

ABSTRACT

Interest in entrepreneurship seems to be growing, with evidence of the emergence of MSMEs or micro, small and medium enterprises which are increasingly showing their existence in Indonesia. The coffee that is usually enjoyed often sees coffee as no longer just a commodity, because of the close relationship between the founder of Satusisi Coffee, it is classified as an interpersonal or interpersonal relationship. Therefore the interpersonal communication that exists between the founders is very influential. Good and effective communication shows intimacy as well as reciprocity. Close relationships between founders are categorized as interpersonal or interpersonal relationships. Interpersonal communication refers more to the approach process, so interpersonal communication begins with a psychological approach. The purpose of this research is to explain how interpersonal communication is established between the founders of Satusisi Coffee. This research uses qualitative methods, while the type of research used is descriptive qualitative with data collection techniques using interviews, observation, and documentation. The number of informants used was 3 informant. Based on the results of a qualitative descriptive analysis in this study was to determine interpersonal communication between the founders of Satusisi Coffee. The results of the researchers conducting interviews with informants were directly able to achieve the objectives of this research, interpersonal communication relationships between founders who were used as the main object were able to answer all matters related to the topics discussed. The results of this study are expected to be evaluated by the founder of the "Satusisi" coffee shop. In addition, this research can be used as a direction in improving interpersonal communication which can help "Satusisi" in building good relationships with employees, customers and business partners. Such as, collaborating with business partners, giving appreciation, and always learning and developing.

Keywords: *Interpersonal Communication, Communication, Coffee Shop, Satusisi, MSME's*