

PERSUASIVE EMPLOYEE COMMUNICATION STRATEGY IN GIVING SERVICE TO CUSTOMERS

Ni Made Adi Novayanti ¹⁾,
Febriani Noviyanti Abor ²⁾,

¹⁾ Dwijendra University
adinova455@gmail.com

²⁾ Dwijendra University
Yeyenabor99@gmail.com

ABSTRACT

The Central Kuta Money Exchange Private Company is one of the companies engaged in foreign currency exchange. The Central Kuta Money Exchange Company conducts buying and selling foreign currencies transaction as one of the primary needs carried out by customers who come from abroad and domestically. In this case, the employees certainly need a strategy in providing services for customers to make transactions. One of the strategies used is persuasive communication strategy. The strategy and persuasive communication skill of the communicator determine whether or not the communicant succeeds to be influenced. Therefore, communicators were expected to have an effective strategy to realize the goals to be achieved. In this research entitled "Employees' Persuasive Communication Strategies in Providing Services to Customers (Case Study: Private Company of Central Kuta Money Exchange)", aimed at investigating how the persuasive communication strategy carried out by employees of Central Kuta Money Exchange Private Company in providing services to customers. This research used a qualitative approach, with the research subjects were employees who were directly involved with customers in conducting foreign exchange buying and selling transactions.

The data were collected by using a questionnaire technique, that was asking questions to respondents via google form. This research used a qualitative descriptive analysis technique in analyzing the data. Based on the analysis results, it could be seen that the persuasive communication strategy carried out by employees had been carried out quite well. Employees realize the importance of persuasive communication strategies in providing services to customers. This could be proven by the results of the respondents' 2 answers to the questionnaires distributed based on the objective clarity indicators, persuasion targets and strategies used.

Keywords: Persuasive Communication, customer service

1. INTRODUCTION

As social beings, humans always want to relate to other humans. Without communication, it is impossible to form a society, otherwise without society, humans cannot develop communication (Cangara, 2014: 1). Effective communication between employees and customers can occur if you have the right strategy. One of the strategies undertaken is a persuasive communication strategy. Persuasive Communication Strategy is an overall approach related to the implementation of ideas, planning and execution of an activity within a certain period of time that aims to influence and convince others. In persuasion, a persuader is considered successful if he is able to influence the beliefs and

expectations of other people after he makes an invitation by explaining various reasons and good prospects for an item or a condition. Customers who make transactions at PT Central Kuta Money Exchange do not only come from within the country but also come from abroad with so much diversity, for example in terms of language, ethnicity and culture. The large number of customers who carry out foreign currency buying and selling transactions as one of their primary needs, so to address the diversity of customers, the persuasive communication strategy that is carried out is of course pursued by approaching customers and focusing the customers' attention on objects that will be known by customers through persuasive communication. applied. An example is offering a higher rate or price for a certain currency price. Communication between employees of PT. Central Kuta Money Exchange with customers determines the business success of the company. However, the characteristics of each customer are different, therefore the strategies applied to target these customers are also different. Central Kuta Money Exchange is one of the most popular foreign currency exchange places in Bali. PT Central Kuta Money Exchange offers tight security and an exchange rate that is always up to date as well as a strategic location that makes it easy for customers to make buying and selling transactions. Apart from buying foreign currencies, Central Kuta also provides services for selling foreign currencies. PT. Central Kuta has branch offices and in almost all areas of famous tourist attractions in Bali there are Central Kuta outlets. This research departs from the theoretical study as follows; Communication Strategy Understanding Strategy Communication, The word strategy comes from the classical Greek "stratos" which means army and the word "agein" which means to lead. Thus, the intended strategy is to lead the army. Then came the word strategos which means the leader of the army at the top level. So strategy is a military concept that can be interpreted as a war of generals (The Art of Generals), or a plan that is best for winning wars. In dealing with communication problems, planners are faced with a number of problems, especially in relation to strategies for using available communication resources to achieve the goals to be achieved. Rogers in Cangara (2014: 65) gives the definition of a communication strategy as a design made to change human behavior on a larger scale through the transfer of new ideas. The choice of strategy is a crucial step that requires careful handling in communication planning, because if the choice of strategy is wrong or wrong then the results obtained can be fatal, especially losses in terms of time, materials and manpower. Therefore strategy is also a secret that must be hidden by planners.

Definition of Persuasive Communication, the term persuasion (persuasion) comes from the Latin word, persuasion, whose verb is persuader, which means to persuade, invite or seduce (Soemirat, et al, 2004: 1.23). Persuasion is a very important aspect in influencing others. According to De Vito (2010: 51), persuasion is a technique of influencing humans by utilizing or using psychological and sociological data and facts from the communicant who wants to be influenced. Persuasion can be done rationally or emotionally (Mar'at, 1982:36). In a rational way, the cognitive component of a person can be influenced. Aspects that are influenced in the form of ideas or concepts. Meanwhile, emotionally it usually touches the aspect of affection, namely things related to a person's emotions. From the several definitions that have been presented, it appears that persuasive communication is any effort that aims to influence, shape, strengthen and change one's attitudes, opinions and behavior through a communication process with the goals set by the communicator verbally and nonverbally. Persuasive Communication Concept Basis, When persuading, our attention can be focused on efforts to change or strengthen the attitudes or beliefs of the target of persuasion, or on efforts to invite to act in a certain way. From this explanation, there are three concepts described, namely; Attitude as a tendency to behave in a certain way. Through persuasive communication, a receiver (message recipient) can change attitudes due to information exposure from the sender (message sender). The target of this attitude change includes the basic aspects of human attitudes,

namely affective aspects (likes or feelings towards an object), cognitive (beliefs towards an object), and motor/behavior (actions towards objects). Trust is a feeling of confidence in the existence of something or in the truth of something. Trust arises from a mixture of observational experience, evidence from a second party, as well as complex motivations. Belief is the hypothesis that an object exists and that the relationship that occurs between objects with consideration of other objects. So according to this definition, there are two beliefs, namely belief in objects and beliefs about objects. Behavior in persuasion refers to actions that are obvious or observable. Behavior is an act of our attitude towards something. There are several elements that are prerequisites for persuasive communication; The basic source used in conveying the message, which is used to strengthen the message itself. Sources can be people, institutions, books and the like. The communicator can be an individual who is speaking, writing, groups of people, communication organizations such as radio, newspapers and so on. Communicants or message recipients can be classified into 3 types, namely personal, group and mass. The message is the whole of what is conveyed by the communicator. The message should have a core message (theme) as an order in trying to change the attitude and behavior of the communicator. Communication channels always convey messages that can be received through the five senses or using media. Results (Effect) is the end result of a communication, namely attitudes and behavior of people, according to or not with what we want. So if the attitude or behavior of other people is in accordance with our wishes, it means that communication can be said to be successful and vice versa. d) Approach to Persuasive Communication. Wilbur Schramm in his book "the process and effect of mass communication (2016: 286); which was adapted by Oemi Abdurrahman, argued that the success of persuasive communication needs to be carried out by a persuasive method commonly called AIDDA. The AIDDA formula is a unity of the stages of persuasive communication, namely: Attention; Interest (interest); Desire (desire); Decision (decision); (action).

Persuasive Communication Method, Effendy (2004: 21) reveals techniques that can be selected in carrying out persuasive communication and in accordance with the situation encountered as follows; 1) Association technique, is the presentation of a communication message by superimposing it on an object or event that is attracting a lot of audience attention, 2) Integration Techniques, is the ability of communicators to unite themselves communicatively with the communicator. This means that, through verbal and nonverbal words, the communicator describes that he is "in the same boat" and therefore becomes one with the communicator. This technique can be used by newspaper editors in preparing editorials, 3) The reward technique, or what is called the pay-off technique, is an activity to influence other people by luring something that is profitable or something promising, 4) Order technique, or icing technique which is an attempt to compose a communication message in such a way with an emotional appeal, so that it is pleasing to hear or read and motivated to do as suggested by the message., 5) The red herring technique, in conjunction with persuasive communication, this technique is the art of a communicator to achieve victory in debates by avoiding weak arguments and then diverting them little by little to the aspects they master in order to become a powerful weapon in attacking opponents. Persuasive Communication Barriers Barriers to communication according to Herbert G. Hiks and G. Ray Gullet in their book "Organization Theory and Behavior" as cited by Soemirat and Suryana (2018:93) can be caused by the following factors; 1) Dogmatism Is the attitude of someone who tries to defend his attitudes, opinions, and behavior. This is done especially if the information conveyed is suspected to damage its position. 2) Stereotypes According to Mar'at (1982:88) stereotypes are the product of the interaction process between family relationships, ethnicity, as well as politics regarding certain actions and behaviors (Soemirat and Suryana, 2018: 9. 3). Stereotypes are opinions about an aspect of reality, which have been formed before, especially regarding humans and social groups. It can also be interpreted

as a series of generalizations that are rigid, prejudiced, and too simplistic about a person or group of people. Circle Influence is the result of two thought values that meet each other. In this condition, people only see a persuasion message that is good or bad, wrong or right, black or white, not nuanced or graded. Someone will listen and be influenced by people they admire, and vice versa.

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Customer means to buy or use goods regularly. According to Greenberg (2010: 8), customers or customers are individuals or groups who are used to buying a product or service based on their decision on benefits and price considerations, who then make contact with the company by phone, letter, and other facilities to get a new offer from company. From the definition above, it can be concluded that customers are individuals or groups who buy or use a product or service on a regular basis, then make contact with the company to get a new offer from the company.

2. RESEARCH METODOLOGY

The approach used in this study is a qualitative approach. A qualitative approach is one of the research procedures that will produce data in descriptive form in the form of written or spoken words from people or observed behavior and social phenomena and is carried out by collecting data that is not obtained through statistical calculations or other forms of use numeric size. The research design used in this research is a case study design. Case study design is research that aims to study or examine in depth an event that occurred, and is appropriate for answering the questions "how" and "why" of a study.

Based on the title of this research, it can be determined for the identification of the concept as follows: 1) Persuasive Communication Strategy, 2) Service to customers The following is a definition of the concept that can be explained, namely: 1) a persuasive communication strategy is a process of determining a plan by someone to another person that aims to influence one's attitudes, opinions, and behavior through a process of persuasive communication both verbally and nonverbally. 2) Customer service is any action or activity that can be offered by one party to another which is basically intangible and does not result in any ownership. According to Greenberg (2010: 8), customers or customers are individuals or

groups who are used to buying a product or service based on their decisions on benefits and price considerations. Before conducting research, researchers must first determine the research subjects are not deviating from the research objectives. The research subjects were respondents who would provide information about employees' persuasive communication strategies in providing services to customers at PT Central Kuta Money Exchange.

Respondents in this study were; Hendrawan (Coordinator Supervisor), Ayu Manik (supervisor), Komang Laksmi Widiastuti (supervisor), I Kadek Adi Santika (supervisor), Mayalia (employee), Sayu Ariantini (employee), Dian Etika (employee), Ayu Suci (employee), Suriasih (employee), Karunia (employee). In this study, the primary data was a questionnaire made on the Google form and distributed to the respondents. While the secondary data in this study came from the internet, journals, books, and the results of observations of researchers. Data collection techniques and instruments used in this study are; 1) Questionnaire The data collection technique in this study used a questionnaire by distributing a list of questions to predetermined respondents or samples. The sample used was purposive sampling. The scale used in the instrument in this study was the Likert scale. According to Sugiyono (2001: 86), the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. 2) Observation techniques or direct observation, carried out by observing the persuasive communication process carried out by employees and also presenting real and objective images from the results of direct observations in the field. 3) Documentation Techniques are data collection techniques in which all parts of facts and data are stored in material in the form of documentation in the form of films, pictures, sheets of notes or notebooks.

3. RESULTS AND DISCUSSION

Communication is a basic thing that is done by all people in the world both verbally and nonverbally. Communication is carried out as the main human life activity in exchanging information from one person to another. In conveying messages to achieve these goals, employees of PT. Central Kuta Money Exchange uses persuasive communication in influencing customers in provide services to customers. Persuasive communication is communication that aims to influence one's attitudes, opinions and behavior through messages conveyed verbally or nonverbally. In this case, employees use persuasive communication to influence the opinions and behavior of customers in making transactions. Based on the results of the questionnaire answers from the respondents, namely employees who are directly involved in the foreign currency exchange section of PT Central Kuta Money Exchange, there is a discussion regarding the indicators used in the research results, it can be stated as follows:

- 1) Aspects of Clarity of Purpose; a) Based on an understanding of the message conveyed, it shows interaction with others, in this case customers who make transactions at PT Central Kuta Money Exchange really understand the message conveyed. How the message is conveyed appropriately and the communicant's response as expected by the communicator. b) Improving employee competence through seminars and training is one of the important agendas for companies to develop and improve employee competence. In addition to increasing the competence of each individual, training programs are conducted to increase and maintain the productivity and performance of PT Central Kuta Money Exchange company. c) The process of conveying interesting messages carried out by PT Central Kuta Money Exchange employees uses certain approaches such as paying full attention to what is being discussed, knowing in advance who the communicator is, whether you can be invited to joke or not, a friendly welcome, a polite appearance and interesting. The

process of conveying the message also uses polite language and packs information clearly so that it is easy to receive and understand.

- 2) Aspects of Persuasion Targets; a) Understanding of the contents of the message conveyed. clear, concise and concise messages make it easy to understand the messages conveyed between the giver and recipient so that the language is clearer, complete, delivery and feedback are balanced. b) Employees understand every diversity of information found in the field when interacting with customers who have different languages and cultures. c) The diversity of persuasion targets in terms of job level and age or age of customers proves that customers who make transactions at PT Central Kuta Money Exchange are very diverse. Employees in providing services to customers in terms of age certainly have their own characteristics and models of communication.
- 3) Aspects of Communication Strategy Selection; a) The importance of a communication strategy is being able to increase the effectiveness of communication and increase the effectiveness of communication messages. b) Very often use strategies in communicating with customers. This aims to reduce the potential for communication barriers so as to minimize the chances of failure. c) Every information conveyed by customers is very necessary to be understood by customers. This is very important so that customers know information about the rules that apply during the transaction process, know the systems and rules that apply between employees and customers. Thus there will be no misunderstandings between employees and customers.

4. CONCLUSION

Based on the results of the overall data analysis that has been carried out, it can be concluded that; The persuasive communication strategy carried out by PT Central Kuta Money Exchange employees has been carried out quite well. This can be proven by the results of the respondents' answers to the distributed questionnaires. Based on the facts that occurred in the field, where employees have done quite well in the process of understanding the messages conveyed, increasing competence and the process of delivering interesting messages to customers. Think carefully about the person you are dealing with, such as knowing the characteristics or diversity of customers, then trying to create a sense of equality or similarity so as to create mutual respect. Employees have produced quite good persuasive communication by implementing the right strategy. Strategies that are implemented taking into account every situation or situation that occurs and can place themselves or position themselves properly and correctly. Employees realize the importance of a Persuasive Communication Strategy in providing services to customers. Suggestion; 1) It is hoped that there will be efforts to increase employee competence with various training and seminars from the company. 2) It is expected to provide optimal service to customers. 3) Employees are expected to improve their persuasive communication strategies in providing services to customers.

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