

ABSTRAK

Skripsi dengan judul “Interaksi Simbolik Dalam Membangun Komunikasi Antara Karyawan dan Pemilik di *Coffee Shop Samadara*” ini ditulis oleh Selvia Marliana, NIM. 126304212120, dengan pembimbing Ibu Aminatul Ummah, M.Pd.

Kata Kunci: Interaksi simbolik, simbol kerja, relasi karyawan-owner, budaya kerja, *Coffee Shop Samadara*.

Pertumbuhan industri *Coffee Shop* di Indonesia tidak hanya mencerminkan tren konsumsi, tetapi juga membuka ruang baru bagi terbentuknya dinamika komunikasi kerja yang unik. Penelitian ini bertujuan untuk mengeksplorasi bagaimana interaksi simbolik antara karyawan dan pemilik (*owner*) di *Coffee Shop Samadara*, Kabupaten Tulungagung, membentuk kualitas komunikasi dan membangun harmoni dalam relasi kerja. Dengan menggunakan pendekatan kualitatif dan metode studi kasus, penelitian ini berlandaskan pada teori interaksi simbolik *George Herbert Mead* yang menekankan pembentukan makna melalui simbol dalam proses interaksi sosial. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi non-partisipatif, dan dokumentasi. Hasil penelitian menunjukkan bahwa komunikasi antara karyawan dan *owner* diwarnai oleh penggunaan simbol-simbol verbal seperti sapaan “Mas”, “Mbak”, hingga istilah internal seperti “tim solid” yang merepresentasikan solidaritas kerja. Simbol nonverbal seperti ekspresi wajah, intonasi bicara, dan gestur tubuh juga berfungsi sebagai penanda emosi, status, serta bentuk penghargaan timbal balik. Proses ini membentuk identitas kolektif, memperkuat rasa memiliki (*sense of belonging*), serta meningkatkan kepuasan kerja karyawan. Temuan ini mengindikasikan bahwa interaksi simbolik tidak hanya memediasi hubungan kerja, tetapi juga menjadi mekanisme adaptasi sosial yang membangun budaya kerja yang partisipatif, fleksibel, dan humanis. Penelitian ini memberikan kontribusi terhadap literatur komunikasi organisasi dalam konteks usaha kecil, sekaligus menawarkan panduan praktis bagi pelaku bisnis dalam membangun komunikasi yang bermakna di lingkungan kerja informal.

ABSTRACT

The thesis titled “Symbolic Interaction in Building Communication Between Employees and the Owner at Samadara Coffee Shop” was written by Selvia Marlina, Student ID 126304212120, under the supervision of Mrs. Aminatul Ummah, M.Pd.

Keywords: *Symbolic interaction, work symbols, employee-owner relationship, work culture, Samadara Coffee Shop.*

The growth of the Coffee Shop industry in Indonesia not only reflects a consumption trend but also creates new spaces for the emergence of unique workplace communication dynamics. This study aims to explore how symbolic interaction between employees and the owner at Samadara Coffee Shop, located in Tulungagung Regency, shapes the quality of communication and fosters harmony in working relationships. Using a qualitative approach and a case study method, this research is grounded in George Herbert Mead’s theory of symbolic interactionism, which emphasizes the creation of meaning through symbols in the process of social interaction. Data collection techniques include in-depth interviews, non-participant observation, and documentation. The findings reveal that communication between employees and the owner is marked by the use of verbal symbols such as the greetings “Mas” and “Mbak”, as well as internal terms like “solid team,” which represent work solidarity. Non-verbal symbols such as facial expressions, tone of voice, and body gestures also function as indicators of emotion, status, and reciprocal appreciation. This process contributes to the formation of a collective identity, strengthens the sense of belonging, and enhances employee job satisfaction. The study indicates that symbolic interaction not only mediates working relationships but also serves as a mechanism of social adaptation that cultivates a participatory, flexible, and humanistic work culture. This research contributes to the organizational communication literature in the context of small enterprises and offers practical guidance for business practitioners in building meaningful communication within informal work environments.