

Abstract

Interpersonal communication in a community has a very important role, as we know, the function of interpersonal communication itself is to understand oneself and others and influence it so that the message given can be understood and get feedback or response, therefore the importance of interpersonal communication in a community especially in the Toys Portal Indonesia community, knowing how interpersonal communication is built by members and knowing how the effectiveness of interpersonal communication in the community. The purpose of this study itself is to know how interpersonal communication that occurs between leaders and staff, and to know the effectiveness of interpersonal communication in the Toys Portal Indonesia Community. Researchers used qualitative methods with the paradigm carried out in this study using the Interpretative paradigm. The technique of collecting data was carried out by observation, interviews and documentation. The data analysis technique used by the author is the Miles and Huberman model with data reduction, presentation, and conclusion activities. Based on the research data, it shows that the interpersonal communication that occurs between members in the community is going well including five factors, such as openness, supportive attitudes, empathy, positive attitudes and equality.

Keywords: Interpersonal communication, Community, Toys Portal Indonesia Community