

Analisa Strategi Komunikasi Persuasi Online dalam Relationship Marketing (Studi Kasus pada Bisnis Network Marketing PT Harmoni Dinamik Indonesia) = Analysis of Online Persuasion as a Communication Strategy in Marketing Relationships (Case Study at Network Marketing Business of PT Harmoni Dinamik Indonesia)

Qisty Amanda Deviacita, author

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Abstrak

Penelitian ini bertujuan untuk mengetahui strategi komunikasi persuasi dalam relationship marketing yang dilakukan oleh pelaku bisnis network marketing khususnya enterpriser HDI di dalam memasarkan bisnis di masa pandemi Covid-19. Relationship marketing dan taktik persuasif memiliki peran dalam menyebarkan informasi yang dapat membangun kedekatan serta memotivasi para member dalam bisnis network marketing. Enterpriser melakukan pemasaran melalui media sosial Instagram dengan pendekatan yang lebih soft melalui sharing, membangun bonding dan personal branding dengan memperlihatkan komunitas positif, serta mempersuasi dengan menggali ketakutan positif. Pemasaran melalui media sosial Instagram mempermudah percepatan bisnis dan menjangkau member.

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This study aims to understand the communication strategy used by business actors, particularly HDI enterprises, in building their marketing relationships during the COVID-19 pandemic era. Relationship Marketing and persuasive tactics have a role in disseminating information that can build closeness with members and motivate members in the network marketing business. Enterprisers does marketing through Social Media Instagram with a soft approach through sharing, bonding and and personal branding by showing a positive community, and persuading by exploring positive fears. Marketing through social media Instagram makes it easier to accelerate business and reach members.