

Chapter 1-Introduction

1.1 background

Introduction-The use of cybercafe in jakarta.

An Internet cafe or cybercafe is a place where one can use a computer with internet access for a fee, usually per hour or minute; sometimes one can have unlimited access with a pass for a day or month, etc. It may or may not serve as a regular cafe as well, with food and beverages being served. With the rise in the use and profile of the Internet and personal use of new information and communications technology - multimedia, cybercafes become part of contemporary culture, established among the public places of modern cities and towns around the world which includes Jakarta.

Origins of Cybercafes

Cybercafes first appeared in the USA in the early 1990s, which often serve as an extension of existing attempts to allow access and familiarise the public to computers and to media in general. A trendy and hip cafe with computers to surf the Net was an outrageous novelty. They are different from a regular cafe atmosphere, where face-to-face contact, escape from mundane work etc. is crucial to the experience. However the stress-free, informal environment of the cafe was precisely the motives: the cafes were promoted as a human place to learn all about computers and find information. However, as the Internet and computers suddenly became a big part of mainstream culture, why should cybercafes or public Internet points continue to exist? The convenience,

sociability, learning opportunities and games stand out as crucial and important factors in their continued existence, which will be discussed more in detail later.

The cybercafe is not a temporary phenomena, but the evolution and extension of a very old and traditional institution, the cafe. Cybercafes may offer service and reflect the communication and information needs of people living globally, but they place this in a local context, providing a social space and a convenient and user friendly location for technology access: the human face of the information society. (Boyer, M.-F., 1994)

The cybercafe can and will act as a gateway between a local community, represented by individuals and formal and informal groups, and on-line communities and individuals. There are 3 categories of cybercafe users – those who are highly skilled, those who are moderately skilled and those who are unskilled in internet use (Adomi et al., 2003). If the city is our home, then the cybercafe is becoming our second home, an important part of our domestic life. The growth of cybercafes bring information technology into real communities, allowing people to use and learn about internet in their own pace and way, enabling public to have ready access to the internet 24/7 (Jensen, 2002). The managers and customers of the cybercafes are finding new ways to fit this cybercafe booming phenomena into their everyday life of the city.

There are many benefits from the use of the internet. The following are just some

benefits of the internet (Yumba, 1997):

- Access to colleagues through nearly instantaneous transmission/receipt of e-mail messages and files.
- Powerful search utilities to locate information stored on million of computers around the world.
- Access to a large and growing array of online journals and databases on various subjects.(Lund, 1998).
- Use of remote computer resources and instrumentation.
- Distance evaluation and other cooperative projects.
- Facilitation of peer review thereby strengthening research and journal publications.(Brakel and Chisenga, 2003).
- Dissemination of all kinds of data and information.

The availability of computers together with the Internet in cafes are a natural extension of existing facilities and uses of cafes and other public, or semi-public venues. People have always met to eat, drink, talk and play games in places where they gather. Cafes are sites for learning, socialising, playing and do their collaborative research. (Ojedokun and Owolabi, 2003).

Cafes are a place for travellers and tourists or any other forms of aliens(legal or not) to find some home comforts, to write letters in forms of email and find out about the area or meet others. They can act as a business meeting place or have a celebration. All these activities are characteristic of cybercafes. Many of the activities that people come to the cafe for, could be done at home, but they prefer to the activities outside: cafes are just like a second home which you feel comfort but not too personal. Home is not always convenient, or even pleasant, sometimes embarrassing even, and we love to be in the company of others. It is better than home, cafes are a public venue that is not a formal work or office space, at a fee and less the hassle compared to home.(James Stewart 1999)

While most cafes have to operate in the market, they are also considered as social centres: they often offer a focus for a particular social group, or geographical community. The cafe consist of more than the space for public rent or the products it serves, it is the customers who use it and work in it: a cafe is doing the right thing when it experience repeat customers. The physical aspect are not as important as the location and service offered -but physical aspects such as the decor, the drinks the games , are there to mediate, facilitate and bring the experience and activities of people to a more intense level. Social games have a special place in cafes. Pubs, cafes, clubs, and amusement arcades feature games as an inseparable part of the activities. In lots of countries games are the central activity in the cafe's life. Video games made their way into cafes and pubs as soon as they were invented. Although some games attract a limited number of customers. (James Stewart, 2000)

The late 90s has seen a change in pubs and cafes. Many new cafes have been opened, attracting a different clientele who are looking for a more modern design and ambience compared to the traditional pub, including an interest in the continental style cafe that is not just a drinking space, but also for socialising, relaxing, working, shopping, having fun. This often includes linking the cafe with another specific function – a bookshop for example, such as QB world. (James Stewart, 2000)

1.2 scope

This study discuss the use of cybercafe and whether it is a transient phenomenon or will it last. The respondent will be 80 indonesians, 40 male 40 female. They will be randomly chosen from a cybercafe located in jakarta, the cybercafe called “24” located in sarinah thamrin jakarta pusat.

1.3 aims and benefit

The aim of this study is to find out the attitude of indonesian internet users towards cybercafe and their views on a particular cybercafe and the answers from the questionnaires I will aim to recommend some suggestions which will improve the service of the cybercafe which will create a strong loyal customer base for the cybercafe to continue existing in the face of recent rise in numbers of competitors.

1.5 structures

Chapter 1 explains the history of cybercafe, how it evolved from traditional cafe, how it gains popularity with the community.

Chapter 2 covers the relevant theories that can be sourced from textbook or previous research about product placements.

Chapter 3 contains the specifications of research objects or sample, sampling method, and data analysis and methodology. It also explains the steps used to design a solution to answer the research questions.

Chapter 4 is the result of the questionnaire.

Chapter 5 evaluates the most important results in the form of a brief essay, explaining various critical questions regarding the research. As well as general conclusions from the findings and the recommendations, suggestions, or advices that can be drawn from the conclusions for anyone who benefits from the research.