# INCLUSION COFFEE SHOP AS THIRD PLACE: USER DESIGN AND EXPERIENCE PERSPECTIVE

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#### ABSTRACT

Every human being shares the same fundamental needs, ranging from physiological to physical needs. After engaging in daily activities, individuals seek to relax and relieve stress through enjoyable experiences in comfortable environments. Commonly, these relaxing spaces are referred to as third places. One form of third place, as introduced by Oldenburg, is the coffee shop. As a third place, it is more than just a physical space—it holds deeper meaning. Today, coffee shops are frequently identified as third places; however, the criteria for a third place extend beyond mere spatial aspects. This study aims to explore whether coffee shops frequented by users can be considered third places from their perspective, and to identify the factors that influence this perception. The research adopts a qualitative approach by conducting interviews with participants. Data were analyzed using a descriptive narrative technique, presenting findings from observations and interviews. The results indicate that most users of a disability-friendly coffee shop consider it their third place for several reasons: the shop is inclusive and accessible to everyone; it features a unique and aesthetic design; it is strategically located, easily accessible, and near transportation hubs; it offers a calm, home-like atmosphere; it serves as a space for conversation; it provides comprehensive facilities; and it includes disability-friendly signage. This study is expected to serve as a foundation for the design and development of third places that accommodate the needs of deaf and hard-of-hearing individuals.

Keywords: coffee shop, deaf, design, disability, third place.

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# **INTRODUCTION**

Humans' live will not be separated from the needs, both basic necessities to tertiary desires. After a person's main activity has been carried out, they will carry out other activities to release their fatigue. Solid activity routine without rest can cause depression (Meerlo et al., 2015; Northoff, 2016). The activity of relaxing to release fatigue is a fairly basic human need (Anggiani & Ayudya, 2024). Theory of the needs of human life has long been put forward by Abraham Maslow in 1954 (Abdurrahman, 2022; Mcleod, 2024). Maslow states that living humans cannot be separated from these needs. If the basic needs have been met, then humans will try to meet other needs that may not be considered important for others (Maslow, 1943).

The interaction space that is specialized adaptations or universal accessibility designed has an important role for humans, namely as a place to interact socially in order to meet the needs of human social relations (Muslim, 2013; Sudariyanto, 2010; Tamariska & Ekomadyo, 2017). By designing accessible environments—such as wheelchair ramps, braille menus, or staff training to communicate with customers with special needs—this research can improve the quality of life and social participation of people with disabilities. Such intentional design, whether through specialized adaptations or universal accessibility, ensures that interaction needs are met at all levels, from basic to complex. This innovation also raises public awareness of inclusivity, creates broad positive impacts, and opens up more equitable economic and social opportunities for all.

The terms *third place* was first introduced by Ray Oldenburg, a sociologist, in 1989, through his book titled The Great Good Place. According to Oldenburg, the third place is a place where someone can find the place and enjoy it well (Jaya, 2018; Oldenburg & Sher, 1989). The criteria for a third place include accessibility for all, a relaxed atmosphere for conversation, and a regular gathering place. In addition, this place must also embrace the diversity of its users, provide user comfort, and spontaneous interactions. Oldenburg emphasized that the third place will strengthen community ties, provide a sense of attachment and be a place to escape from the routines of home and work.

For Oldenburg, the third place is a place where someone releases the boredom from their daily lives in the first place (home or residence) and second place (where a person spends a lot of time for routine activities, such as school or office). Oldenburg argues that the 'third place' serves as a refuge from the exhaustion and monotony of daily life. Its existence stems from a fundamental human need—entertainment—providing individuals with a space to unwind and rejuvenate after the demands of their primary (first place) and secondary (second place) environments (Darwin & Trisno, 2020; Purnell, 2015; Wardhani et al., 2020). Oldenburg defines the third place by several key criteria: it must serve as neutral ground, function as a leveling space where social hierarchies fade, and prioritize conversation as its central activity. Additionally, it should be accessible and accommodating, foster a sense of community among regulars, maintain a low-profile atmosphere, encourage a playful mood, and provide the comfort of a 'home away from home.'

The third place will be like home to its users, referring to the criteria delivered by Oldenburg. Users of third place will have an emotional bond with their community and often visit the place and carry out the activities usually done at home (Fauzi, 2021). Third

place, regardless of its shape, can make users frequently visiting the place if they feel comfortable in it. Coffee shops are often referred to as the third place according to books written by Oldenburg, although initially coffee shops were only a place to enjoy coffee. Along with the development of the function of the coffee shop, its role as the third place was increasingly strengthened in the modern society. However, it is important to realize that not all community groups have equal access to these spaces, especially for people with disabilities.

For a long time, people with hearing disabilities faced various social challenges in accessing public space, including limitations in communication and lack of public awareness of their needs. The lack of supporting facilities such as visual information, signal systems, or inclusion-based technology support makes them often feel alienated in social spaces. In addition, social stigma and lack of understanding of the culture of hearing disability also strengthen the participatory barriers they experience. Public spaces, including coffee shops as the third place, have not been fully able to accommodate the needs of friendly interactions in the deaf community (Harahap & Lelo, 2020). Therefore, a responsive design of this challenge becomes crucial in creating a just and equal space for all.

The existence of coffee shops is popular for all ages, ranging from teenagers to the elderly (Said, 2017). Aside from being a place to drink coffee, there is a social interaction activity that has a deeper meaning as a third place. The coffee shop, as a third place, has a strong relevance in architectural design because it functions as a place of social interaction. In designing this place, comfort, flexibility, and inclusiveness factors, including accessibility for individuals with disabilities, are very important to consider (Andriyansa et al., 2021; Permadi et al., 2019). Everyone, including those with disabilities like hearing impairment, is entitled to enjoy their third place as a space for social interaction. Coffee shops, which are now a trend as a third place for all people, must be accessed without limits by people with hearing disabilities.

To bolster activities such as the coffee shop, office suppliers are anticipated to supply a secure and comfortable input for them to assemble and socialize (Harahap et al., 2022). Behavior and characteristics of people with hearing disabilities are important angles that ought to be considered in planning specialized buildings (Permadi et al., 2019; Ravelino et al., 2024). By incorporating principles of accessibility and inclusiveness, third places can be intentionally designed to mitigate the social isolation often experienced by individuals with hearing disabilities. Such initiatives may serve as a model for other venues seeking to foster inclusive environments that enable full participation of deaf and hard-of-hearing individuals in social life. This study investigates how disability-operated coffee shops function as inclusive third places, focusing specifically on their role in facilitating social interaction. Rather than evaluating compliance with disability design standards, the research centers on the lived experiences of visitors and employees—exploring how they perceive and interpret the space. The study addresses two core questions: (1) Does this coffee shop effectively serve as a third place for the community? and (2) What factors shape these perceptions.

#### **METHODS**

# **Research Object**

This study focused on the Sunyi Coffee Shop located in the Barito area, Kebayoran Baru, South Jakarta, which began operating in 2023. This shop offers a unique and different experience from coffee shops in general because it is fully managed by people with disabilities. Unlike most coffee shops that play music as a background atmosphere, this space actually presents meaningful silence, supporting visual communication and creating comfort for the deaf community. This shop is not only an empowering workspace but also a meeting point for people with deaf disabilities to interact, share, and strengthen solidarity in their community. In this context, coffee shops appear not just as a place to drink coffee but as an inclusive social space.

#### **Research Method Approach**

This study uses a qualitative method approach through interviews with participants. However, due to limited communication, the interview was conducted through written media between researchers and participants. The participant criteria for this study are (1) participants are visitors at deaf disability coffee shops, (2) participants have visited the coffee shop at least more than once, and (3) participants at least enter the category of teenagers or are aged 17 years and over. This research question was raised to coffee shop users, thereby raising the research variables, which are, (1) accessibility and openness, (2) physical and psychological comfort, (3) social interaction and conversation, and (4) emotional familiarity.

After the data is collected through the written interview process, the next step is to analyze the findings obtained from the participants. Data analysis in this study uses a descriptive approach, with a unit of analysis in the form of participants and active visitors to the coffee shop. This analysis focuses on in-depth description of participant experiences, both from the physical, social, and emotional side, so that it can describe the meaning of the coffee shop as the third place in the context of inclusivity.

# **RESULT AND DISCUSSION**

# **Participant Demographics**

This study involved 20 participants, consisting of 14 women and 6 men. A total of 17 participants aged 17-25 years (11 women, 6 men) and 3 participants aged 26-40 years (all women). Types of work include entrepreneurs (1 woman), private employees (4 men, 3 women), ASN (1 female), students (1 male, 8 women), laborers (1 male), and not working (1 woman). From them, 2 people came with family, 13 with friends, and 3 came alone. Participants who came alone consisted of 2 people aged 17-25 years and 1 person aged 26-40 years.

Participants use various modes of transportation to come to the coffee shop. Two people walk from West Jakarta and South Jakarta. Eleven people use two-wheeled motorized vehicles from Depok, West Jakarta, Central Jakarta, South Jakarta, East Jakarta, and Tangerang. Two people used four-wheeled motorized vehicles from South Jakarta. Four people use conventional public transportation from South Jakarta, East Jakarta, Tangerang, and South Tangerang. One participant uses online public transportation

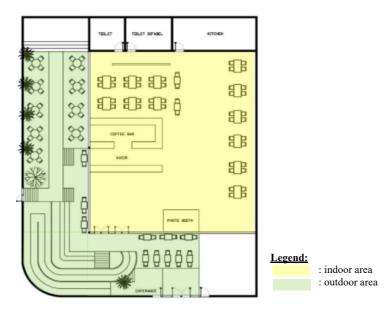


Figure 1. Division of Indoor and Outdoor Areas of Coffee Shop Source: Research team, (2024).

(online). Various modes of transportation reflect the accessibility of coffee shops from various regions.

Research participants came from Depok (1 person), West Jakarta (5 people), Central Jakarta (1 person), South Jakarta (7 people), East Jakarta (2 people), Tangerang (3 people), and South Tangerang (1 person). The frequency of visits to the coffee shop varies; 11 participants rarely visit (1-2 times), 6 participants visit very often even though less than 4 times a month, and 3 participants often visit (2-4 times a month). This finding reflects the difference in participant visit patterns to the coffee shop as a social space in everyday life. The duration of participants' visits to the coffee shop varies; namely, the majority (10 people) spend 1-2 hours. As many as 7 participants stay longer, namely 3-4 hours. Only 1 participant visite for 0-1 hours, and 1 more than 4 hours. One participant did not mention the duration of his visit. This finding shows that most participants tend to spend a long time in a coffee shop, confirming the role of coffee shops as a comfortable and interesting third place to linger.

#### Patterns, Boundaries, and Design Considerations for Coffee Shops as Third Places

This coffee shop is displayed as an open and inviting space for anybody, not withstanding of foundation or physical capacity. There's no restrain that avoids anybody from coming, unwinding, or fairly be in their own space. For guests with disabilities, particularly deafness, this shop could be a place where they don't feel distinctive or different. The environment brings a sense of security, acknowledgment, and equality—the values that are frequently difficult to discover in other open spaces.

More than a space to drink coffee, this shop offers a warm place and human involvement. A calm and comfortable zone gives space for discussion, work, or sharing minutes together without weight. Anyone can feel love, no matter their age, gender, or social status. In fact, the barista who serves with a friendly smile is the person with disabilities, who actually becomes the face of the spirit of equality itself. This shop is not only inclusive in design but also in the spirit and soul that are built together.

### **User Experience in Utilizing Coffee Shop Facilities**

The majority of participants revealed that they can enjoy the facilities available at coffee shops, especially because these facilities are considered adequate and comfortable. Many are satisfied with the atmosphere of a supportive coffee shop, free WiFi, and the availability of instructions for using facilities that make their experience more enjoyable. Some visitors shared how impressed they were with the thoughtful layout and structure of the coffee shop—especially the attention given to people with disabilities. Things like sign language guides, accessible restrooms, and clearly marked pathways really stood out.

But on the other hand, a few participants mentioned that they couldn't fully make use of those features. Whether it was due to a lack of information, unfamiliarity, or maybe something in the way the facilities were implemented, it shows there's still room to grow. Lack of a place of worship is one of the main reasons some Muslim visitors feel uncomfortable. In addition, the atmosphere of a coffee shop that is too full at a certain time is also referred to as a factor that reduces comfort in enjoying coffee shop facilities. Overall, participants stated that this coffee shop succeeded in providing adequate facilities, even for people with hearing disabilities.

# Third Place as a Pleasant Conversation Place

Based on the responses of the participants, the coffee shop managed by persons with disabilities feels so comfortable to talk and establish social relations. Many of them said that the calm and no-noise atmosphere made this shop different from other places. Sitting rooms are arranged with enough distance to create a sense of relief so that visitors can speak freely without being disturbed. This piece gives space for non-rush conversations—interactions that feel warm, relaxed, and sincere. For some participants, experience in this shop is not only about drinking coffee but about feeling the presence of others in a safe and inclusive atmosphere.

Coffee shops as social spaces are increasingly popular among city dwellers. This is the case with this coffee shop, which is one of the destinations for city dwellers to enjoy coffee and interact with fellow city dwellers. The design of the coffee shop here shows that the coffee shop is very "friendly" in welcoming its visitors. From this coffee shop, users can be seen interacting warmly with other users. The interior and exterior spaces are places that make coffee shop users feel welcomed through interactions with each other. This coffee shop has separate interior and exterior areas, separated by a door (Figure 1), but this limitation does not state the limits of social interaction between users.

This finding strongly reflects the criteria of the third place according to Ray Oldenburg, especially at the "conversation as the main activity". In this place, conversation is not only possible but also feels natural and pleasant. The atmosphere that is simple and not made up also reflects the principle of "low profile," where the third place does not need to be luxurious to mean quite comfortable, open, and friendly. In this shop, social interaction grows without pressure, and anyone can feel accepted. So, it is not surprising that this place becomes a living and valuable space, not only as a gathering place, but also as a space that fosters a sense of ownership and social equality.

#### Ease of Access to Coffee Shops For Users

Based on the participants' answers, the majority of them argue that the coffee shop managed by people with disabilities is easily accessible. Many highlighted the strategic location of the shop—close to the main road, public transportation, and city activity center—as a major factor that made it easier for them to visit. The accessibility is also supported by the proximity of the shop to the station and bus stop and the ease of navigation through the digital map application (Figure 2). Not only that, long operating hours allow visitors to come at any time, both morning and night. All of this reflects one of the main criteria in the third place theory of Ray Oldenburg, namely accessibility and accommodation—where the third place must be easily accessible, does not limit anyone, and is open all the time to facilitate spontaneous social participation.

However, there is one participant who delivered a different experience. Due to his personal limitations and the distance, he rarely visited this shop because he found it difficult to get to due to his personal limitations and the distance. This demonstrates how subjective accessibility perceptions vary based on an individual's circumstances. This result reminds us that a third location that is truly inclusive requires considering the different needs of each user.

### The Simplicity of The Atmosphere at The Coffee Shop

The majority of participants believe that the coffee shop offers a simple and calm atmosphere. All participants agreed that this coffee shop has a comfortable and well maintained condition, with a design that creates an atmosphere similar to the atmosphere of the house. Many emphasize the comfort and simplicity of the place as the main element that makes their experience fun. Some participants even describe this shop as a "like home" and "simple" place, which adds to the relaxed and familiar feeling when you are in it. This finding is in harmony with two third-place criteria from Ray Oldenburg, namely "low profile" and "home away from home." The third place should be not luxurious, not exclusive, but simple and close, so that visitors feel accepted without social pressure or status.



Figure 2. Location of Coffee Shop in Kebayoran Baru, South Jakarta, near Mass Public Transportation Source: Google maps, (2024).



Figure 3. Users feel at the coffee shop atmosphere "Homey"

The "homey" interior design, with a touch of wood furniture and warm colors, also strengthens the impression of comfort and modesty (Figure 3). The atmosphere is calm, not crowded, and free from noise disorders, making this shop suitable for removing fatigue and establishing emotional closeness. The design element that presents the nuances of Indonesian culture through the selection of decorations and calm colors also creates an inclusive and personal space. All of this reflects the character of third place as a friendly and open escape space, a place where anyone can feel like a part of a warm and nonjudgmental environment. This coffee shop is not only a place to drink coffee but also a social space that is able to embrace every individual emotionally and socially.

#### A Coffee Shop is a Place That Provides a Sense of Comfort and Happiness

The majority of participants believe that the coffee shop they visit has a positive contribution to their mood and feelings. Their answers show that this coffee shop is able to create a pleasant, comfortable, and supportive environment. Some participants highlighted a calm and clean atmosphere, open areas with green plants, as well as facilities designed to support physical and psychological comfort. They also feel helped by the atmosphere that is not too crowded and the presence of community activities involving people with disabilities, which strengthen the sense of social closeness. This result is closely related to one of Ray Oldenburg's third-place criteria, "playful mood," in which the environment of the location lets people feel relaxed, free from pressure, and able to express themselves freely. Apart from being a place to savor coffee, this store also turns into a psychologically free and revitalizing space for its guests.

However, there is one participant who conveys a different view. He mentioned that the mood while in a coffee shop remains very influenced by his personal emotional condition, not solely by the environment. This view underlines that even though the coffee shop has fulfilled many elements as a place that supports positive moods, the experience remains subjective and cannot be separated from the individual's inner dynamics. This perspective shows that the role of third place is not only physical but is also influenced by the emotional involvement of each user. Therefore, to be able to really function as a home away from home, as explained by Oldenburg, the third place needs to not only present a comfortable atmosphere in general but also build authentic emotional closeness for every individual who visits it.

## The Coffee Shop Visited by Participants Feels Like Home

In this discussion, the majority of participants stated that the coffee shop they visited was able to create an atmosphere that resembled their own home. Many feel that the design and atmosphere of the shop—such as the shape of a building that resembles a house, comfortable furniture, and a calm atmosphere—give a very homey impression. Visual elements such as wood carvings, the combination of indoor and outdoor space, as well as the choice of soft and warm colors to strengthen relaxing and relaxed feelings, so that visitors can feel at home for long, as if in a close personal room. This is in line with the criteria for a home away from home from the third place of Ray Oldenburg, which emphasizes that the third place should be able to bring emotional comfort that is similar to home, but without the pressure or burden that accompanies it.

However, not all experiences are universal. There are two participants who feel this shop has not been able to give the impression of "like home" for them. One of them said that the design of the space had not yet felt familiar, while others considered the atmosphere still had not created the expected emotional closeness. This difference shows that even though the coffee shop has tried to meet the comfort elements that are characteristic of a third place, perception of the atmosphere of "home" remains subjective and is strongly influenced by cultural background, design preferences, and personal experience of each individual. However, the existence of an inclusive and open space—which is another aspect of Oldenburg's theory, namely, neutral ground—has made this shop a potential social space for the growth of ownership and the closeness between visitors gradually.

# The Reason for The Participants to Choose a Coffee Shop

Based on the interview, the reason for participants to visit a coffee shop managed by persons with disabilities reflects various important elements of the third place concept according to Ray Oldenburg. One of the dominant reasons that emerged was the uniqueness and distinctive atmosphere offered by this shop. Participants are interested in inclusive concepts that involve people with disabilities, such as deaf baristas and main staff, which provide different social interaction experiences from coffee shops in general. This is in line with the principle of A Unique Character of Place, where the third place has a distinctive personality or identity that is not found elsewhere. The presence of baristas with hearing impairment actually enriches the meaning of inclusiveness and makes social interaction a meaningful experience.

In addition, the comfort and calmness that visitors feel also reflect the criteria of a low profile and neutral ground in Oldenburg theory. This shop is seen as a place that does not demand a certain status or background; all visitors feel accepted and valued in a relaxed and simple atmosphere. Good accessibility, strategic location, and design places that support conversations and relaxation make this shop the ideal place to gather with relatives or just alone. Some visitors even become permanent visitors, which reflects the elements of The Regulans—where the relationship that is built between places and the community of visitors becomes increasingly close. Thus, the reasons conveyed by the participants reinforced that this shop not only became a destination to enjoy drinks but also functioned as a social space that represented the main values of the third place.

NO	VARIABEL	RESULT	KEYWORD
1	Limitation and	Participants feel that in this coffee shop	Open access, no exceptions, no
	Criteria	there are no special limitations or criteria to come.	discrimination, and diverse visitor backgrounds.
2	Utilization of Facilites	Participants can use and enjoy the facilities in the coffee shop as well. However, there is still a need to improve the place of worship (prayer room) to be more appropriate, given the overcapacity of visitors at certain times.	Adequate facilities, comfortable, instructions for use, inclusive design, special lanes, accessible toilets, sign language instructions, inadequate prayer room, and overcapacity of coffee shop visitors.
3	A pleasant place to chat	A very comfortable place to chat.	The atmosphere is calm, not noisy; the distance between tables is far apart, indoors and outdoors; and the interior design is good.
4	Ease of access	This coffee shop is easily accessible.	Strategic location, close to the main road, close to public transportation, in the city center.
5	Simplicity of atmosphere	Simple and calm atmosphere	Comfortable, not noisy, home-like atmosphere, comfortable interior design, calm, clean.
6	Providing a sense of comfort and happiness	The coffee shop provides a sense of comfort and happiness to the participants.	The atmosphere of the coffee shop is comfortable, with an open area and many green plants.
7	Feels like home	Participants feel the coffee shop is like home.	Homelike design, wood carvings, indoor area, outdoor area, soft-colored room.
8	Reasons for visiting	Participants visited the coffee shop for various reasons.	Unique coffee shop design, strategic location, calm atmosphere, aesthetic design, easy access, close to transportation.

 Table 1. Participant Interview Result

Source: Research team, (2024).

The coffee shop accommodates inclusive users, as it provides a friendly atmosphere for everyone, including people with disabilities. The comfortable, simple, and homey feel of the coffee shop is the main attraction for visitors. In line with the feel of the coffee shop, the facilities here, such as access paths, easily accessible toilets, and the presence of deaf baristas, also emphasize the values of equality that are carried. Observations also show the experience of visitors receiving a calm atmosphere in this coffee shop. Even so, each individual's experience is still influenced by their diverse backgrounds and personal conditions. A summary of the results of interviews with coffee shop visitors is shown in Table 1.

# CONCLUSION

According to the study, coffee shops owned and operated by people with hearing disabilities are friendly and inclusive places for everyone, exhibiting many of the traits of Ray Oldenburg's '*third place*'. These stores are viewed as welcoming places where people of all backgrounds and physical abilities can come and feel at home. Visitors' experiences show that these shops provide an equal social space, especially for the disabled community, with an atmosphere that supports interaction and comfort. Facilities such as accessible design, WiFi, and neat layouts contribute to comfort, although the absence of prayer facilities is an important consideration to make the shop truly accessible to all groups. The quiet space and layout that supports casual conversation strengthen the shop as a pleasant, relaxed, and far from formal place to chat. Its strategic location and flexible operating hours are also added value, although perceptions of accessibility still depend on each person's

personal situation. The warm and simple atmosphere felt by most visitors makes the shop feel like a second home, although this experience can vary from person to person.

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