

ABSTRACT

Coffee shops in Indonesia have grown rapidly and are widespread everywhere, including in the city of Tasikmalaya. Currently there are more than 20 coffee shops that have started their business, some are just starting out and some are already big names. Researchers conducted research at one of the coffee shops, namely the Taruh coffee shop. With so many varieties of coffee-based beverage services, of course there will be many competitors. This marketing competition can be seen in each coffee shop by offering a menu, especially coffee drinks and various strategies used to attract customers. The more coffee shops, the higher the competition, in this case the coffee shop owner must create a strategy that is as attractive as possible so that customers or consumers will increase and survive. This study uses a qualitative method. The data collection technique is by conducting interviews with four sources including the main source, namely the barista, and also supporting sources, namely consumers who often visit the Taruh Coffee Shop. Baristas and consumers at the Taruh Coffee Shop have their own opinions about the Taruh Coffee Shop. The results of this study show that of the four interviewees who have been interviewed, they say that the Taruh Coffee Shop does have its own charm, the attraction in question is that the Taruh Coffee Shop really understands and follows the applicable SOPs. So that consumers who come also become loyal customers. Baristas at Taruh Coffee Shop always welcome their customers with a friendly smile, greetings, greetings, providing the best service.

Keywords: *Interpersonal Communication, Services, Coffee Shop*