

ABSTRACT

The Koloman Cat Putih community in Tegal City was popular for its outstanding success rate in sea catches. This success can be influenced by the ship owner's ability to apply interpersonal communication to the crew. The ship owner has the skill in using interpersonal communication to motivate the crew which aims to increase the spirit of work on the ship. The purpose of this study is to determine how the role of interpersonal communication carried out by each Koloman Cat Putih ship owner to the crew in increasing work enthusiasm. The theories used in this research are interpersonal communication theory and work enthusiasm theory. The method in this study is to use a qualitative method with a descriptive approach. Data collection techniques used for primary data sources include observation, interviews, and documentation. Secondary data sources use journals, books and other references that support the results of this study. The results of this study are that the interpersonal communication of the ship owner can arouse the morale of the crew to increase the success of sea catches which have factors ranging from openness, empathy, supportive attitudes, and equality.

Keywords: *Crew, Interpersonal Communication, Community, Shipowners, Work enthusiasm.*