

ABSTRACT

Nikung Coffee Shop is an SME that was founded by 3 young men named Muhammad Jacka Aulia, Nuzul Avi Darmawan and Ragil Bagus Pratomo. The Nikung Coffee Shop was established in the midst of the COVID-19 pandemic. Establishing a joint business that departs from the community, of course, makes interpersonal communication very important to maintain and develop the business. The paradigm used in this study is a descriptive qualitative approach. The focus of this research is interpersonal communication that occurs between founders. Data collection techniques used were interviews and observations on four informants, namely, 3 main informants and 1 key informant. The results of this study indicate that the founders carry out interpersonal communication based on 4 characteristics of interpersonal communication, namely knowing closely, needing each other, patterns of interpersonal relationships which are shown by an attitude of openness and cooperation. In addition, the founders also involve feelings when doing interpersonal communication.

Keywords: interpersonal communication, founder, interpersonal communication characteristics