

Abstract

This research was motivated by the development of coffee shops in Semarang City in the 2016-2022 period. In the period 2016-2022, the number of coffeeshops in the city of Semarang increased along with the growth in the number of students. However, the existence of coffeeshops is often not widely known because there is no application that provides comprehensive information about coffeeshops in Semarang City. The main aim of this research is to provide support to coffee shop owners so that they can overcome the problem of lack of visitors and provide more varied coffee shop references to potential consumers so as to increase interest in visiting these places. This research uses quantitative and qualitative methods, data is collected by interviewing consumers and coffee shop owners, questionnaires and similar application observations after collecting the results of interviews from consumers and coffee shop owners and questionnaires. They both expressed the need for a forum or place that facilitates the exchange of information regarding coffee shops in Semarang City.

Keyword: Applications, Semarang, Coffeeshop