

ABSTRACT

Okni Steven / 69140289/2019 / Barista Symbolic Interaction with Customers at Moven Coffee /

Advisors : Dyah Nurul Maliki, S.Pd., M.Sc.

Baristas have an important role in the existence of a coffee shop. To be able to bring in customers barista must understand what is needed by the customer. Customer needs can be seen based on customer behavior that shows the customer is satisfied or not with the order. Service is one of the keys to bring in more customers.

In this study, researchers used symbolic interaction theory according to Herbert Blumer. This study also uses supporting theories to prove how the interaction process occurs. Verbal and non-verbal communication are used as supporting theories in this . This research was conducted using interpretative qualitative methods. The data collection technique uses in-depth interviews and semi-structured interview techniques.

Data analysis was performed using Miles and Huberman's analysis (in Sugiyono 2018: 92), namely data and information collection, data reduction, data presentation, and conclusion. The results of the analysis produced by the ers indicate in this study were divided into three parts. The first part is the process of symbolic interaction with customers. Second, the actions that occur due to the process of symbolic interaction. Third, what results from the existence of symbolic interactions.

The conclusion of the research conducted by is how the process of symbolic interaction between the barista and the customer. Forms of communication carried out by baristas to interact with customers based on symbolic interactions that occur. In addition, what actions do baristas take to resolve obstacles that occur with customers. Also, what is the purpose of the barista doing a series of things.

Keywords: *barista, customers, verbal, nonverbal and symbolic interactions*

Okni Steven
10/19

Dyah Nurul Maliki
17/10/19

PENGESAHAN

INTERAKSI SIMBOLIK *BARISTA* DI MOVEN COFFEE

Diajukan Oleh

Nama : Oki Steven

NIM : 69140289

Jakarta, 10 Oktober 2019

Disetujui Oleh :

Dosen Pembimbing,

A handwritten signature in black ink, appearing to read 'Dyah Nurul Maliki', with a long horizontal stroke extending to the left.

(Dyah Nurul Maliki, S.Pd., M.Si.)

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