

ABSTRACT

The purpose of this research is to explore the role of coffee in developing creative thinking among Communication Science students at Pasundan University, Bandung. Coffee, beyond being a popular beverage, has social and psychological functions that influence students' mindset, productivity, and creativity. The growing "coffee culture" phenomenon among students becomes an interesting subject of study, particularly in the context of interpersonal communication within informal spaces such as the Middle Pas coffee shop located near the campus.

This study employs a qualitative approach using the phenomenological method. Data were collected through in-depth interviews and observations with several informants, including students, baristas, and individuals knowledgeable about communication psychology. The analysis refers to the U-Curve Model Theory, which includes four stages: honeymoon, crisis, adaptation, and adjustment, to describe how students experience the process of building creative thinking through coffee consumption. The phenomenological approach was chosen because it captures the subjective meanings and experiences of students who perceive coffee as a medium for idea generation and social interaction.

The results indicate that drinking coffee serves not only as a recreational routine but also as a catalyst for creativity, interpersonal communication, and stress reduction. The social environment created in coffee shops becomes a collaborative space that supports students in thinking more openly and innovatively. Therefore, coffee holds both symbolic and functional meaning in fostering students' creative thinking, making it part of an academic lifestyle that is productive, adaptive, and communicative.

Keywords: Coffee, Creative Thinking, Interpersonal Communication, Students, U-Curve Model, Phenomenology, Communication Psychology, Middle Pas.