

## ABSTRAK

Nama : Aurelia Virgie Tani, Celine Nadya Kawiswara, Vicky Tri Octaviani  
Program Studi : Bisnis Perhotelan  
Judul : Mengulik Spot Kafe Tradisional Ala Korea di Anguk, Seoul

Perkembangan pesat sektor pariwisata di Korea Selatan membuka peluang besar bagi para pelaku usaha bisnis, terutama di sektor kuliner. Adanya “Cafe Culture” di Korea Selatan mendorong para pelaku usaha dalam bidang kafe untuk terus berinovatif dan kreatif. Pelanggan juga mencari pengalaman dari faktor-faktor seperti tata ruang, arsitektur, estetika, keunikan, serta suasana yang dituang dalam *servicescape*. Dengan menggali lebih dalam melalui penelitian kualitatif, penelitian berjudul "MENGULIK KAFE TRADISIONAL ALA KOREA DI ANGUK, SEOUL" bertujuan untuk memahami penerapan *servicescape* di Kafe Onion, Anguk. Metode penelitian melibatkan wawancara dengan manajer dan pekerja kafe, serta pengunjung mancanegara untuk mengevaluasi terpenuhinya harapan pelanggan melalui aspek tata ruang dan interior. Hasil penelitian akan memberikan analisis tentang kondisi dan minat kunjungan para pengunjung kafe terhadap estetika interior, khususnya bangunan tradisional Korea, di Kafe Onion, Anguk.

**Kata Kunci:** Korea Selatan, kafe, pariwisata, tradisional, tata ruang, kepuasan pelanggan.

## *Abstract*

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Study Program : Hotel Business  
Title : Exploring Traditional Korean-Style Cafes in Anguk, Seoul

The rapid development of the tourism sector in South Korea opens up great opportunities for businesspeople, especially in the culinary sector. The existence of "Cafe Culture" in South Korea encourages businesspeople in the cafe sector to continue to be innovative and creative. Customers also look for experiences from factors such as layout, architecture, aesthetics, uniqueness, and atmosphere expressed in servicescape. The qualitative research entitled "EXPLORING TRADITIONAL KOREAN-STYLE CAFES IN ANGUK, SEOUL" aims to understand the application of servicescape at Onion Cafe, Anguk. The research method involves interviews with cafe staff, as well as foreign visitors, to evaluate the fulfilment of customer expectations through spatial and interior aspects. The research results will provide an analysis of the conditions and interests of cafe visitors regarding interior aesthetics, especially traditional Korean buildings, at the Onion Cafe, Anguk.

**Keywords: South Korea, cafe, servicescape, layout, architecture, traditional.**