

INTISARI

Penelitian ini bertujuan untuk menelaah pola relasi produsen dan konsumen di Space Roastery dalam perspektif teori intersubjektif Martin Buber. Industri kopi, termasuk bisnis roastery seperti Space Roastery, telah menjadi bagian penting dari interaksi sosial modern. Oleh karena itu, penelitian ini bertujuan untuk (1) memahami bentuk-bentuk relasi yang terjadi antara produsen dan konsumen di Space Roastery, dan (2) menganalisis pola relasi tersebut menggunakan konsep relasi "Aku-Engkau" dari teori intersubjektif Martin Buber.

Penelitian ini menggunakan metode empiris-reflektif untuk mengeksplorasi bagaimana relasi produsen dan konsumen dibangun di Space Roastery, dengan fokus pada program-program seperti Public Cupping, Home Brewers Indonesia, dan Beli Kopi Bayar Nanti (BKBN). Relasi yang terjalin dalam konteks ini dianalisis melalui pendekatan filosofis intersubjektivitas, dengan menempatkan teori Martin Buber sebagai objek formal untuk memahami dinamika relasi tersebut.

Hasil penelitian menunjukkan bahwa (1) pola relasi di Space Roastery menggabungkan hubungan transaksional dan dialogis, menciptakan interaksi bermakna. Program seperti Home Brewers Indonesia dan Public Cupping membangun hubungan dialogis yang menghargai konsumen sebagai individu, memperkuat loyalitas melalui komunitas dan pengalaman. (2) Teori Intersubjektif Martin Buber diterapkan melalui relasi "Aku-Engkau" yang dialogis, terlihat dalam program edukatif, dan "Aku-Itu" yang transaksional, seperti program Beli Kopi Bayar Nanti (BKBN) yang mengedepankan fleksibilitas dan kepercayaan.

Kata Kunci: *Relasi Intersubjektif, Produsen dan Konsumen, Space Roastery*

ABSTRACT

This study aims to examine the producer-consumer relationship at Space Roastery through the lens of Martin Buber's intersubjective theory. The coffee industry, including roastery businesses like Space Roastery, has become a vital part of modern social interactions. Accordingly, this research seeks to (1) understand the forms of relationships that occur between producers and consumers at Space Roastery, and (2) analyze these relational patterns using the "I-Thou" concept from Martin Buber's intersubjective theory.

The study employs elements of an empirical-reflective method to explore how producer-consumer relationships are established at Space Roastery, focusing on programs such as Public Cupping, Home Brewers Indonesia, and Beli Kopi Bayar Nanti (BKBN). The relationships within this context are analyzed through a philosophical approach to intersubjectivity, positioning Martin Buber's theory as the formal object to understand the dynamics of these interactions.

The findings reveal that (1) the relational pattern at Space Roastery integrates both transactional and dialogical relationships, creating meaningful interactions. Programs such as Home Brewers Indonesia and Public Cupping foster dialogical relationships that value consumers as individuals, strengthening loyalty through community engagement and experiential learning. (2) Martin Buber's intersubjective theory is applied through dialogical "I-Thou" relationships, evident in educational programs, and transactional "I-It" relationships, exemplified by the Beli Kopi Bayar Nanti (BKBN) program, which emphasizes flexibility and trust.

Key words: *Intersubjective Relation, Producer And Consumer, Space Roastery*