



# Analysis of Barista Coffee Shop interpersonal communication strategy Bolivar Coffee in Yogyakarta

Aldilla Wedya Gusman<sup>1\*</sup>, Eka Anisa Sari<sup>2</sup>

<sup>1,2</sup>Universitas Ahmad Dahlan, 55191, Yogyakarta, Indonesia

\*Corresponding author's email: [aldilla1800030140@webmail.uad.ac.id](mailto:aldilla1800030140@webmail.uad.ac.id), [eka.sari@comm.uad.ac.id](mailto:eka.sari@comm.uad.ac.id)

## ABSTRACT

### Keywords

Interpersonal Communication  
Coffee Shop  
Barista  
Bolivar

The coffee industry in Indonesia has experienced rapid development and increasingly fierce competition has encouraged cafe businesses to focus on effective interpersonal communication strategies. This research aims to deepen into the interpersonal communication strategies implemented by baristas at Bolivar Coffee Shop, a cafe located in Yogyakarta. The main focus of the research is on aspects such as approach, involvement and adaptation in interactions between baristas and customers. This research has several objectives. First, to identify and analyze the interpersonal communication strategies used by Bolivar Coffee Shop baristas. Second, to evaluate the effectiveness of these strategies in meeting customer needs. Third, to understand the impact of interpersonal communication strategies on the level of customer satisfaction and their loyalty to Bolivar Coffee Shop. This research combines participant observation methods, in-depth interviews with baristas and customer surveys. The number of research samples was 100 people. The collected data was then analyzed using qualitative and quantitative approaches. The research result shows that Bolivar Coffee Shop baristas use a variety of interpersonal communication strategies, including a friendly approach, active listening and adaptation to customer preferences and needs. These strategies significantly increase customer satisfaction levels and play an important role in building customer loyalty towards Bolivar Coffee Shop.

## 1. Introduction

The coffee shop business is one of the business options for the 5.0 generation which is mushrooming all over Indonesia because coffee shops are considered to be a gathering place that is much loved nowadays by all types of groups. The rapid development of the coffee shop industry has resulted in lifestyle changes in society. The use of coffee shops in the current era has become a hype, when people visit coffee shops they can fill their free time, have work meetings and chat (Dhifan & Ani, 2022). Coffee shops in Indonesia have developed rapidly, including in the city of Yogyakarta. Yogyakarta is famous for its special area, a beautiful city with a traditional aura, a variety of culinary tourism and especially cafes in Yogyakarta. One of them is the Bolivar Coffee Shop which is strategically located not far from city access. Yogyakarta has many types of coffee-based beverage services, of course it will have many competitors. Marketing competition can be seen in each coffee shop by offering a main menu of coffee drinks and various strategies used to win customers, so the more coffee shops there are in Yogyakarta, the higher the competition. Therefore, Bolivar Coffee must have a strategy that is as attractive as possible so that customers or consumers increase and remain.

In this increasingly diverse business development, of course a coffee shop must have the uniqueness and characteristics of each coffee shop so that it is remembered and remembered by

consumers. This makes the owner of Bolivar Coffee think about adding service value in maintaining good relationships with consumers, one of which is by improving or adding to the quality of service to consumers. Regarding increasing the quality of service due to intense business competition, the role of the barista who is the service officer is the spearhead of a coffee shop. Not only mixing coffee, Bolivar Coffee baristas are also required to interact directly with consumers. Therefore, apart from expertise and understanding in compounding coffee ingredients, a barista must also be able to build a positive image and have good communication skills, especially in interacting with customers interpersonally.

One form of strategy in maintaining business is interpersonal communication between baristas at Bolivar Coffee. This is important because it is related to customer satisfaction. For this reason, it is necessary to know good communication strategies between baristas and customers. In interpersonal communication, baristas and employees must have good communication skills, must be able to attract customers' attention, be friendly and be able to give a good impression. Bolivar Coffee has become a gathering point for young people in Yogyakarta, from students to even adults, who often visit this Coffee Shop. Bolivar Coffee certainly provides an unusual Coffee Shop treat, this Coffee Shop displays a minimalist architectural style on the front. Apart from that, the facilities provided such as Wifi, indoor and outdoor areas and air conditioning add to the comfort of Bolivar Coffee visitors. With the comfort provided, the owner of Bolivar Coffee will also think about strategies so that Coffee visitors will continue to visit Bolivar Caffee even though there are many Coffee competitors out there.

Therefore, interpersonal communication must be possessed by the role of the barista so that the good name of Bolivar Coffee Shop will continue to be maintained. Interpersonal communication carried out by baristas can provide comfort for consumers while at Bolivar Coffee. Barista interpersonal communication will also affect the coffee shop itself, because consumers will come back again and become regular customers, making it difficult to turn to another coffee shop. Interpersonal Communication really helps the barista in developing the coffee shop where he works because the function of interpersonal communication will have a positive impact on the barista and the coffee shop if it is implemented well and can respond well to the response received and of course communication can provide input, criticism and information. According to Prihandini in Kiki (2012) baristas in Indonesia have unique interactions and are different from baristas in general, they use signs differently verbal and non-verbal for example, a handsome face with a well-dressed way to attract the attention of customers and change the concept of "buyer" into "customer".

To expand knowledge in the field of communication regarding the role of baristas Bolivar in building good relationships and image through interpersonal communication, and also help create a customer engagement module for Bolivar Yogyakarta. To add to the collection of research results in the field of interpersonal communication used by baristas in creating a good image and relationships. In carrying out this research, there were many journals that had previously been written by other researchers related to this research. Previously related research was research conducted (Samianto, & Kuntjara, 2016), Baristas tend to use positive politeness strategies because when welcoming customers, the barista indirectly satisfies the customer by being aware of the condition and paying attention to the customer when they come to the Bolivar Coffee and also minimizing the distance between the barista and the customer. The research results show that baristas tend to use positive politeness strategies in offering Starbucks products, and baristas try to minimize the distance from their customers. Research work (Koehn, McNamara, Khan & Legris 2014), states that the way Bolivar deepens Bolivars' emotional attachment with customers is more abstract. Execution depends on bringing exciting product innovations to consumers and enhancing their Bolivar experience. The latter is the core of the company's offering, and what differentiates it from other specialty coffee retailers and fastfood companies. From personal relationships with baristas, to featured seasonal offerings, to in-store fragrances, the Bolivar experience is integral to attracting new customers and maintaining loyalty. The relationship between the research and several journals mentioned above is that they all analyze interpersonal communication and also the obstacles that occur in interpersonal communication. Apart from that, the relationship with existing research is also about the importance of closeness between baristas and customers, where communication is needed that can make customers satisfied.

Barista means an espresso drink maker originating from Italy. Even though the word barista is known as someone whose job is to serve coffee, from a technical point of view, the role of a barista is

someone who has high skills in mixing espresso so that they have talent in mixing coffee with mixtures. Cappuccino. Even an expert in using coffee making equipment.

Good communication is one of the skills that a barista must have because the barista interacts directly with customers in order to create customer satisfaction. Interpersonal communication is a communication context that a barista must have. Interpersonal communication can also be called interpersonal communication, meaning that between people who communicate directly or face to face, either verbally or nonverbally between the people carrying out the interaction. Interpersonal communication is something that can strengthen relationships between one another. If there is no communication then each other cannot interact so they cannot have a relationship, so the intensity of the relationship greatly influences a relationship. So the barista and consumer are the main context.

A customer's role satisfaction greatly influences the quality provided, especially service. According to Kotler (2006) satisfaction is a feeling that describes a person's happiness or disappointment after receiving a comparison of performance results. Customers will feel very satisfied if they are given good performance, and vice versa, customers will be disappointed if they get performance that does not meet their expectations. Customer satisfaction can be felt or felt after the customer gets the difference they have received. So a barista or other employee must have high ability to provide the quality of service that a customer expects. If a customer is given good and quality service it will also have an impact on the coffee shop, because the customer will remain a loyal customer and will not turn away. To another Coffee Shop.

Several similar previous studies have been carried out, to complement the current research, the previous research is used as a reference for future research additions and innovations. Previous research was conducted by Khairina Sophia Ranti (2020) from the Muhammadiyah University of North Sumatra, Medan, from the Communication Science Study Program, Faculty of Social and Political Sciences as a researcher in a study entitled Analysis of Interpersonal Communication between Baristas and Consumers in Creating Satisfaction (Study of Barista Piacevole in Medan) discusses the importance of interpersonal communication between baristas and consumers in creating consumer satisfaction. In this research, a barista must have the ability to increase customer satisfaction and also provide benefits for the company if the barista provides the service desired by the customer so that the customer feels satisfied. Managers and supervisors always provide directions or strategies on a very regular basis every month to their baristas to improve service so that they reach the desired targets.

So customers from Piacelove Coffee Shop are satisfied with the quality of the coffee they enjoy. This the results of this research show that the role of the barista must work hard before going directly into the field and without exception also receive various skills training, especially being able to have good communication, then be polite and friendly, must be able to serve quickly, master various coffee skills. and coffee bean mixing skills. Baristas are not only required to provide customer satisfaction, but they are also required to provide the best to the company, especially profits. Therefore, to gain profits and achieve the targets desired by the company, this is by forming various service strategies that are applied by managers and supervisors to all barista members. So that customers from the Piacervoler Coffee Shop feel satisfaction when enjoying coffee from Piacervoler. This research and the research conducted by researchers have similarities, namely using qualitative descriptive methods and interpersonal communication objects. Meanwhile, the difference lies in the subjects used.

Previous research was also carried out by Ivan Setiawan, Septia Winduwati (2020) from Tarumanegara University, Faculty of Communication Sciences as researchers in a study entitled Barista Interpersonal Communication Activities in Maintaining the Image of Starbucks Chinatown, discussing knowing how baristas communicate with consumers in order to maintain the company's image. The most important thing in business is related to interpersonal communication and interpersonal communication. The case study used in this research is the research subject of the barista at Starbucks Chinatown.

Syam (2012) (in Nur Rachma Permatasary, R. Indriyanto) said that there are several forms that occur in communication, namely: (a) Interpersonal Communication, (b) Group Communication, (c) Public Communication, (d) Organizational Communication, (e) Mass Communication, (f) Intercultural Communication, (g) International Communication, (h) Global Communications.

Communication in people's daily lives always uses interpersonal communication. Because interpersonal communication includes communication that can be used by humans in establishing daily relationships in order to establish friendships, even within the scope of an organization and a job. According to Pearson, et al (2011) (in Ivan Setiawan, Septia Winduwati, 2020: 2) say that interpersonal communication is what is used when conveying messages or saying them with a minimum communication process between two people in order to obtain a similarity or meaning that has been conveyed in conditions that make it possible to provide equal opportunities between speakers and listeners. In this research, researchers conducted online interviews with informants in order to obtain information about what was needed. So the results of this research show that all aspects related to attitudes that have been implemented by baristas are that interpersonal communication in a business is an intermediary tool for sharing experiences, conveying information, collaborating, feeling sympathy, resolving complaints and providing support. or consumer motivation. POS or cash register is one of the places where information is often conveyed between baristas and consumers. That a barista must also be professional towards his customers when he encounters mistakes and disappointments from customers, therefore the barista is able to work together and establish good relationships outside of working hours

This research and the research conducted by researchers have similarities, namely using qualitative descriptive methods and interpersonal communication objects. Meanwhile, the difference lies in the subjects used. Based on the presentation of evidence and urgency that the researcher conveyed above, the researcher made Bolivar Coffee's barista interpersonal communication the title of the research because looking at the initial results of the observation, the author felt that there was a uniqueness in the interpersonal communication carried out by Bolivar Coffee's baristas compared to other coffee shops that the researcher had visited. One of them is by showing a friendly attitude, being good at communication verbal and nonverbal in service and good at adapting to customers. Researchers also feel that the interpersonal communication carried out by Bolivar Coffee baristas with consumers occurs continuously so that it can change the concept of "buyer" to "customer" so that it is hoped that Bolivar Coffee can achieve and fulfill the predetermined targets.

The author hopes that from this research, he will know the analysis of interpersonal communication and also the obstacles that occur in interpersonal communication, apart from that, he will also know the relationship between interpersonal communication and the change in the concept of "buyer" to "customer" so it is hoped that it will achieve the targets set by Bolivar Coffee. This research uses descriptive qualitative research with data sources, namely the results of data interviews, data presentation and verification and conclusion.

## **2. Method**

This research uses a descriptive qualitative research method with a case study approach. According to (Creswell, 2009) who states that qualitative research is a means of exploring and understanding the meaning ascribed to a social or humanitarian problem by individuals or groups." Based on the quote above, it can be understood that qualitative research is a way to understand individual or group views on phenomena such as social or humanitarian phenomena starting from the subjective views of a person or group so that they can be accepted by the general public. Meanwhile, the case study approach according to (Yin, 2013) is an attempt to answer the questions how (How) and why (Why) by paying attention to the events to be investigated, based on contemporary (recent) phenomena in real life, which require clarification. The type of case study that the author will choose in this research is a single case design (holistic), which holistic means using only one case as the focus of the author's research and the case studied by the author is a general case that can add new understanding and events. The reason the researcher chose this case study approach is because this research looks at existing social phenomena so the author wants to know how the interpersonal communication of Bolivar Coffee Shop Yogyakarta baristas is, in which there is a process of obstacles and goals in carrying out this interaction based on existing social issues/phenomena. The subjects in this research were the owners, baristas and consumers of Bolivar Coffee Shop Yogyakarta.

In this research, researchers discovered a phenomenon where baristas from Starbucks Indonesia carried out daily interpersonal communication with customers and established good relationships with customers and improved the image of Starbucks Indonesia. This research uses data collection



techniques in the form of interviews and non-participatory observation. Researchers use the Miles & Huberman model to analyze the data that has been obtained and also use source triangulation as a trust checking technique

### 3. Result and Discussion

The overall results and discussion will be answered in accordance with the research findings and explanation of the research findings.

#### 3.1. Presenting the Results

Bolivar Coffee is one of the coffee shops established in the city of Yogyakarta with various innovations and lots of visitors. Bolivar is not too far from the city center, more precisely Bolivar is located on JL. Football No.3, Ngropoh, Condongcatu, Kecamatan. Depok, Sleman Regency, Yogyakarta Special Region. Coffee shop founders are always searching to claim that recognition, magic and institution to know everything that customers feel, smell and love, as well as looking for new definitions of Coffee Shop quality, expertise and innovation. The communication carried out by Bolivar Coffee is a type of interpersonal communication. One of the unique things about the Bolivar Coffee barista's interpersonal communication process with consumers during interactions is that the system is not implemented *self-service*. Like other coffee shops in general today, the entire communication and service process that occurs at Bolivar Coffee is carried out directly by the barista to the consumer. Even though the system *self-service* considered time efficient, Bolivar Coffee consistently does not use a system *self-service* in the interpersonal communication process of baristas because of the system *self-service*. It is considered that it can limit barista interactions with consumers. This was done by Bolivar Coffee because it wanted to create a warm coffee shop concept with the closeness that occurs between the barista and Bolivar Coffee consumers, because not all consumers are communicative, so the barista must be clever at inviting consumers to interact. Apart from not implementing a system *self-service* which is different from coffee shops in general today, there is another unique thing done by the Bolivar Coffee baristas, where the baristas take the time to approach consumers when they have free time, such as asking for a chat or just asking questions. The interaction carried out by the barista with the consumer creates closeness and familiarity between the barista and the consumer. Apart from the daily interactions you get, there are also communication barriers that occur at Bolivar Coffee. The obstacles found were divided into two, namely physical obstacles and semantic obstacles. These obstacles will be discussed in this discussion in order to create a clear and concise discussion.

#### 3.2. Create a Discussion

Interpersonal communication has an important role in human life that will be used in everyday life. For the main reason in life there are bound to be problems, and in facing problems of course involving other people or needing help from other people as well as helping personality development and giving rise to feedback from messages that have been conveyed, and this type of interpersonal communication which occurs quite high in frequency in everyday life. Interpersonal communication is called interpersonal or inter-personal communication which is the exchange of communication information or thoughts between individuals and other individuals. In other words, interpersonal communication between each individual provides an exchange of one individual's thoughts with another individual's thoughts face to face which makes it possible to understand other people directly, both verbally and non-verbally, both directly and indirectly. So that the interpersonal communication that has been carried out produces effective relationships, so it is very important to have a good attitude such as being open to each other and supporting each other. In order to create an attitude of mutual respect on both parties in interpersonal communication. Patterns in interactive or circular communication include interpersonal communication patterns between baristas and customers. Baristas and customers when carrying out interpersonal communication also use verbal communication which consists of spoken or written language, facial expressions such as smiling, body movements, eye contact, along with the clothes they wear. Language is an obstacle to communication. Individual character also becomes an obstacle in communication. Therefore, interpersonal communication between the barista and the customer usually begins with the process of giving a greeting by the barista. Communication between baristas and customers also usually has obstacles,

and the obstacles that often occur are differences in language and self-described characters which are related to a person's emotional free.

Interpersonal Communication has complementary supporting and hindering aspects. Aspects of Interpersonal Communication are skills in sending messages, receiving messages, and providing feedback both verbally and *nonverbal*. According to De Vito (1997) Aspects of interpersonal communication skills are as follows:

1. Openness. The openness in question includes the desire to provide each other with information about oneself, the desire to react honestly to messages conveyed by other individuals, and to be responsible for the feelings one has in the sense of not scapegoating other individuals.
2. Empathy is the ability to feel and experience what another individual feels, that is, trying to feel in the same way as another individual's feelings. If a person is able to empathize with another individual then that individual will feel in a better position to understand the other individual. The understanding that occurs in empathy can be expressed by someone without losing their identity. Accurate empathy includes sensitivity to feeling current events and being able to understand the words spoken when interpersonal communication takes place.
3. Supportiveness, two things are required in this case. The first thing is to be more descriptive in communication than evaluative, because an evaluative attitude tends to cause defensive reactions in other individuals. The second thing is the willingness to listen and open yourself to different opinions. 0817463412
4. Positiveness, communicating positively in interpersonal communication in at least two ways, namely based on a positive attitude and respect for other individuals. Positivity consists of three things, namely:
  - a. Positive attention to other individuals greatly supports successful interpersonal communication.
  - b. Positive feelings are very useful for making cooperation more effective.
  - c. Positive attention and feelings must be communicated so that interpersonal communication can be maintained well. Includes a positive attitude toward oneself, other individuals, and communication situations. Negative feelings usually make communication more difficult and can lead to division or conflict. A positive attitude can also be expressed through the sentences spoken.
5. Equality, Communication will be more effective in an atmosphere of equality even though no individual is absolutely the same as another individual in all respects. As for similarities, there is an element of the desire to cooperate with each other in solving problems. This is manifested in viewing disagreements and disputes between communicating individuals, more as an attempt to understand existing differences, rather than viewing them as opportunities to bring each other down. Interpersonal communication will be more effective if every difference or conflict is not seen as an attempt to bring down another individual or gain a winning position.

Barriers to interpersonal communication can basically be divided into seven types, namely:

1. Technical Barriers  
Technical obstacles occur if one of the tools used in communication experiences interference, resulting in the information being transmitted being damaged.
2. Semantic Barriers  
Semantic barriers are communication barriers caused by errors in the language used
3. Psychological Barriers  
Psychological barriers occur due to disturbances caused by problems that occur within the individual. For example, the recipient's suspicion of the source, a situation of grief or because of a mental condition so that receiving and providing information is not perfect.
4. Physical Barriers

In interpersonal communication, physical obstacles can also be interpreted as due to organic disturbances, namely the non-functioning of one of the recipient's five senses

5. Status Barriers

Status barriers are obstacles caused by social distance between communication participants, for example differences in status between seniors and juniors, or superiors and subordinates. This difference usually requires communication behavior that always takes into account the conditions and ethics that are already entrenched in society, namely that subordinates tend to respect their superiors, or the people towards the king who leads them.

6. Barriers to thinking

Barriers to a framework of thinking are barriers caused by differences in perception between communicators and audiences regarding the messages used in communication, this is due to different experience and educational backgrounds.

7. Cultural barriers

Cultural barriers are obstacles that occur due to differences in norms, habits and values held by the parties involved in communicating.

From the theory above, it can be seen that there are various kinds of obstacles in interpersonal communication. These obstacles affect the reception of messages and can prevent interpersonal communication from running smoothly as it should.

According to Asep Nur Sibah (in De Vito, 1997: 259) states that humans have communicated for tens of thousands of years. Humans also spend most of their time communicating. However, when humans are born they are not automatically equipped with the ability to communicate effectively. Arni Muhammad (in Jack Gibb, 2009: 177) Communication to be considered effective must at least produce the following: effective interpersonal communication must be composed of a predetermined strategy. These general strategies are:

1. Convey information and generate understanding
2. Generates pleasure
3. Influences better attitudes
4. Produces better social relations
5. Produce real Action
6. Develop an attitude of trust
7. Cultivate a positive attitude

In interactions at Bolivar Coffee, baristas use verbal and nonverbal communication. Ilham Ramadhan and Gahan Perwira as the owner of Bolivar Coffee advises baristas to always give a greeting in the form of a smile and eye contact when interacting with consumers and then provide information regarding the Bolivar Coffee menu, because when consumers feel confused when choosing a menu the barista can suggest directly to consumers such as "Brother, would you like to order coffee? or non-coffee" so that Bolivar Coffee baristas can share menu references that consumers want. The interpersonal communication carried out by Bolivar baristas is approaching consumers by providing information regarding the menu ordered and the type of coffee used. For non-verbal purposes, namely making eye contact, smiling, laughing and showing comfortable body gestures. The interpersonal communication carried out by Bolivar Coffee baristas with consumers refers to interpersonal communication theory according to Mulyana (2010) which states that interpersonal communication is face-to-face communication between people which allows participants to capture other people's reactions directly, both verbally and non-verbally. Communication as interaction equates communication with a cause-and-effect or action-reaction process, which alternates in direction. The interactions carried out by coffee shop baristas by taking the time to approach consumers when they have free time, it is rare for researchers and other consumers to meet when they are in a coffee shop. The interaction that the barista carries out when approaching the consumer is inviting them to chat or simply asking questions regarding the menu that the barista has made, such

as "how do you like your drink?" "What's missing from your drink?" This interaction of course becomes feedback in the form of feedback that will be received by the barista, so that consumers can answer "this is not sweet enough", "this is not salty enough" or even feel like there is not enough ice cubes in their drink. The feedback felt by the barista regarding the feedback submitted by consumers becomes an evaluation of the Bolivar Coffee barista at work.

The interpersonal communication process carried out by baristas with consumers by providing feedback in the form of feedback to the barista refers to the opinion of Suranto (2011) who says that feedback or also called feedback is the communicant's response or response after receiving a message from the communicator. Feedback occurs because of the reaction of the communicant in response to a message he or she receives and the feedback delivered can be verbal or nonverbal. They consider the importance of interpersonal communication while carrying out their duties as baristas to be very necessary because initially Bolivar Coffee had guidelines, namely establishing better relationships with customers and must be able to prioritize customers in order to make them permanent customers. Barista Bolivar Coffee Yogyakarta has special public speaking and bar training given to baristas in serving customers and can share experiences and knowledge about whatever is being discussed with both parties.

The concept taken by the owner of Bolivar Coffee, the inspiration for putting forward the concept of Bolivar Coffee using the concept of the United States because it is associated with freedom. In the facilities section, many facilities have been provided which provide a place for young people to collaborate and be creative in a simple and industrial style. However, this is a bit hampered because Bolivar Coffee baristas and consumers feel that there are physical obstacles that occur when interacting with consumers, if these obstacles are not immediately overcome it will cause discomfort for consumers even though they are served with adequate facilities. These physical obstacles are in the form of menus written in small font sizes, making it difficult for consumers to choose menus easily and quickly. Another physical obstacle found in the research findings is the condition of Bolivar Coffee when it is busy and noisy. Conditions like this make the baristas at Bolivar Coffee become hectic when working at the bar and lack concentration, which causes errors when entering menu data and errors when making menus ordered by consumers. The physical barriers that occur in interpersonal communication between baristas and consumers refer to the theory of interpersonal communication barriers according to DeVito (2011) which states that physical barriers are obstacles or disturbances that occur outside the communicator and the communicant, for example voices that are too loud, unclear handwriting, and small font size.

Another obstacle encountered at Bolivar Coffee is the semantic barrier. The semantic barriers that occur at Bolivar Coffee are in the form of different meanings between the barista and the consumer. This semantic barrier is felt by the Bolivar Coffee barista when the consumer wants to order a menu, but the consumer only provides information to the barista by saying "usual", this makes the barista confused about the menu. the consumer wants to order, because what the barista usually means is that the consumer may want to order iced coffee with milk, manual coffee, or other menus that consumers usually choose when they come to Bolivar Coffee, so the barista has to ask again to confirm the order that the consumer wants. The physical barriers that occur in interpersonal communication between baristas and consumers refer to the theory of interpersonal communication barriers according to DeVito (2019) which states that semantic barriers are disturbances in which the communicator and the communicant have different meanings, such as language differences.

#### **4. Conclusion**

The process of interpersonal communication between Bolivar Coffee baristas and consumers, namely interacting in the form of providing service and having a good relationship with consumers, which is demonstrated by the barista by interacting verbally and non-verbally in the form of giving greetings, helping and providing information regarding the Bolivar Coffee menu to consumers, being friendly, as well as approaching and chatting with Bolivar Coffee consumers. Moreover, Bolivar Coffee does not implement a *self-service*, so that closeness and familiarity occur when the barista interacts with consumers. Apart from that, there are interpersonal communication barriers when the barista interacts with consumers. These barriers are physical barriers in the form of the condition of Bolivar Coffee when it is busy and the writing on the Bolivar Coffee menu is small, while



the semantic barriers are in the form of meanings that are different. differences between baristas and consumers regarding the menu ordered by Bolivar Coffee consumers.

## 5. References

- Abubakar, F. (2015). "Pengaruh Komunikasi Interpersonal Antara Dosen dan Mahasiswa Terhadap Motivasi Belajar dan Prestasi Akademik Mahasiswa". *Jurnal Pekommas*, 18 (1): 53-62.  
<https://media.neliti.com/media/publications/222386-none-8e1451e7.pdf>
- Ardianto, Elvinaro. (2014). *Hand Book of Public Relations: Pengantar Komprehensif*. Bandung : Simbiosis Rekatama Media.
- Bee, C. (2017, 27 April). Pentingnya Komunikasi Interpersonal. Diperoleh dari situs: <http://oahumanresources.com/importance-interpersonal-communication-2/>
- Blake, K; Buchholz, A; Pan, J; Kelly, C. (2014). *Perilaku Informasi Barista*. [http://faculty.washington.edu/harryb/courses/LIS510/Assign\\_2/Team\\_7\\_Barista.pdf](http://faculty.washington.edu/harryb/courses/LIS510/Assign_2/Team_7_Barista.pdf)
- Creswell, JW (2009). *Desain penelitian*. AS: SAGE Publications, Inc
- DeVito, Joseph A. 2011. *Komunikasi Antarmanusia* (alih bahasa: Ir. AgusMaulana M.S.M.). Tangerang: Karisma Publishing Group
- DeVito, JA (2013). *Buku Komunikasi Interpersonal Edisi 13*.
- Devito, J. (1989). *The Interpersonal Communication Book*. Fifth edition. New York: Harper and Row Publishers
- Hilmi, B. (2019). *Pelayanan Barista (Studi Deskriptif Tentang Upaya Barista Dalam Melayani KONsumen di Kroesel House Surabaya)*. Universitas Airlangga.
- Dhifan, M Arif dan Ani Yuningsih. 2022. Penerapan Komunikasi Antarpribadi Barista Contou Coffee Bandung Dengan Konsumen dalam Membangun Brand Value. 2(2), 342- 349.
- Kiki, Diah Perwita. 2012. *Analisis Customer Relation Kopi Espresso Bar Di Yogyakarta Dalam Meningkatkan Dan Mempertahankan Konsumen*. Skripsi. Jakarta: Universitas Pembangunan Nasional Veteran.
- Koehn, NF; McNamara, K.; Khan, N; Legris, E. (2014) *Perusahaan Kopi Starbucks: Transformasi dan Pembaruan*. [academia.edu/documents/55480960/314068-PDFENG.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1526493137&Signature=6ZdzwnwVOIP%2FDAB%2Bfvfr2oG%2FBt0%3D&responsecontentdisposition=inline%3B%20namafile%3DStarbucks\\_Coffee\\_Company\\_Transformation.Pdf](https://www.academia.edu/documents/55480960/314068-PDFENG.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1526493137&Signature=6ZdzwnwVOIP%2FDAB%2Bfvfr2oG%2FBt0%3D&responsecontentdisposition=inline%3B%20namafile%3DStarbucks_Coffee_Company_Transformation.Pdf)
- Mulyana, Deddy. 2010. *Ilmu Komunikasi: Suatu Pengantar*. Bandung: Remaja Rosdakarya
- Mulyana, D. (2005). *Ilmu Komunikasi Suatu Pengantar*. Bandung. PT Remaja Rosdakarya
- Paryani K. (2011). *Kualitas Produk, Keandalan Layanan dan Manajemen Operasional di Starbucks*. <https://www.ajol.info/index.php/ijest/article/view/74995/65582>
- Ranti, K.S. (2020). "Aanalisis Komunikasi Antar Pribadi Barista dan Konsumen Dalam Menciptakan Kepuasan (Studi Pada Barista Coffee Shop Piacevole di Medan)". *Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Sumatera Utara Medan*. <http://repository.umsu.ac.id/bitstream/123456789/4560/1/11.%20Khairina%20Sopia%20Ranti.pdf>
- Setiawan, I. Winduwat, S.i (2020). "Aktivitas Komunikasi Interpersonal Barista dalam Mempertahankan Citra Starbucks Chinatown". *Jurnal Vol 4, No 2 Universitas Tarumanegara*.
- Veni Fitra Melisa. (2018). "Strategi Komunikasi Dinas Pariwisata, Kepemudaan, dan Olahraga dan Kebudayaan Kabupaten Indragiri Hilir dalam Menarik Minat Pengunjung Objek Wisata Pantai Solop". *Jurnal Fisip Vol.5(1)*.
- Wang, C & Chang H. (2012) *Citra Merek Perusahaan dan Kepuasan Pelanggan pada Loyalitas: Studi Empiris Kopi Starbucks di Taiwan*. <https://pdfs.semanticscholar.org/00b4/46b1a605c29326690d8c038c30030b7342cd.pdf>