

ABSTRACT

Coffee plantation contributes big income for Gross Domestic Product in Indonesia. Many cafes are built to support society demand. It is not merely beverage but it becomes people's life style. So it is an interesting topic because coffee also has an important role building Indonesian culture. By using representation theory by Stuart Hall, the analyses performed by the constructionist approach which is based on Foucauld's discourse analysis to explore the representation of coffee. Four selected short story become the primary source of data regarding the myth of coffee seen in them. There are two problems discussed namely how is the representation of coffee in four short story and what is the discourse beyond the myth of coffee. The results of the study shows that coffee is a ritual which bring personal power. Coffee habit is a romantic sense for some people who do not drink coffee. Its taste related to the deepest emotion for each people which sip the flavor only.

Keywords: coffee, myth, representation, habit, Indonesian culture

INTRODUCTION

In a certain region in Indonesia, coffee gives a big contribution in shaping the close relationship between members of society. Mostly man drink this brown beverage while they are gathering. Although they order a cup of coffee but they will spend many hours at this place becomes a part of social life. This kind of beverage gives a special touch in their social relationship.

Coffee break is a term showing the time to have a rest, relax in the middle of certain activities. This register comes in a formal gathering such as seminar, workshop or other formal activities. Coffee is considered as one of an aromatherapy which can produce chemical to handle stress. The flavor will relax the brain.

Literature is a mirror of society. The author combines imagination and the real life around him. So there is a certain discourse behind this literary work. One of the literary works is a short story. It has less pages than novel but it is easy to get the plot. The conflicts are arranged to get solution in the end of the story. So in this research I choose four short stories in Kompasiana which have coffee as their theme.

Kompasiana is an open website as a citizen media in which people can publish their writing and responsible to their own writing. There are four short stories namely Kopi by Chris DA, Cinta Secangkir Kopi by Rira A S, Kopi Bapak by Ayu Bejoo, and Secangkir Kopi yang Diambil by Muhammad R.

PROBLEMS

1. How is the representation of coffee in four short stories?
2. What is the discourse beyond coffee?

METHOD

These short stories are the main object of this research. First is collecting data about the description of coffee found in four short stories by quoting the sentences which represent coffee. There are several steps to relate the data and theory of representation. There are two parts of the data, the first is talking about the representation of coffee in the short story, the data are taken from the quotation and narrations. Then second is about analyzing the context behind the representation of coffee in each short story by using discursive approach. Hall said that discourse produces the object of knowledge and that nothing which is meaningful exist outside discourse (Hall, 1974: 44). The last step is concluding. The conclusion is the result of the analysis of the data.

DISCUSSION

Based on Merriam Webster Dictionary, myth means a popular belief or tradition that has grown up around something or someone, especially one embodying the ideals and institution of a society or segment of society. So this term is considered true by some of people. Coffee is deliberated as a beverage which gives energy to the tiring body. "Bapak lebih suka kopi yang sudah dikemas bersama gulanya. Merknnya harus Pesawat Terbang, tak mau merk yang lain" (Chriss-Kopi). It shows that Bapak has special choice of coffee which is simple to make. It is the sachet coffee which has sugar in it. Whereas Ayu Bejoo in Kopi Bapak expressed that the main character Firman remember his father by the flavor of coffee: "pengusaha muda yang kaya raya, baik hati dan tidak sombong. Aku tidak suka kopi, tapi aku mahir membuatnya. Aku punya dua anak, tapi tidak punya seorang pun isiri". Muhammad Rafiq wrote that coffee as a his lover which disappear his loneliness: "Sungguh jadi kekasih paling setia menemani tidurnya, tidak ada kopi, tidak ada kebahagiaan".

CONCLUSION

Coffee produces many sensations. It triggers the memories of their beloved person even giving a painful feeling. Moreover, their choice of coffee shows the class of this people. The poor and the have will have different choice of coffee. Besides, the fragrant gives a different stimulation for the memories of each people. There is also an opinion that too much coffee will stimulate heart attack.

REFERENCES

- Zuhdi, A., & Hani, P. (2019). *Journal of Language and Literature in Selected Short Stories on Merriam Webster*.
DOI: 10.30605/jll.v1i1.10001
B. E. H. Hall (1993). *Representation: Cultural Representation and Signifying Practices*. London: Thousand Oaks, New Delhi: Sage Publications Associated with the Open University.