

## ABSTRAK

Penelitian ini mengeksplorasi proses *co-creation* di *Difour Coffee House*, sebuah kedai kopi yang berkembang di Yogyakarta, menggunakan metode fenomenologi. Penelitian ini bertujuan untuk memahami pengalaman subjektif pelanggan dalam proses *co-creation* di *Difour*. Temuan menunjukkan bahwa proses *co-creation* di *Difour Coffee House* terdiri dari tiga fase utama: pengenalan, penilaian, dan keterlibatan. Pelanggan baru mengenal *Difour* melalui berbagai cara, seperti testimoni, pengalaman pribadi, serta melalui acara atau kelas yang diadakan *Difour*. Pada fase penilaian, pelanggan baru mulai menilai berbagai faktor yang ada di kedai kopi tersebut. Pada fase keterlibatan, pelanggan menunjukkan tingkat keterlibatan yang berbeda dalam proses *co-creation*, termasuk pasif, aktif, dan kolaboratif. Selain itu, penelitian ini menemukan bahwa *co-creation* di *Difour* tidak mengikuti siklus yang berakhir pada tahap penurunan, tetapi terus berputar dan berkembang dengan melibatkan pelanggan baru dan lama. Temuan ini juga menunjukkan terbentuknya komunitas badminton organik yang memperluas jangkauan *co-creation* di *Difour*. Komunitas ini terbentuk secara spontan dan alami, tanpa campur tangan langsung dari *Difour Coffee House*. Temuan ini menunjukkan bahwa pelanggan *Difour* tidak hanya terlibat dalam *co-creation* yang diinisiasi oleh perusahaan, tetapi juga menciptakan *co-creation* mereka sendiri. Penelitian ini memberikan perspektif baru tentang *co-creation* yang berkelanjutan dan bermakna bagi pelanggan dan kedai kopi, menekankan pentingnya pengalaman dan hubungan yang bermakna.

Kata kunci: *co-creation*, pengalaman pelanggan, komunitas, kedai kopi, fenomenologi.

## ABSTRACT

This research explores the co-creation process at Difour Coffee House, a thriving coffee shop in Yogyakarta, using a phenomenological approach. The study aims to understand customers' subjective experiences within the co-creation process at Difour. Findings reveal that the co-creation process at Difour Coffee House consists of three main phases: introduction, evaluation, and engagement. New customers learn about Difour through various means, such as word-of-mouth, personal experiences, and events or classes hosted by Difour. During the evaluation phase, new customers begin to assess various factors within the coffee shop. In the engagement phase, customers exhibit different levels of involvement in the co-creation process, including passive, active, and collaborative engagement. Additionally, the study found that co-creation at Difour does not follow a cycle that ends in a decline phase, but rather continues to revolve and evolve by engaging new and existing customers. The findings also demonstrate the formation of an organic badminton community that expands the scope of co-creation at Difour. This community formed spontaneously and naturally, without direct intervention from Difour Coffee House. This finding suggests that Difour customers not only engage in company-initiated co-creation but also create their own co-creation experiences. This research provides new perspectives on sustainable and meaningful co-creation for customers and coffee shops, emphasizing the importance of meaningful experiences and relationships.

**Keywords:** *co-creation, customer experience, community, coffee shop, phenomenology.*