

Patsinee Sansomedang, Nunthara Thularate and Piyapat Vimolsophonkitti. (2021, September-December), The Identity Of The Café' Hopping In Thailand Through Social Media : Journal of Graduate Studies Valaya Alongkron Rajabhat University 15 (3) : 259-271

Summary of research results The identity of the café hopping in Thailand which is presented through social media is communicative and interaction phenomena. It arises from the use of the power of possession of resources they have, including photos, social media area, time, social capital, and information about cafes and drinks, led to the identity reconstruction of both personal identity and group identity and presented them through social media. Personal identity is created in different ways and then presented through narratives with texts and photos through social media. They use the social media area to meet their own needs, also change and negotiate identity following the popularity of society at a time. However, despite the difference in personal identity, individuals are also connected by the way of thinking about consumerism. It constructs the group identity of café hopping that is presented through social media, which is a group that usually has coffee drinking activities in favorite coffee shops to fulfill their happiness and satisfaction. Coffee drinking activities that are presented through social media are rituals that have been created and reproduced into a group identity. It can identify the tastes of the café hopping group, and also classify the café hopping group from the general public through daily consumption.

