ABSTRACT
CONSTRUCTION OF SENSE OF HAVING A CUP OF COFFEE
Phenomenological Study of Construction of Sense of Having a Cup of Coffee in University Students of Bandung City)

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The purpose *of the study is to understand Construction of Sense of Having a Cup of Coffee in University Students of Bandung City. To respond to the purpose of the study, we adopt sub focus of Value, Motive, and Experience in order to analyze the focus of the study: Construction of Sense of Having a Cup of Coffee in University Students of Bandung City.*

The study *is conducted by using constructivist paradigm and qualitative approach and phenomenological method. The subjects of the study are university students of Bandung City by using purposive sampling technique and we got 4 informants. The techniques of data collection used are literature studies, in-depth interviews, observations, and documentation.*

Results: *1) the meaning of having a cup of coffee by university students of Bandung in terms of formerly sense insists have a cup of coffee is considered identical to parents, men, and workers. However, have a cup of coffee today tend to be viewed as a group of person lifestyle and female university students or secondary school students, as well. 2)* ***Motive:*** *university students of Bandung City when they are in a state of exhaustion choose to visit coffee shop to refresh their minds enjoying a cup of coffee and establish socialization with their, friends. 3)*

Experience: *have a cup of coffee by university student may be typified as positive and negative experiences. For university students, the positive experience is lover of coffee get acquire energy and the negative experience is a person have dependence on coffee would be, frequently, exhaustion and weariness, loss of spirit and feel sleepy if he have not a cup of coffee in just one day.*

Conclusion: *The study found students consider have a cup of coffee as a present habit, they believe the effect of having a cup of coffee is a spot for socialization. However, have a cup of coffee make student addicted; occasionally, forget time. Behind addiction to coffee, university students of Bandung City exploit time of having a cup of coffee for spot to perform their tasks, change their minds with their friends.* ***Suggestion:*** *as a female university student, she should be able to use means of having a cup of coffee to establish positive socialization, interaction etc, should not inflict a financial, time, health loss.*

Keywords: Construction of sense, Construction of Social Reality, Interpersonal Communication