.

Research Methods

In this study, a qualitative research method with a case study approach is used. A case study is a research method that aims to describe a solution to a problem that exists today based on available data. The results of this research are in the form of an explanation of the situation being researched and presented in the form of a narrative description. This research is descriptive, which means it tries to describe the solution of the current problem based on the existing data.

This qualitative research method aims to interpret in detail and in-depth the interaction space of social drinkers in cafes in building business relationships. The data sources used are primary data and secondary data. Primary data is data obtained directly from sources, such as interviews or observations, while secondary data is data obtained from existing sources, such as books, articles, and other documents. The data collection technique uses the purposive sampling method, which means the selection of samples based on certain criteria that are relevant to the research objectives. Examples of samples chosen are coffee shop owners and several social drinkers who have succeeded in building business collaborations.

This research uses the theory that Max Weber, a German sociologist who lived between 1864 and 1920, was one of the main founders of modern sociology. One of his main contributions was the theory of social action which greatly influenced the way we understand social action and social structure. Weber's theory of social action, which is often associated with the concepts of "Verstehen" (understanding) and "social action," emphasizes the importance of understanding the subjective meaning that individuals assign to their actions in a social context.

The Instrumental Social-Rational Action type is the one that shows the highest level of rationality. These actions include consciously and rationally made choices, which are related to the purpose of the action and the means used to achieve it. Individuals are considered to have a variety of desired goals and, based on certain criteria, make a choice between competing goals. After that, the individual will evaluate the means that can be used to achieve the goal.

Results and Discussion

Rational-Instrumental actions are triggered by a specific goal to build profitable business relationships. The rational decision to choose Sanes Kape was based on its strategic location, comfortable atmosphere and supportive services for business meetings. An example of this action is Rama, the owner of Peony Hijab, who met Bayu Koswara, the owner of Nawaicreative, through Trishna Rifaldhy to develop her Instagram social media.

Rational-Value Action is motivated by values such as calmness, equality, and respect for human beings. Consistency with principles, such as not standing out and valuing friendships, also plays an important role. For example, Social Drinkers respect each other regardless of appearance and social status, thus creating a solid collaboration.

Affective actions are influenced by emotions and feelings, such as enthusiasm, frustration, and friendship. Impulsive decisions and lack of rational consideration often occur, such as starting a business partnership on the spur of the moment. An example is Bayu Koswara who was inspired by the atmosphere of Sanes Kape and spontaneously proposed creative ideas without careful planning. Traditional actions are guided by long-standing customs and customs, such as meeting in a café at a certain time. The lack of rational reflection and following habits without questioning the reasons is also a hallmark of this action. For example, the Social Drinkers meet at Sanes Kape in the morning before work for breakfast and coffee, which has become a regular part of their lives.

Instrumental social action

In relation to the theory of Rational-Instrumental Action, this study explores how interaction space cafes such as Sanes Kape become an important place for Social Drinkers in building sustainable business relationships, Sanes Kape, led by Trishna Rifaldhy, has the characteristics of being a connector of communication channels and a provider of places that encourage rational-instrumental action and form interactions that strengthen business relationships among its customers.

The main characteristic of Rational-instrument Meditation is specific goals (Tabib, Jayanti, & Afkar, 2022). The Social Drinkers who come to Sanes Kape have a clear goal, which is to build profitable business relationships. Social Drinkers who visit Sanes Kape are aware that this café is a strategic place to meet and interact with individuals who have the potential for collaboration or mutually beneficial business exchanges. They recognize the important value of the social network formed in these cafes, where discussions and meetings can lead to mutually beneficial business agreements or partnerships. Thus, Sanes Kape becomes a place that not only provides drinks and food, but also becomes a forum for the growth of business relationships that are beneficial to all parties involved.

The instrumental rationality is very evident in Sanes Kape's choice of the meeting place. The café offers a comfortable and conducive environment for deeper and more productive conversations as well as a not-so-separate interior design and a not-so-spacious space that supports communication (Suminto, 2022), Trishna Rifaldhy actively paying attention to customer needs, providing friendly services and offering facilities that support effective business meetings.

Data-driven decision-making is an important part of interaction at Sanes Kape. Social Drinkers use analysis and logical judgment to decide on the right place to build business relationships. They realize that choosing a café that suits their needs rationally such as a strategic location on the main street, the majority of customers who invite people to come for the purpose of chatting and have a sense of respect for human beings by not looking at the outfit will increase the effectiveness of meetings and business opportunities created (Suhada, 2022).

An example of a business relationship that occurs in Sanes Kape is: Rama, the owner of Peony Hijab, needs development in the field of Instagram social media to increase his brand visibility and engagement. Trisna Rifaldhy, owner of Sanes Kape and a central information among social drinkers, introduced Rama to Bayu Koswara, owner of Nawaicreative, an advertising and creative media agency. Bayu Koswara, with her team, helping Rama by building a strong concept for her hijab brand. This concept was then carried out by Miraj and the Komunalab team, who are experts in handling social media. This collaboration creates a supportive and beneficial business relationship environment, demonstrating how social action at Sanes Kape can result in effective business synergies.

Rational Action

The Rational-Value or Wertrational action is reflected through the interaction between the café owner, Trishna Rifaldhy, and the Social Drinkers who come to build business relationships. Social Drinkers who choose Sanes Kape as a place for their business meetings are driven by an orientation to certain values (Octaviana & Ramadhani, 2021). Like finding calm when drinking coffee, calm is something that can be empirical, through several stages and certain actions that can be done by anyone and produce the same result, namely calmness.

The rationality of value can be seen in the actions taken by Social Drinkers. They not only act to achieve business goals directly, but are more concerned with the alignment between the values they embrace and the actions taken (Lefaan, 2023). They see humans as humans, one of which is Roni Raharja, looking at humans without having to see what outfits are used, what vehicles are ridden and what cellphones are used, this gives the value of appreciation to humans as an act of humanizing humans (Ristianah, 2020).

Consistency with principles is also an important aspect of interaction at Sanes Kape. Social drinkers who have a strong belief in certain values, such as equality will act consistently with those values, even though this presents certain challenges or sacrifices such as not presenting themselves as special people but coming as human beings, of course this is done with awareness and a sense of comfort to be yourself. They choose to work with café owners who have a vision and values that are in line with them, resulting in a solid and sustainable collaboration.

The interaction in Sanes Kape also shows that Rational-Value Actions are non-instrumental. Social Drinkers do not only consider this café as a place to achieve business goals, but rather as a place that reflects values that are valued and held firmly such as appreciating friendships, social networks built, and feelings where the young are respected and the old are valued without any condescending views (Darmawan & Radiansyah, 2023). They value the interaction space that they use to actualize these values in every business step taken.

Affective Actions

Sanes Kape is not only a place for rational and value-based meetings, but also a space where emotions and feelings play an important role in the interaction between Social Drinkers, a sense of calm is provided, a positive communication pattern where Social Drinkers get their purpose when they come to visit, tends to make Social Drinkers return to Sanes Kape, as stated by George C Homans where individuals will take the same action if they get a the results he expects (Andatan, 2022). In the framework of affective action put forward by Max Weber, interactions in these cafes are often influenced by feelings.

Social Drinkers at Sanes Kape are often involved in conversations that are influenced by strong emotions. For example, when a visitor feels very enthusiastic about a new business idea, they speak with high enthusiasm and expressive gestures. In other situations, if a person feels frustrated or angry about failure, they vent those feelings by calming themselves down by drinking coffee and finding a friend to listen to stories and complaints. A lack of rational consideration is often seen in these affective actions. The decisions or actions taken are usually spontaneous and do not go through a careful planning process. For example, a Social Drinker decides to start a business partnership on the spur of the moment after getting a new idea to emulate a business or plan, without any proper preparation and adhering to the principle of "start first".

Reactivity and spontaneity characterize affective action in Sanes Kape. In one incident, a visitor suddenly decided to help his friend who was facing a business problem,

only to be moved by a strong sense of friendship. Another example is when Bayu Koswara, one of the Social Drinkers in Sanes Kape, felt inspired by the warm and familiar atmosphere in the café, so he spontaneously proposed creative ideas without much thought, these ideas and ideas will not necessarily be implemented or realized, but become a door of opportunity for colleagues to chat to open the way to achieve new goals.

These affective actions are often temporary, and the underlying feelings can change quickly. Once the emotions subside, individuals regret their actions or realize that they are not entirely rational. For example, after the initial euphoria ended, Bayu Koswara impulsively reconsidered the proposed business partnership and realized that it was not the best decision, motivation was indeed a strong encouragement but must be accompanied by discipline (Sanjaya & Handoyo, 2024).

Traditional Interactions

Social Drinkers in Sanes Kape often interact based on long-standing habits and customs. They have a habit of meeting at cafes at certain times, such as in the morning before work at nine o'clock to enjoy breakfast and drink coffee before activities Nazala Zaikumar Elfa (2023), During the day when lunch and afternoon until night to finish work or just looking for friends to chat to talk and build relationships, one of the habits that occurs is that Social Drinkers rarely make agreements with each other, but whoever comes, he will chat with that person (Bahagia, Wibowo, Rifay, Pauziah, & Kartika, 2021), This custom is widely accepted as a social norm in their communities, and has become a regular part of daily life.

The lack of rational reflection is evident in these traditional actions. The Social Drinkers who came to Sanes Kape didn't think deeply about why they chose this place or a certain time to meet. They do it because that is what they have learned from each other's habits, Business meetings that are carried out while enjoying coffee or tea in a café have become a ritual that is no longer in question (Czarniecka-Skubina, Pielak, Sałek, Korzeniowska-Ginter, & Owczarek, 2021).

Stability and consistency are characteristic of interactions at Sanes Kape. The stability and consistency of service, taste and quality of the food and coffee provided are also the reasons why consumers visit coffee shops (Rachmatunnissa & Deliana, 2020), Meetings at these cafes tend to take place regularly and regularly, providing a sense of continuity and stability in the social and business life of the Social Drinkers. The similarity of the place and time of the meeting provides certainty and comfort for individuals, so that they can build business relationships more easily and naturally without going directly to the point but gradually (Ayuna, 2023).

This traditional act is also very attached to the local cultural context. For example, the custom of gathering in a café to discuss business is different from other cultures that are more formal in conducting business meetings, but many important decisions are made at the dinner table (Widiatmaka, Gafallo, Akbar, & Adiansyah, 2023). At Sanes Kape, the informal and relaxed atmosphere offered by Trishna Rifaldhy reflects the values and traditions of local culture that value personal relationships and intimacy.

Conclusion

Overall, this study underlines the role of cafes as a place of social action for social drinkers in building strong and sustainable business relationships. In the context of Indonesian coffee culture, cafes not only function as a place to enjoy drinks, but also as a medium that facilitates meaningful and productive social actions. The importance of social interaction in building business relationships has been proven from various studies that examine café business strategies, consumer preferences for coffee, the influence of product attributes on buying interest, and café interior design as an attraction for visitors.

The results show that cafes that are able to create a friendly, comfortable interaction space and prioritize strong social values tend to be more successful in building sustainable business relationships. Max Weber's concept of social action becomes relevant in this context because it explores the motivations and goals behind social interaction in cafes, ranging from rational-instrumental actions to rational-values and affective. However, challenges remain in ensuring that social interaction in cafes is not just cosmetic or just for pleasure.

Its focus on the meaning of interaction, the exchange of productive ideas, and data-driven decision-making is key to optimizing the role of cafes as spaces for social action in the context of business. Thus, this research is expected to provide a deeper understanding of how cafes, as an interaction space for social drinkers, can act as a catalyst in forming deep, mutually beneficial, and sustainable business relationships within the framework of Indonesia's rich and diverse coffee culture.

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