

ABSTRACT

This study analyzes the communication interaction between caregivers of PT Kanopi Insan Sejahtera and elderly patients as customers. A qualitative approach with a case study method was used. Data were collected through in-depth interviews, observations, and documentation. The results indicate that effective interpersonal communication is crucial in building patient trust and comfort. This study identifies four communication stages: orientation, exchange, affective, and stable exchange. Each stage presents unique challenges, such as language barriers, patients' emotional conditions, and misunderstandings in daily interactions. These communication obstacles affect the quality of care provided to elderly patients. To overcome these issues, improving caregivers' interpersonal communication training is essential for better understanding patient needs. This study recommends continuous training programs for caregivers to enhance effective and responsive communication. Thus, this research contributes to improving more humane and professional homecare services.

Keywords: *Caregiver, Elderly Patients, Interpersonal Communication, Patient Trust, PT Kanopi Insan Sejahtera*

