***ABSTRACT***

**Kevin Harvesta / 68150099/2019 / *Interpersonal Communication in Nomophobia Behaviour Among Barista (Explorative Qualitative Study on Starbucks Coffee* Barista Kelapa Gading and Sunter Mall) / *Supervisor*: Dr. Imam Nuraryo, S. Sos., M.A (Comms)**

*This study aims to explore the factors that make people become nomophobia and to explore interpersonal perceptions, self-concepts, interpersonal attractions and interpersonal relationships on nomophobic behavior among Barista Starbucks Coffee Sunter and Kelapa Gading.*

*Media dependency theory is a theory used by researchers to find out what needs make a person become addicted to his smartphone. The researcher also uses the idea of ​​an antipersonal communication system which is divided into four namely interpersonal perception, self-concept, interpersonal attraction and interpersonal relationships.*

*The research method used is explorative qualitative method. The subjects of this study were six informants consisting of three Barista Starbucks Coffee Kelapa Gading and three Barista Starbucks Coffee Sunter Mall. Data collection techniques using interviews and observation. The analysis technique used is the Miles and Huberman model.*

*The results of this study found that, there is a major factor that causes them to become nomophobia is they have been accustomed from childhood using devices provided by their parents, so that their dependence on devices in the form of a smartphone has become commonplace. When the smartphone is taken by their parents, they cannot be independent so anxiety arises. In the media capacity factor in the behavior of nomophobia among Baristas, the view that seeing a smartphone is very large in terms of information and communication compared to other media. In the factor of social stability in the behavior of nomophobia among Barista, it is assumed that when employed in normal conditions, the level of usage to smartphones will decrease but, if there is a conflict such as complaints, the use of smartphones will increase. In choosing media based on individual needs, for the smartphone baristas the only media is because the smartphone meets its needs, although it does not rule out the use of other media as well. In the psychological nature of the individual they consider Barista to be a lifestyle so that the smart phone becomes their lifestyle. For example, if a traditional shop only uses cash, it is different from Starbucks Coffee, which transactions can use applications that are on smartphones.*

*The conclusion is that the six Baristas are dependent on using the smart phone, due to the demands of the profession they are currently living in as Barista. Thus the Researcher suggested to the six Baristas, to increase physical activity that does not use a smart phone, more to expand the network of friends and use a smart phone for moderation.*

***Keywords: Nomophobia, Barista, Media dependency theory, Interpersonal communication systems***