

ABSTRACT

PT. Inspirasi Mandiri Nusantara or Pintara is a company that has a large number of interns and is dominated by students. This company move in educational information media has the best performance among its competitors even though the most of its employees are interns. This means that the work motivation of Pintara's interns is quite high. Company leaders can increase work motivation through interpersonal communication between leaders and interns. The purpose of this study was to find out about the effective interpersonal communication carried out by Pintara leaders in increasing the work motivation of their interns. This research uses interpersonal communication theory by DeVito which discusses the general qualities/characteristics of effective interpersonal communication. Researchers use qualitative methods with Interpretive paradigm. Data collection techniques that use in this study are in-depth interviews and documentation. This study found that interpersonal communication with interns at Pintara is effective because it showed all the characteristics/effective interpersonal communication which is, empathy, supportive attitude, positive attitude. The most dominant elements in increasing the work motivation of interns at Pintara are empathy and positive attitude.

Keywords: *Effectiveness of Interpersonal Communication, Interns, Work Motivation, Leaders, PT. Inspirasi Mandiri Nusantara*