

ABSTRACT

This thesis discusses the Perception of Visitors on Wandering Coffee as a Literacy Coffee Shop in Tegal City. The perception of visitors who take advantage of literacy activities at the Kelana Kopi shop is important to study because it can provide an overview of positive activities by providing books and discussions at the Kelana Kopi shop. It is hoped that this positive activity will become more existing so that many other visitors are interested in using it. The purpose of this study is to find out how the visitor's perception of the Kelana Kopi shop as a literacy coffee shop in Tegal City. This study uses a qualitative method with a phenomenological approach. The informants used were visitors to the Kelana Kopi shop who had used the books and discussions provided by the shop owner, because the informants who had used the facilities at the Kelana Kopi shop had gone through the process of forming perceptions of the phenomenon of the coffee shop with this literacy concept. There are three informants in this study who were recruited using purposive sampling technique. The data collection techniques used in this study were semi-structured observation and interviews. This research resulted in three major themes regarding the Kelana Kopi shop as a literacy coffee shop, including visitors' perceptions of book supply, visitors' perceptions of book chat activities, and the last one, visitor perceptions of poetry coffee activities.

Keywords: Literacy Coffee Shop; Perception