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CHARACTERISTICS OF THE “THIRD PLACE” BASED ON USER EXPERIENCES AS A CONCEPTUAL FRAMEWORK FOR PLANNING A COFFEE CENTER IN MEDAN

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ABSTRACT

Experiential learning is an important instructional approach that contributes to the development of students' competencies and qualities. Therefore, organizing the teaching of the integrated subject History and Geography under an experiential learning approach is necessary in the context of the ongoing reform of Vietnam's General Education Program. This paper investigates the current status of organizing History and Geography teaching under an experiential learning approach in primary schools in Ho Chi Minh City, and proposes several solutions to improve the effectiveness of teaching this subject through experiential learning. Primary schools may refer to the research findings to select appropriate solutions, thereby enhancing the effectiveness of organizing experiential activities in History and Geography teaching in alignment with the requirements of the 2018 General Education Program.

KEYWORDS: Coffee Culture, Coffee shop, Community Center, Third Place, Urban Lifestyle.

1. INTRODUCTION

Indonesia is one of the largest coffee-producing countries in the world. According to data from GoodStats (2023), Indonesia is the fourth-largest producer of coffee beans globally, after Brazil, Vietnam, and Colombia, in terms of global coffee production, with an output of 10.90 million bags of 60 kg each, or an average of approximately 700 thousand tons annually, accounting for around 9% of global coffee production. Therefore, Indonesia is known for its wide variety of coffee types, each of which possesses distinctive flavors and unparalleled uniqueness [1]. This condition makes coffee in Indonesia a natural resource with market value that can be further developed due to its distinct characteristics. Various types of coffee products have been widely traded, ranging from ground coffee businesses to instant coffee with diverse flavor variants and packaging [1].

Coffee consumption has become part of the lifestyle of Indonesian society, and for some individuals it has even become an important part of daily life [1]. Based on Jean Baudrillard's theory, coffee consumption behavior in coffee shops indicates a shift in value from use value to sign value. Initially, coffee was consumed out of necessity (merely to fulfill the need for caffeine or a beverage). Currently, coffee consumption is more oriented toward self-image and social symbolism, for example being displayed on social media or simply following invitations from friends [2].

Some people visit coffee shops to spend their leisure time, filling idle moments while enjoying snacks (leisure class). Other segments of society place greater importance on visually appealing or Instagrammable places for taking photographs and subsequently posting them on social media. This phenomenon occurs repeatedly and eventually becomes a lifestyle for a portion of urban society [3]. The reality of coffee consumption as a lifestyle is further reinforced by the presence of coffee shops that function as spaces for social interaction [4], serving as hangout places for young people, meeting venues, spaces for conversation, and places for relaxation.

Ray Oldenburg is an urban sociologist who defines such "hangout" spaces or meeting points as "third places," namely informal and "level" gathering places for unstructured leisure time, informal interaction, and conversation (Oldenburg, 1989). In his book entitled *The Great Good Place*, Oldenburg (1989) states that the characteristics of third places are intended to create environments that are able to provide neutral diversity in which individuals can gather [5]. These differ from the two preceding spaces, namely the place of residence or home (first place) as a space for relaxation, and the workplace (second place), which is an important space in human life as a productive work environment that generates economic benefits. Both of these places constitute life routines that often create feelings of boredom or monotony. Therefore, third places emerge as alternatives or escapes from the two preceding spaces. This occurs because third places function as settings for releasing all forms of fatigue and personal problems faced by individuals, serving as a buffer against stress, depression, loneliness, and alienation.

The values of "third place" in urban design (Carmona, 2001):

- Character: A place with an identity. Character in the townscape and landscape is established through a response to locally distinctive patterns of development, landscape, and culture.
- Continuity and Enclosure: A place where public and private spaces are clearly distinguished. The continuity of street frontage and the shaping of space through buildings help define the boundaries between public and private areas.
- Public Realm: A place with attractive and well-functioning outdoor areas. Public spaces and circulation routes must be appealing, safe, well-maintained, and accessible to all segments of society, including people with disabilities and the elderly.
- Ease of Movement: A place that is easily accessible and navigable, with good connectivity between areas, prioritizing pedestrians over vehicles, and integrating land use and

transportation

- Legibility: A place that is easily recognizable and understandable. Legibility is achieved through clear routes, intersections, and landmarks that help users orient themselves.
- Adaptability: A place that is adaptable. Development that allows for adjustments to changes in social, technological, and economic conditions, as well as the broader context.
- Diversity: A place that offers variety and choice through a mix of mutually supportive functions and activities, thereby creating a livable area that meets local needs.
- Social Learning: Interactive capabilities that include: a) openness, b) trust, c) a willingness to understand other perspectives, d) finding ways to accommodate various interests, e) the role of planners as critical mediators between communities and power structures in society. (Freidmann, 1987).

Third place is defined as a space that is frequently visited for informal interaction (Oldenburg, 1989). Oldenburg identifies eight characteristics of third places, namely: being a neutral ground; functioning as a leveling place; interaction as the primary activity; accessibility and accommodation; the presence of regular users who influence the social space; a low profile; a playful mood; and a home away from home [5]. Pozos- Brewer (2018) states that Oldenburg's concept of the third place is not universal and cannot keep up with the times [6]. Therefore, analysis and observation of third place user behavior are needed to adapt this understanding to the context of today's urban society, especially in the city of Medan, where coffee culture has developed as a new social activity that is no longer just about enjoying a drink, but also shapes different patterns of interaction and spatial experiences. Understanding this behavior is important as a conceptual basis for designing a Coffee Center in the city of Medan, so that the resulting design is able to respond to the needs for interaction, spatial experience, and usage patterns that actually occur in the field.

2. METHODS

This study employs a qualitative–descriptive approach through a literature review, observation of coffee shop user behavior in the City of Medan, and in-depth interviews with visitors and managers. Anggito and Setiawan (2018) state that qualitative research is widely used in the field of social sciences. According to Creswell (2014), qualitative research emphasizes the use of words, such as exploration of the research subject. The analysis was conducted by examining the elements of third place theory (Oldenburg) and the socio-cultural context of Medan society. The units of observation in this study are cafés with spaces that function as third places, located in the Padang Bulan Area and the Medan City Area. The selection of locations and observed cafés was based on strategic considerations, namely cafés located around campus areas as centers of student activity, which are closely associated with coffee culture and informal interaction, as well as cafés located in urban areas where work activities, high mobility, and social interactions of urban communities take place. The combination of these two areas allows the study to capture a range of behaviors, motivations, and patterns of third place usage from two different user groups that are both dominant in the development of coffee culture in Medan.

Primary data was obtained from interviews, while secondary data was obtained from various sources such as national and/or international journals, books, and research papers. The cafes selected for this study were Fore and Cold N Brew, located in the Padang Bulan area, as well as Filosofi Kopi and Pos Bloc, located in the Medan city area (Figure. 1). Sampling in this study was conducted among visitors or customers of these cafes. A total of 10 people were selected as research informants, including two visitors to Fore, two visitors to Cold N Brew, three visitors to Filosofi Kopi, and three visitors to Pos Bloc. The informants were interviewed at these locations in early November 2025.



Figure 1: Research Location

Various data collection techniques were used in this study, namely interviews, observation, and documentation. These three techniques were used to obtain data and information that support and complement one another regarding the characteristics of the “Third Place” based on coffee shop users’ experiences.

3. RESULT

The respondents involved in the interview process totaled 10 individuals, each of whom had different experiences regarding café characteristics that influence their role as third places. The tendencies of experiences perceived by visitors can be interpreted as third place criteria for cafés located in the Padang Bulan Area, the City of Medan, and its surrounding areas.

3.1 Research Findings Based on the Characteristics of the Third Place

Table 1: Summary of Observations & Interviews Based on the 8 Characteristics of the Third Place

Characteristics of the Third Place	Field Findings (Observations)	User Findings (Interviews)	Preliminary Conclusions
Neutral Ground	Visitors are free to come and go without strict rules. There is no	“You don’t have to be bound by rules—just be free.”	Coffee shops serve as neutral spaces free from social
Leveling Space	Visitors’ attire varies (students, workers, families). Baristas treat	“Of course, everyone from any background should be able to	These spaces do not emphasize social status or class.
Conversation as Primary Activity	Many groups are having casual conversations, especially at Cold N Brew and Pos Bloc. There is more	“I personally go to cafés to chat, so the atmosphere and music are really	Conversation is the dominant activity, though people also work or study in
Accessibility & Accommodation	Good pedestrian access (Fore & Pos Bloc). Plenty of	“I come here because it’s close to USU (campus).”	Accessibility is often the main factor in choosing a location.

Regulars	There are regular customers—students and workers—who visit frequently (Fore & Cold N Brew). Pos Bloc often	“I’m a regular here because it’s comfortable and clean.” (Informant C-1) “Yeah, I feel at home and	Regulars don’t contribute much, but new events tend to strengthen the space’s identity.
Low Profile	The interior tends to be simple, featuring wood and industrial	“It’s simple, but comfortable, and the space is	Simplicity and adequate facilities are key factors in comfort.
Mood is Playful	Pos Bloc and Cold N Brew feature plenty of casual activities: taking photos, discussions, light meals, and live music.	“We don’t really need live music, actually; it’s nicer just to chat.” (Informant FK-2) “Yeah, that’s	Most people prefer coffee shops that are conducive to relaxation and not too noisy, with easy-listening music
A Home Away from Home	Visitors stay for 2–5 hours. Some work, read, chat, or just sit and have coffee or a meal	“Yeah, it really feels like a second home, sis, because I get bored at home so I	That “second home” feeling is particularly strong at Fore, Cold N Brew, and Filosofi

The results of the observations and interviews indicate that the characteristics of cafés as third places in the Padang Bulan area, the City of Medan, and its surrounding areas remain consistent with the third-place characteristics proposed by Oldenburg (1989). However, in the aspects of **Conversation as Primary Activity** and **Mood is Playful**, a shift has begun to occur, in which visitors no longer use cafés solely as places for chatting and relaxing, but also for working, completing academic

assignments, or meeting with clients, which constitute semi-formal activities. Most visitors also tend to prefer coffee shops with easy-listening music, a conducive atmosphere, and a non-noisy environment.

As expressed by Eko (28 years old), a regular visitor to Fore: *"I always go to Fore to work, call customers, meet clients, meet friends, and so on," and "because I mostly use it for work, live music is not really necessary; it is fine to have music as long as the atmosphere remains conducive."*

Rachel Carisa, a student at USU, also stated: *"I usually work on assignments, or bring a book to read."* Meanwhile, Suri, a professional program student who frequently visits Pos Bloc, conveyed: *"Because I often go there to work on assignments, I use it for that, but in an informal way, just relaxed."*

The interview results indicate a shift in the use of café spaces as third places based on the activity systems carried out within the cafés. This condition demonstrates that a transformation has begun in the activity system that is typically associated with cafés as third places, namely from predominantly social activities to educational activities with a more formal character related to learning and academic purposes. This shift suggests that café spaces as third places are now undergoing a transformation into hybrid spaces, combining informal functions (hanging out, conversation, and a relaxed atmosphere) with semi-formal functions (working, studying, and meetings). Accordingly, several cafés have begun to exhibit characteristics similar to co-working spaces, in which user needs adapt toward more productive spaces while still maintaining a relaxed social atmosphere.

Overall, the research findings indicate that third places in Medan are shaped by the following factors: accessibility; interaction zones; facilities supporting productive activities; simplicity and warmth; spaces for community; and a playful and creative atmosphere.

3.2 User Perceptions of the Coffee Center Concept in Medan

This section presents the results of an analysis of additional questions regarding users' expectations and needs regarding the presence of a Coffee Center in the city of Medan. While respondents provided a variety of answers, certain trends emerged. The following is a summary of the analysis results.

Table 2: Summary of Interviews Based on Users' Perceptions of the Coffee Center Concept in Medan

Topics Covered	Field Findings (User Responses)	Preliminary Conclusions
The Best Locations for a Coffee Center	The majority said near the campus, residential areas, and student districts;	Customers want a strategic, easily accessible location near hubs of youth activity, such
Should the design be tailored to the users' preferences?	Responses were divided: some said it was necessary because the customers are coffee	The design should be flexible—it doesn't have to cater to every taste, but it should have a strong identity that remains
Coffee Museum/Gallery	Nearly all respondents said it was necessary, important,	There is a strong need for spaces dedicated to coffee
Barista Classes	The majority said it was necessary, especially for college students or	Barista training facilities are considered relevant and beneficial, especially for

Designing for the Expected Level of Comfort	The responses varied: comfortable, spacious, quiet, affordable, adequate facilities, educational	Users need a Coffee Center that is comfortable, educational, affordable, welcoming to all ages, fully equipped, and supportive of
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Based on the results of the additional interviews, users provided a clearer depiction of their expectations for a Coffee Center in the City of Medan. The majority of respondents considered that the most suitable locations are campus areas, the city center, or office districts. This consideration arises because the Coffee Center is expected to be close to centers of activity for students and young professionals, who constitute the primary users of coffee shops in Medan. Regarding design, most informants expressed the view that the Coffee Center should maintain a distinct identity and specific character, and therefore does not need to fully adapt to the characteristics of all users. Nevertheless, the design is still expected to create comfort by presenting an atmosphere that is calm, clean, spacious, and supportive of both social interaction and work-related activities.

All respondents emphasized the importance of incorporating educational elements such as a mini coffee gallery and coffee processing spaces. These facilities are considered capable of broadening visitors' knowledge, not only for coffee enthusiasts but also for the general public who wish to understand the origins of coffee beans and the processes through which coffee can be enjoyed. Users also regarded barista classes as a beneficial additional facility, particularly for students seeking to acquire additional skills or part-time employment opportunities within the coffee industry. These facilities are perceived as strengthening the role of the Coffee Center as a center for coffee learning and community engagement.

In terms of comfort, visitors expect spaces that are comfortable and conducive, equipped with complete facilities (power outlets, generous spatial areas, and adequate parking), visually appealing, supported by good service, and offered at affordable prices. Several respondents also expressed a preference for zoning based on age groups or functional needs, such as family zones, study zones, and social or hangout zones.

Overall, the results of these additional interviews reinforce the notion that a Coffee Center should be designed as a multifunctional public space that integrates comfort, education, social interaction, and productive activities within a single, inclusive spatial ecosystem.

4. DISCUSSION

4.1 Implications for Coffee Center Design

Third Place Characteristics Required for a Coffee Center in the City of Medan Based on User Experience:

1. Neutral Ground: Flexible and Non-Exclusive Space

Providing neutral spaces and seating zones free from pressure and without time restrictions. Spatial planning should adopt an open-plan concept that allows flexibility in space usage. Easily movable furniture, circulation that is not rigidly constrained, and fluid transitions between indoor and outdoor spaces such as terraces or semi-outdoor areas are essential elements.

2. Levelling Space: Inclusive Design

The levelling space character is realized through inclusive design. This can be achieved by implementing universal design principles that are friendly to various ages and physical abilities, providing a variety of seating types without social hierarchy, and avoiding excessive symbols of luxury. A human-scale, non-intimidating spatial proportion is also important to ensure that the Coffee Center functions as a meeting space across social classes.

3. Accessibility & Accommodation: Strategic Location and Productive Facilities

Design implications include selecting a strategic location, particularly near campus areas, student residential zones, or office districts. In addition, the Coffee Center should provide comfortable and clear pedestrian access, as well as facilities that support productive activities, such as the availability of electrical outlets, ergonomic work tables, optimal natural lighting, and adequate parking areas.

4. Conversation as Primary Activity: Interaction Zones and Focus Zones

There is a need to divide spaces based on activity characteristics and noise levels, rather than solely by function. Social interaction zones, such as discussion and hangout areas, should be balanced with focus zones that support working, studying, and reading activities. Acoustic treatment through the use of sound-absorbing materials, spatial distancing between zones, and controlled music volume with easy-listening genres are important strategies to maintain a balance between conversation and concentration

5. Mood is Playful: Controlled Playful Atmosphere

Creating a controlled playful atmosphere through creative visual elements such as coffee-themed graphics or educational murals, without disturbing the acoustic comfort of the space. Relaxed activities can still be accommodated through creative zones such as mini stages, art spaces, or open plazas, but should not dominate the overall atmosphere excessively.

6. Low Profile: Warm Simplicity

In planning the Coffee Center, simplicity can be expressed through the use of natural materials such as wood, exposed concrete, and brick, as well as the selection of neutral and warm color palettes. A spatial scale that is not rigid or overly formal further reinforces a relaxed and welcoming atmosphere.

7. Home Away from Home: Temporary Living Space

Providing comfortable furniture suitable for long-duration use, a variety of spatial ambiances including quiet areas, lively areas, and semi-private areas, as well as an intimate and friendly spatial scale. Natural lighting and warm artificial lighting are also important factors in fostering comfort and emotional attachment to the space.

8. Regulars & Sense of Belonging: Community Space and Adaptive Activities

Providing multifunctional spaces that can be used for various activities, such as community discussions, art exhibitions, and coffee workshops. Modular and adaptive spatial design allows functions to change according to emerging needs.

Beyond social and productive functions, the research findings indicate a strong demand for coffee education spaces, such as coffee museums or galleries, barista classes, and education related to coffee processing. This need expands the role of the Coffee Center as a public space that is not only recreational but also educational.

Design implications include integrating coffee galleries into the main circulation of the Coffee Center, so that educational activities become part of the everyday spatial experience. Educational areas should not be designed as rigid, separate spaces isolated from social areas. Furthermore, the provision of publicly accessible barista training spaces strengthens the role of the Coffee Center as a center for local coffee literacy, particularly Sumatra coffee.

4.2 Implications for Coffee Center Location Choos

The selection of a business location is one of the business decisions that must be made carefully. Previous studies have found that business location has a significant influence on business success or performance [7].

According to (Panji Sabila, 2019) there are several criteria to be considered in location selection, including:

- The location is easily recognizable and has good accessibility for the public;
- It is situated in an area with commercial and trading activities, thereby increasing the economic value of the area and stimulating activities within the building;
- It is located along a main urban transportation corridor, in order to ensure ease of access for visitors, both from within and outside the city;
- It complies with appropriate land-use designation, namely areas intended for recreation and sports.

Based on the analysis of these criteria, combined with the inclusion of third place criteria under the **Accessibility & Accommodation** characteristic where the location must be strategic and preferably situated near office areas, residential neighborhoods, and educational activities such as schools and universities the selected site is located at Jalan Iskandar Muda No. 7, Petisah Tengah, Medan Petisah District, City of Medan (Figure. 2). The site is situated in close proximity to commercial areas, residential zones, and educational environments.



Figure 2: Selected Locations in Medan City

The project site is located at Jl. Iskandar Muda No. 7, Petisah Tengah, Medan Petisah District, City of Medan, North Sumatra. Based on the RDTR (Detailed Spatial Plan) regulations, the area is designated as Zone K, identified as a Trade and Services Zone (Figure. 3), which is intended for economic activities related to the trading of goods and the provision of various services to the community. More specifically, the site falls under Sub-Zone K-2, categorized as District-Scale Trade and Services, which is planned to accommodate commercial and service activities that serve residents at the district level and surrounding areas, such as retail shops, service centers, restaurants, and other commercial facilities. The total site area is 16,984.77 m² (approximately 1.7 hectares), providing significant potential for the development of trade and service functions within the area.



Figure 3: Selected Location for Coffee Center Design

The site is a former Medan Plaza plot that was severely damaged by a major fire on 22 August 2015. Jalan Iskandar Muda is one of the important arterial roads in the City of Medan, connecting the Medan Petisah and Medan Baru areas, and is served by numerous public transportation routes (buses and minibuses). Consequently, the site has relatively good access for private vehicles and public transportation, which supports commercial or mixed-use functions in the context of contemporary urbanization. The site is located approximately 1.4–1.5 km from the Medan city center.

4.3 Planning Concept

Referring to the research findings, the Coffee Center in the City of Medan needs to be designed as a

hybrid third place, namely a space that is flexible and adaptive to changes in users' activity systems, while still maintaining the social and informal character that constitutes the essence of a third place. This approach allows the Coffee Center to accommodate various forms of activities without eliminating the relaxed and inclusive atmosphere expected by users.

Coffee Center is designed as a "third place" that embodies three main concepts Education, Social, and Recreation (Figure.4), These concepts respond to research findings in the Padang Bulan area of Medan, which show that cafes are now evolving into multifunctional social spaces—not only for relaxation, but also for working, studying, holding meetings, and networking.



Figure 4. Planning Concept

Based on the results of the concept's implementation, the Coffee Center space was developed to combine the following functions: coffee education, a neutral community space, an informal workspace, and a place for free social interaction. (Figure. 5) below shows the site plan.



Figure 5: Site Concept

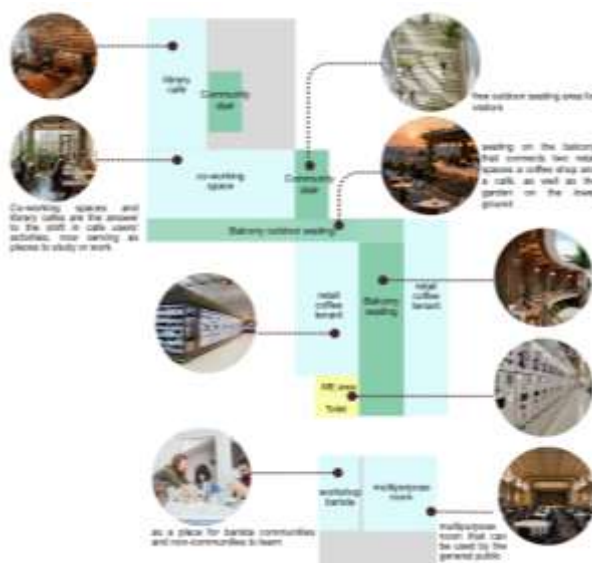


Figure 7: Second Floor Plan Concept

Based on all of these concepts, the Coffee Center in the City of Medan is designed as an inclusive, flexible, and adaptive hybrid public space that integrates social, productive, educational, and community functions within a unified spatial framework. The design of the Coffee Center prioritizes user comfort, spatial simplicity, and activity flexibility as its main principles, enabling it to respond to the contemporary dynamics of third places within Medan's urban society.

5. CONCLUSION

This study demonstrates that coffee shops in the City of Medan still represent most of the third place characteristics as proposed by Oldenburg, such as neutral ground, leveling space, accessibility, low profile, and a home away from home. However, the results of observations and interviews reveal a shift in the characteristics of conversation as the primary activity and mood is playful, whereby coffee shops are no longer used solely as spaces for informal social interaction, but also as spaces for working, studying, reading, and semi-formal meetings. This shift indicates a transformation of coffee shops into hybrid spaces that combine informal and semi-formal functions, approaching the characteristics of co-working spaces.

These findings emphasize that the planning of a Coffee Center in the City of Medan must be grounded in an understanding of actual user experiences, rather than relying solely on the normative concept of third place. The Coffee Center should therefore be designed as a hybrid third place that is flexible, inclusive, and adaptive, with the provision of social zones, work and study zones, community spaces, and coffee education elements. A design approach that is simple, warm, easily accessible, and supportive of productive activities is expected to enable the Coffee Center to function as a sustainable multifunctional public space that remains relevant to the dynamics of Medan's urban society.

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