

Persuasive Communication Strategy Implementation In Attracting Consumer Interest

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Abstract.

Berkah Mulya Jaya (BMJ) is a business engaged in the workshop, spare parts for carts and tricycles. In addition to producing workshop products, the company also receives services such as lathes, welding, cutting and ironing. To maintain market share in current conditions, companies must maintain business continuity by implementing a persuasive communication strategy. Implementing this strategy will impact consumer interest in buying the company's products and good business relationships. This research aims to determine whether the company has effectively implemented persuasive communication in attracting consumer interest. The research model used is a qualitative method with a case study approach. Data collection techniques used interviews and direct observation of eight informants, namely business owners and company consumers. The results show that BMJ has implemented a persuasive communication strategy to attract consumers' interest. The strategy tools used in persuasive communication are commitment, social proof, liking, and authority.

Keywords: Communication, Persuasive Communication Strategy, Consumer Interest

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1. Introduction

Humans are social creatures who need others' assistance to meet their needs and survival. Life needs fulfilment; certainly, humans need to interact with each other. Starting interaction, an exchange of information will be created, which will become a communication. Likewise, in terms of business, communication is also very important. Starting communication will be able to create cooperation with consumers. Communication is an activity of sharing information continuously and dynamically through verbal or non-verbal symbols, using media or not, which will create a reciprocal attitude (Shahreza, 2018).

Good and appropriate communication is very influential because it will know the social changes and the progress at that time. Business communication in establishing relationships with consumers is very important, given the intense business competition among similar companies. Proper communication in interaction is needed in the rapid development of a business (Zaenuri, 2017).

Competition in the increasingly fierce business makes an MSME business owner think about the strategies used to maintain the continuity of his business. A business could maintain its viability by attracting consumer interest; therefore, it could continue to increase its sales. Consumers are a very important aspect of businesses, so business owners continue to find ways to attract consumers to buy the products they offer. Here, the consumer plays an important role in establishing future business relationships (Haryono & Octavia, 2020). Attracting consumers' interest is not easy considering the many competitors who provide various offers. Today consumers think critically in determining the product to be chosen; therefore, it makes business owners try to find and choose the best strategy to attract consumer interest. If the business owner cannot get the right strategy, it could lack consumer interest; therefore, business continuity becomes hampered and bad. This is also confirmed by Weningtyas & Suseno (2012). They state that the higher the interpersonal communication skills supported by the provision of good service quality, the higher the satisfaction of consumers. The same thing if customer satisfaction and a good name could be created from the services provided (Hennita et al., 2020)

One of the strategies that could be chosen in communicating is persuasive communication. Persuasive communication is a communication technique that is carried out by influencing, changing mindsets and slowly entering suggestion elements (Suadnyana & Yogiswari, 2020). Meanwhile, Suryaningsih (2020) states that persuasive communication has a meaning process that aims to influence a person's opinions, attitudes and actions by psychologically manipulating someone; therefore, they make decisions of their own will. A method used in persuasive communication is to involve someone or the public in an activity therefore mutual understanding arises between them. Attract the public's attention by presenting a message that is associated with an event that uses an emotional approach therefore it is more attractive, gives an impression that will not be easily forgotten and makes it more dominant than others. Messages presentation containing suggestions if done well will produce satisfactory results (Iriandhy, 2017).

Several previous studies have been done related to persuasive communication in attracting consumer interest. Previous research by Sulistyastuti (2020) entitled "*Gojek's Persuasive Communication Strategy in Attracting Customers' Interest (a case study of Gojek in the Ponorogo Region)*". The results showed that the persuasive communication formed between Gojek drivers and customers, evidenced by a persuasive act in communication. This is clearly shown by the Gojek driver's friendly, polite actions and did not disappoint customers. Furthermore, previous research was conducted by Safitri et al. (2022) under the title "*Persuasive Communication Training in Attracting Consumers' Interest in the Women Entrepreneurial Community*". This study aims to explain the advantages of training activities related to persuasive communication education to attract consumer interest.

Furthermore, a previous study entitled "*Persuasive Communication Sales Promotion Girl Gudang Garam Cigarettes in Attracting Buying Interest*" by Prakasa, (2020). Research objectives

for knowing the persuasive communication of PT Gudang Garam's SPG cigarettes in attracting consumer buying interest, explaining what factors make consumers interested in buying cigarette products. The results showed that SPG's persuasive communicator ability could be trusted in attracting consumer buying interest. The persuasive message conveyed contains information about the convenience and benefits that consumers get when buying cigarette products. The factors that make consumers interested in buying are the activeness and aggressiveness of an SPG in offering products.

Further previous research by Lestari & Yohana (2017) entitled "*Persuasive Communication Strategies in Attracting Creditors to Do Credit at PT. Adira Finance Pekanbaru*". The study results explain that PT. Adira Finance Pekanbaru uses a persuasive communication strategy by choosing a communicator's credibility in establishing persuasive communication and delivering persuasive messages.

Berkah Mulia Jaya Company (BMJ), the object of the author's research, is a company engaged in product processing such as bolts, rings for machines, iron for tire connections, spare parts for rickshaws and various types of carts. The business is located on Jl. Nusa Indah No. 105, Kurek Sari Village, Waru District, Sidoarjo Regency. This family business is growing rapidly after being held by the second generation, as evidenced by the development of business in the field of services such as a lathe, welding services, iron cutting services, and iron finishing. The company has implemented a persuasive communication strategy because it is considered to attract the interest of its consumers. Departing from this background, researchers are interested in researching how precisely persuasive communication strategies are used to attract consumer interest.

2. Research Method

The research model is a qualitative research method. The qualitative method itself has an understanding, namely a research procedure whose data results are in the form of descriptive or which could be in the form of words written from the interview results with sources (Sonjaya, 2017). Meanwhile, according to Sugiyono (2013), the qualitative research method is a research method based on the postpositivism philosophy, which is used to examine the condition of natural objects, where the researcher is the key instrument, and data collection techniques are carried out in combination, data analysis is qualitative, and research results more emphasis on conclusions.

In this study, the data collected was in primary data forming, which was obtained directly from the interviews with eight informants by directly observing. Meanwhile, secondary data was obtained from websites, journals and historical company data.

This research was conducted with a Case Study approach. A case study is a series of scientific activities carried out intensely, in detail and in-depth about a program, event and activity, either at the individual level, a group of people, institutions, or organizations, to gain in-depth knowledge about the event. Usually, after being referred to as cases, the selected events are real things that happened (Rahardjo, 2017).

Subjects to obtain information in this study amounted to eight informants consisting of the parties who play a role, namely:

Table 1. Informant Data

No.	Name	Position
1.	Imam Wahyudi	Business Owner
2.	H. Musawir	Consumer
3.	Sadeni	Consumer
4.	Ash	Consumer
5.	Grace	Consumer
6.	Wa'Eng	Consumer
7.	Caliph Ali	Consumer
8.	Ivan	Consumer

Source: Data processed by researchers, 2022

Research informants are BMJ business owners and continue to conduct interviews with related parties (BMJ consumers) to obtain more in-depth information.

3. Results and Discussion

The Importance of Using Persuasive Communication in Attracting Consumer Interest BMJ

The sub-discussion above refers to research conducted by Dartina (2018) which concludes that persuasive communication is a communication strategy that has a dominant influence in attracting consumer interest. The research results by Radja (2020) emphasize the importance of salesperson communication in personal selling using persuasive communication, especially for product marketing with personal explanations. Many people understand very well the benefits of persuasive communication strategies in everyday life, especially in business with aspects of marketing activities. Many things need to be considered in using a persuasive communication strategy to achieve the targeted goals. In a business, certainly, there should be a section chosen to develop a strategy to attract consumer interest. The ability to communicate is an important point that needs to be considered to understand the current conditions; therefore, they choose the right and appropriate steps.

The direct interview results with Mr Imam as the owner of the BMJ business could be concluded that the use of persuasive communication strategies is suitable for attracting consumers' interest. The business owner is the full power holder in dealing with consumers; good and correct communication skills from a business owner are very influential. Because when attracting consumer interest, persuasive communication strategies are one of the mandatory ways, so it is important to use.

The following is evidence from an interview with a BMJ business owner stating, *"In my opinion, persuasive communication is very important in attracting consumer interest and loyalty. I continue to provide clear information, such as things related to price increases or raw material difficulties. I am open to consumers; therefore, consumers themselves also conduct direct surveys, for example, to other traders to compare other companies' goods with BMJ products. The goods I produce are more expensive. Next, I explained that the products I sell are good quality and only make a small profit. Finally, the consumer is again interested in taking BMJ products"* (Imam's statement).

Persuasive Communication Strategy Techniques Used by BMJ in Attracting Consumers' Interest.

Still, the same source from the sub-topic above refers to research conducted by Dartina (2018) which states that there are persuasive communication techniques that are not planned

but flow just like that and are situational and conditional. Putri et al. (2015) state that persuasive communication techniques are communication techniques that are carried out; therefore, others are willing to accept related to an understanding or belief, perform an act or activity and so on. As the full power holder, the business owner should be able to master the ability in communication skills, which means that he should be able to think critically and quickly to choose the right persuasive communication strategy in a certain situation. Because the right persuasive communication strategy has an important influence on a consumer willing to do something without coercion, each condition certainly has different ways depending on the current situation. In carrying out his persuasive communication strategy, the BMJ owner succeeded in making offers during direct communication interactions with consumers. That way, consumers will provide feedback regarding what they want. The consumer's response is the first step in determining the persuasive communication strategy to be carried out after the good communication creation is expected to attract consumers to make purchases of the products offered.

Based on the interview results with the owner of BMJ, he stated, *"So far, I have tried to provide good information regarding the products I offer. I make an offer and try to provide information that the price I provide is commensurate and even cheaper when compared to products from other similar companies. Guaranteed product with good quality certainly. So as a result, I get a lot of consumers today"* (Imam Statement).

In addition to conducting interviews with the owner of BMJ, the author also obtained the interview results with company consumers, namely *"The first time I was given an offer by the company owner with a persuasive to buy BMJ products. Like I am allowed to own goods even though I have explained that my business is still pioneering. The priest still chuckles to persuade me to produce the goods"* (Rahmat's statement).

There is also a statement from the company's consumer, *"In the past, my business almost went out of business, but in the end, BMJ made an offer to help supply production goods. BMJ convinced me not to give up and keep trying to get back up. Finally, after much thought, I was interested and accepted BMJ's offer"* (Sadani's statement)

Another consumer stated, *"The polite and friendly way of delivering information and communication by Mr Imam as a business owner made me very interested in his products. In addition, how information is conveyed is very clear regarding current market conditions"* (Musawir Statement).

Persuasive Strategy Tool in Attracting BMJ Consumers

Persuasive tools are part of persuasive activities carried out with the principle of kindness being rewarded with kindness such as *commitment, social proof, liking, and authority* (Dartina, 2018).

a) Commitment

Commitment in an organization is important in forming a customer loyalty that aims to develop a business (Nguyen, 2018). Commitment to a company is very important and needs to be considered in running a business with a full sense of responsibility to achieve the expected goals. Commitment is not only about selling an idea or product but also about making the best use of time, keeping promises, and committing to the quality of the products offered. In addition, it is also a commitment to everything in terms of running a business.

BMJ business owners show a commitment to consumers regarding timeliness in-order delivery. BMJ business owner statement through the interview, *"When it comes to commitment, I provide punctuality in serving orders. For example, a customer orders 100pcs on Monday and then asks for delivery on Thursday; certainly, I'm right, considering that I gave an agreement for a processing period of 3-4 days from the start. However, if there are more inventories, I will certainly immediately send it before the deadline requested by the consumer"* (Statement of the Imam).

Furthermore, in providing good quality products at commensurate prices, returning defective/damaged goods, and providing a system of taking goods first and paying later. Commitment is an agreement at the beginning where the agreement should be kept. This is evidenced by BMJ, which always keeps its initial agreement with consumers. The results of direct interviews with several consumers stated: *"The owner of the BMJ business has given me confidence; therefore, I don't have to worry about me who won't necessarily be able to have many customers immediately. If I need an item, I am allowed to take it first but will pay for it when it is sold out"* (Iwan's statement).

The next consumer statement was, *"If BMJ's commitment has been able to deliver my order on time. Consumers need speed in product delivery, and BMJ could show its commitment to delivering goods on time. Even often, requests for goods on Wednesdays are sent the day before. So consumers know that BMJ goods are always available without waiting long for the goods to be produced first"* (Wa'Eng statement).

b) Social Proof

Social proof is one of the tools in a persuasive communication strategy. Social proof has a positive effect when someone finds out that other people do it too. Therefore, providing social proof to consumers is done to attract attention, increase credibility, and control conversions. In addition, social proof encourages beliefs about a company's business, products, or offerings. Therefore, using social proof could significantly impact business growth, as is the case with BMJ owners who show social proof actions to their consumers. Based on the results of interviews with sources, namely BMJ consumers, information was obtained that usually BMJ does social proof through other consumers, and some have even received information regarding this matter.

The results of interviews evidenced through BMJ consumers stating, *"Oh, if I was got from my friends directly who have similar businesses with me. And my friend recommended purchasing a product from BMJ. Then I came straight there. The owner of the BMJ Company also provides explanations and evidence related to their products, such as the quality and price of the goods. Then the information is related to the satisfaction of the old customers where they used to take BMJ goods"* (Sadeni's statement).

Consumers did have full rights regarding wanting to decide, continue, or take an offer of cooperation, but a persuasive communication strategy that is used properly makes the possibility of reassuring consumers more; therefore, they could attract consumers' interest and realize that they could realize business goals.

c) Liking

Consumers' liking is created from the attitudes and behaviours given by employees (Dartina, 2018). As a business in spare parts production, BMJ can serve its customers well according to the offer agreement at the beginning of the cooperation. This makes consumers

feel very happy with the services provided by the company. In addition to related services, there is also a sense of love from consumers created because of the open communication that is well established between consumers and the company. Furthermore, business owners are always actively providing important information related to current market share conditions that make consumers not hesitate or be deceived.

One of the consumer sources stated, *"The information provided is always clear and complete. Usually, the information provided includes the increase in raw materials to the difficulty of the availability of raw materials. Consumers are not afraid to be deceived by high prices"* (Musawir Statement). In this case, there is a persuasive communication strategy in the form of a playful attitude in conveying convincing information and polite, respectful behaviour, which makes consumers more interested in the products offered. The high sense of trust between consumers and business owners ultimately also keeps consumers as regular consumers.

d) **Authority**

Authority is a powerful form that has the recognition that relates to the powerless (Said, 2015). The authority of the BMJ business owner as the full power holder will be used or applied when faced with a situation where consumers are still unsure of the information provided relating to the products offered, so it could be concluded that the authority of the business owner will only be used under certain conditions.

As stated by the business owner, BMJ directly gives cooperation authority to consumers regarding the limited acceptance of services or storage of sales goods from consumers. The company owner's statement is, *"Obviously, I am the most authorized person in dealing with consumers directly—for example, the authority in the difficulty of obtaining raw materials. Consumers are given the authority to choose their raw material products, and then the BMJ Company produces these goods into finished materials. So the company is not limited to selling products but also receiving services. This also makes consumers feel attracted to the company. In addition, the company also gives authority to consumers if they want to entrust their merchandise; therefore, they could be helped to sell. Therefore, business relations will be formed and established even better"* (Abu's Statement).

In addition, consumers are given authority, such as being able to pay later when the product has been sold or known as a one-week debt billing system. Free conditions without a target for taking the number of goods. Results of consumer interviews *"The owner of BMJ has full authority over overpayments. Business relationships have existed for a long time since their parents finally continued to the next generation. BMJ business owners give consumers trust related to the payment system. Payments could be made backwards with the tempo of once a week or when the next shipment of goods"* (Khalifah Ali's statement).

The application of communication strategies related to granting authority to consumers in solving the difficulties they are experiencing. This makes consumers more interested in cooperating with BMJ.

4. Conclusions

The results showed that BMJ chose to use a persuasive communication strategy to attract consumers' interest which focused on providing commitment, social proof, liking, and authority. The company has full power to deal with problems faced by consumers. A persuasive communication strategy is considered an important point applied in running a business to attract consumer interest. The ability to communicate is one of the techniques

that should be mastered by companies related to the application of persuasive communication strategies. The company can understand the conditions and then choose the right steps. A persuasive communication strategy is a way of influencing consumers to realize the company's goals.

Persuasive communication techniques begin with giving offers to consumers; therefore, consumer responses could be known the selection of persuasive communication strategies could be used properly. The offers given to consumers are so varied, such as providing prices that are commensurate with the quality of the product, the use of the goods retrieval system could be made first, and then payments could be made backwards; therefore, the consumer's business could run smoothly, especially if a new business is started. The supply of goods is given according to the needs of consumers without a specific target. The most important thing is delivering clear and transparent information to consumers.

BMJ has several business commitments, such as on-time delivery and replacement of defective or failed products in production. This commitment is explained at the beginning of the business cooperation agreement. Commitments to soft payments are also given to new business startups. The company's social evidence is real as it is, with the use of explanations of persuasive communication strategies to create word of mouth information. The existence of mutually giving advice is related to the delivery of information from one consumer to another, so it is not surprising that the location of the consumer's business is close to each other. Consumers who have long-established business relationships with the company are given priority regarding product offerings at the outset. The decision to enter into business cooperation is the full right of the consumer, but by showing good social proof tools, it is possible for consumers to feel confident. Consumer likes will be obtained if consumers are satisfied with the company's services, especially in conveying clear and accurate information. When consumers are satisfied, it will affect their interest in buying products and, simultaneously, as permanent consumers of the company. The granting of company authority has not shown similar results. The company gives authority if it is deemed important and urgent. Giving authority to consumers is the prerogative of the owner of the company. For example, granting authority is related to the use of services only due to limited raw materials. The granting of authority prioritizes persuasive communication; therefore, consumer interest could increase to establish cooperation.

Table 2. Theoretical Implications

Topic Indicator	Implication
<i>Commitment</i>	Timeliness in serving orders with an estimated time of 3-4 working days.
<i>Social Proof</i>	Interaction of consumer communication by word of mouth
<i>Liking</i>	Open communication that is well established between consumers and business owners
<i>Authority</i>	Authority is only used in certain conditions, for example, related to the scarcity of raw material availability

The limitation found in this study is the number of less representative informants. Researchers were only given a few informants who could be interviewed and collected data. This could also affect the quality of informants who do not meet the author's expectations. It is hoped that further research could reach a greater number of informants; therefore,

information related to persuasive communication shows representative and comprehensive results.

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