ABSTRACT

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Interpersonal Communication Among Cafe Visitors and Baristas at Sunyi Cofee South Jakarta

Keywords: Communication, Interpersonal, Visitor, Barista, Sunyi Coffee

(xii + 64 + Appendix)

Sunyi Coffee is a unique and inspiring coffee shop located in South Jakarta. Its uniqueness lies in its employees and baristas, who are individuals with disabilities. The café promotes interaction between baristas and customers, focusing on interpersonal communication. This study aims to explore customers' perceptions of using nonverbal communication as the primary means of interaction with the baristas at Sunyi Coffee, South Jakarta. The research employs a qualitative method with the Communication Accommodation Theory proposed by Howard Giles and his colleagues in 1973. Using a constructivist paradigm, the data collection methods include observation, interviews, and documentation. The findings reveal that despite the differences in background between the informants and the baristas at Sunyi Coffee, requiring nonverbal communication as the main medium, the buying and selling process remains effective. In addition to sign language, customers use alternative methods such as notes on their smartphones, writing down orders, or even attempting to use sign language themselves. This approach highlights the importance of inclusivity and equality in communication, as reflected in the efforts to build good relationships with the café's employees.

Bibliography (2003–2023)