

## **Impact of The Existence of A Coffee Store on Family Economic Education and Interest in Entrepreneurship(Case Study in Sudimoro Malang Region )**

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### ***Abstract***

*The number of coffee shops in the Sudimoro area makes the Sudimoro area one of the centers for coffee shops in the city of Malang. Based on initial observations, it is known that the existence of a coffee shop in the Sudimoro area has an influence on the family's economic education and interest in entrepreneurship in the community around Sudimoro. This research uses a qualitative approach with the type of case study research. Data collection techniques in this study using observation and interviews. Techniques in data analysis are data collection, data reduction, data presentation, and data inference. The results of the study of the impact of the existence of coffee shops in the Sudimoro area of Malang on family economic education, namely parents familiarize children with saving, teach productive behavior, see future opportunities, be open about family financial conditions and involve family members in family financial planning, and get used to having In addition, the existence of a coffee shop in the Sudimoro Malang area has an impact on interest in entrepreneurship, namely families in the Sudimoro Malang area know knowledge about entrepreneurship, have an interest in entrepreneurship, have the intention and motivation in entrepreneurship.*

***Keywords: existence of a coffee shop, family economic education, interest in entrepreneurship***

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## **INTRODUCTION**

The existence of coffee shops in Indonesia has mushroomed. Especially in the current era, coffee shops can be found in almost every city and district in Indonesia. The existence of coffee shops that have mushroomed cannot be separated from the increasing number of coffee consumption. This is supported by data from the International Coffee Organization (ICO) which states that coffee consumption in Indonesia in the 2018-2019 period reached 50.97% of the total production. During that period, Indonesia's coffee production amounted to 9,418 bags with a capacity of 60 kilograms and domestic coffee consumption reached 4,800 bags with a capacity of 60 kilograms (Databooks Katadata Indonesia, 2020). Malang city is one of the regions in Indonesia which is located in the province of East Java. The city of Malang has many coffee shops that are used as gathering places for coffee drinkers or used as a place to meet someone with their friends. Coffee shops in the city of Malang not only sell coffee drinks, but they also sell drinks other than coffee drinks such as tea drinks, and they also sell various food menus.

The number of coffee shops in the Sudimoro area makes the Sudimoro area one of the centers for coffee shops in the city of Malang. The number of coffee shops in the city of Malang can not be separated from the high public interest in coffee drinks. Based on initial observations, it is known that the existence of a coffee shop in the Sudimoro area influences the family's economic education and interest in entrepreneurship in the community around Sudimoro. Economic education about community entrepreneurship in the Sudimoro area was obtained from the family environment. This is in accordance with what was stated by Wahyono (2001), "economic education taught to children from an early age is very important because the economic aspect has a great influence on the process of maturation of children towards an independent life." So from this research, it is obtained how the real understanding of family

economic education and interest in entrepreneurship community around Sudimoro Malang. From the description described above, the researchers took the focus of the research problem including How is family economic education in the Sudimoro Malang community?, How is the interest in entrepreneurship in the Sudimoro Malang area?

## RESEARCH METHODS

This research uses a qualitative approach with the type of case study research. This research was conducted in the Sudimoro area, Mojolangu village, Lowokwaru sub-district, Malang city. In the Sudimoro area, there are many coffee shop businesses. Sources of data The sources of data in this study were obtained from informants, namely the people living in the Sudimoro area, Mojolangu village, Lowokwaru sub-district, and Malang city. Data collection techniques in this study used observation and interviews. Techniques in data analysis are data collection, data reduction, data presentation, and data inference.

## RESULTS AND DISCUSSION

### **Impact of the existence of a coffee shop on family economic education in the Sudimoro area of Malang.**

The existence of a coffee shop in the Sudimoro area of Malang has an impact on the community around the Sudimoro area related to family economic education. Family economic education is economic education carried out in the family environment from an early age. This is following what Wahyono (2001) stated that economic education taught to children from an early age is very important because the economic aspect has a great influence on the process of maturation of children toward an independent life. The following is a presentation of the research results.

First, the existence of a coffee shop in the Sudimoro area of Malang makes families in the Sudimoro area familiar with saving their children by setting aside a portion of their pocket money. When a child wants something that they want to buy, they have accustomed to their parents setting aside some of the pocket money they get to save so it can be used to buy the things they want to buy. In the case of families, especially parents who familiarize their children with saving, their parents have already carried out their role as educators in the family education environment. This is following what was stated by Wulandari and Narmaditya (2015) that parents are the most important place for learning for a child so family education is a place for children to form attitudes and values starting from the smallest economic activities. The habit of saving parents for their children is a process in family economic education. This is following what Wahyono (2001) stated that the relevant demands are part of the process of economic education given by parents as teachers to their children through the habituation of economic behavior that is applied in everyday life.

Second, the existence of a coffee shop in the Sudimoro area of Malang makes families in the Sudimoro area teach productive behavior by working with children. This family in the Sudimoro area of Malang provides an example for children when doing productive behavior by working. Giving an example by a family in the Sudimoro area of Malang is a process in family economic education. This is following what Wahyono (2001) stated that exemplary is part of the process of economic education given by parents as teachers to their children through giving real or real examples directly in daily economic activities.

The existence of three coffee shops in the Sudimoro area of Malang makes parents in the Sudimoro area see opportunities in the future by sending their children to college. With the existence of this coffee shop, parents are aware of future opportunities by sending their children to college by taking the majors or skills needed at the coffee shop such as accounting, management, and catering. So sending children to college, can provide provisions for children to be independent. This is following what Wahyono (2001) stated that economic education taught to children from an early age is very important because the economic aspect has a great influence on the process of maturation of children toward an independent life.

Fourth, the existence of a coffee shop in the Sudimoro area of Malang makes parents in the Sudimoro area choose to be open about the family's financial condition and involve family members in planning the family's financial budget. This is done so that children know the financial conditions in the family so that children can learn about finances in terms of family economic education. The verbal explanation that parents do to the child is a form of family economic education. This is following what Wahyono (2001) stated that verbal explanation is the process of economic education given by parents as teachers to their children through providing explanations and understanding about economic problems in everyday life.

The five coffee shops in the Sudimoro Malang area make families in the Sudimoro Malang area get used to having economic concerns by sharing with others. The family habit in the Sudimoro area of caring for sharing with others makes it learning for children to behave economically. This is following what Wahyono (2001) stated that the process of economic education provided by parents as teachers to their children is through habituation of economic behavior that is applied in everyday life.

### **The Impact of the Existence of a Coffee Shop on Interest in Entrepreneurship in the Sudimoro Area of Malang.**

The impact of the existence of a coffee shop on the interest in entrepreneurship in the Sudimoro area of Malang. Interest in entrepreneurship itself has the meaning of a person's interest in doing a business. This is following what was stated by Purnomo (2005) that interest in entrepreneurship is an attitude in one's behavior to entrepreneurship with a strong will, confidence, honesty, responsibility, discipline, patience, and creativity. The following is a discussion of the results of the research.

First, the existence of a coffee shop in the Sudimoro area of Malang makes families in the Sudimoro area aware of knowledge about entrepreneurship. Knowledge of entrepreneurship is defined as a business activity or trade in the form of goods or services such as coffee shops and can create jobs for unemployed people so that they can be employed in their place of business. This is following what was stated by Alma (2013) that entrepreneurship is a dynamic process to create additional prosperity. This additional wealth is created by individual entrepreneurs who take risks, spend time and provide a variety of goods and services.

Second, the existence of a coffee shop in the Sudimoro area of Malang makes families in the Sudimoro area have an interest in entrepreneurship. Families in the Sudimoro Malang area have an interest in entrepreneurship in the form of goods and services. This is following what was stated by Winkel (2004) that interest is a persistent tendency in a person to feel interested in a particular field and feel happy in various activities related to the field itself.

This interest in entrepreneurship is one indicator of interest in entrepreneurship. This is following what Hendro (2011) stated to measure interest in entrepreneurship through the stages of emotion (feeling) including feelings of pleasure, interest, and attention to interest in entrepreneurship.

The existence of three coffee shops in the Sudimoro area of Malang makes families in the Sudimoro area the intention and motivation to entrepreneurship. Intention and motivation in

entrepreneurship are part of the interest in entrepreneurship. This is following what Hendro (2011) stated to measure interest in entrepreneurship through the conation stage (desire or motivation) includes desire, effort, belief, and decision on interest in entrepreneurship.

## CONCLUSION

The impact of the existence of a coffee shop in the Sudimoro area of Malang on family economic education is that parents familiarize their children with saving, teach productive behavior, see future opportunities, are open about family financial conditions, and involve family members in family financial planning, and get used to having economic concerns. In addition, the existence of a coffee shop in the Sudimoro Malang area has an impact on interest in entrepreneurship, namely families in the Sudimoro Malang area know knowledge about entrepreneurship, have an interest in entrepreneurship and have the intention and motivation in entrepreneurship.

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