

## **ABSTRACT**

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***Communication Patterns of Baristas' Service with Customers at Noru Coffee in the City of Bukittinggi.***

*Keywords: Interpersonal Communication Patterns, Spiral and Circular Patterns, Communication by Implementing 5S, Noru Coffee.*  
(x + 53 + lampiran)

*Noru Coffee is one of the famous coffee shops in Bukittinggi, West Sumatra, Indonesia. Established in 2017, Noru Coffee is a coffee business that aims to investigate the communication patterns between baristas and customers in the city of Bukittinggi. This research employs a qualitative method with data collection techniques through in-depth interviews with respondents. The results of this study reveal that the communication patterns between baristas and customers at Noru Coffee can be categorized as interpersonal communication. The stages of concentration in interpersonal communication consist of five phases: orientation, exploration, climax, decline, and separation. The communication patterns used are circular and spiral patterns, emphasizing reciprocal communication. Baristas use the 5S approach - smile, greet, salute, polite, and courteous - to foster interactions during the communication process with customers at Noru Coffee.*

*Bibliography (2014-2023)*