

Persuasive Communication Technique Model to Interest in Consuming “Therapeutic Rice Products (Beter) UGJ”

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Abstract— Therapeutic Rice (BETER) UGJ is a product of research results from agricultural lecturers at the UGJ Cirebon and has obtained HAKI. Black rice and has been clinically tested at the UGJ Faculty of Medicine, can lower blood sugar levels, and has other properties such as high fiber that can improve digestion and is part of a diet program, so it is necessary to introduce the product to consumers and wider marketing. The objectives of the research are: (1) How is Persuasive Communication technique in increasing interest in consuming BETER UGJ (2) How is Persuasive Communication Technique model in increasing interest in consuming BETER UGJ. The stages of the research method used descriptive qualitative with the selection of purposive sampling informants as many as five informants. The results show that persuasive communication techniques are carried out by associative, rewording and icing devices which can also be applied through digital advertising.

Keywords— Communication technique model, persuasion, interest, consuming, BETER UGJ.

I. INTRODUCTION

Therapeutic rice, also known as BETER UGJ Cirebon, is black rice, the result of research by Agricultural Lecturers of the UGJ Agrotechnology Study Program and has obtained IPR. The resulting innovation has many benefits, including reducing the risk of rising blood sugar levels and being able to lose weight because it is rich in fiber, and can improve digestion, so that during the Covid 19 Pandemic our immune system can be healthier by consuming BETER UGJ because it has been clinically tested. at the Faculty of Medicine, UGJ. BETER UGJ must be introduced and marketed BETER UGJ to the public to get income as an embryo from the incubation of the business to be run. The following picture 1 BETER UGJ display:

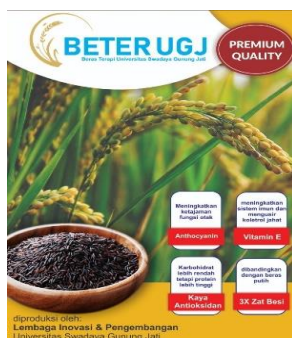


Image 1. Product Packaging of BETER UGJ

Talking about communication, that communication can be determined successful or not depending on how a communicator influences the communicant, so that the communicant can behave or behave or act according to what is expected by the communicator. Thus communicators really need to know the message, and what channels can change the attitude and behavior of the communicant. In communication science, recognize the existence of persuasive communication, namely communication that is influencing audience or communicant, so that they act according to what is expected by the communicator. (Mulyana 2005) Persuasive communication is defined as communication behavior that has the aim of changing the beliefs, attitudes or behavior of other individuals or groups through the transmission of several messages.

Based on previous state of the art research, persuasive communication strategies through personal communication have a significant role in increasing motivation. (Zain 2017) In addition, there is a positive influence with sufficient and significant categories of persuasive communication on attitudes. (Eleazar and Irwandy 2021) Not only that, the better the persuasive communication the teacher makes to his students, the better the students' awareness to learn. (Singarimbun 2020) There is an influence between the persuasive communication of the Bogor City Health Office on changes in the attitudes of Small and Medium Enterprises (SMEs). (Fitriah and Ratnamulyani 2015) The service quality of variable X provided by PERUMDAM Tirta Kerta Raharja, Tangerang Regency is quite good. (Hayati and Asfiryati 2016) Sales promotion should be done specifically, short term, and carried out at various places or points of sale (point of sale) or point of purchase (point of purchase). In addition, it is also necessary to pay attention to product brands that are easy to see and remember. (Suryanto and Si 2015) Advertising is a special form of communication to fulfill the marketing function, so what must be done in advertising activities must be able to persuade people to behave in such a way according to marketing strategies to print sales and profits. (Hidayat and Isnaini 2021) However, this research is different from previous research. This research offers novelty not only in implementing persuasive communication techniques in general but focusing on certain techniques in the form of a persuasive communication technique model that is more effective in attracting consumers to consume BETER UGJ. In the end, the persuasive communication carried out gives satisfaction to both parties.

As a continuation of research in the downstream section, BETER UGJ really needs to be introduced to the wider community, especially the Cirebon area. Under the auspices of LIP UGJ, there needs to be an introduction through a persuasive communication technique model. Based on this explanation, the research objectives are: 1. How are persuasive communication techniques to increase interest in consuming BETER UGJ; 2. How is the Persuasive Communication Technique model in attracting interest in consuming BETER UGJ.

II. METHOD

The research method that will be used is descriptive qualitative research method. The types of data used in the study, in the form of primary data obtained directly from informants as many as five informants, namely three informants as experts and practitioners and two as potential consumers, while secondary data are several reference books, journals that are related to research. The data obtained from the results of interviews and observations were checked for validity, in the form of a triangulation technique of data sources by exploring the truth of certain information through various methods and sources of data acquisition. Each method can produce different evidence or data, which in turn will provide a different view of the phenomenon being studied. (Moleong and Edisi 2004) distinguish four kinds of triangulation, including by utilizing the use of sources, investigators, methods, and theories. In the study of the four types of poles, the researcher only used examination by utilizing sources. The data analysis technique used in this study is qualitative data analysis by analyzing in depth descriptive data in the form of oral and written information from informants, as well as facts and symptoms from observations or observations.

III. RESULT AND DISCUSSION

Persuasive Communication Techniques in Attracting Interest in Consuming BETER UGJ

Based on the results of interviews with informants, there are several persuasive communication techniques in increasing interest in consuming BETER UGJ, including the following:

a. Preparation phase

The steps that need to be prepared by the TEAM as a communicator in carrying out Communication Techniques in increasing interest in consuming BETER UGJ:

Informant I said as follows:

"By conducting an STP analysis of the UGJ Beter Product, competitor analysis data, marketing reach, consumer research, and experimenting with the use of BETER on several people at random and seeing the results, it can be used as evidence to show evidence of benefits as differentiation from ordinary rice"

Meanwhile, Informant II said as follows:

"Mastery of the material, the benefits of the product itself, the content of an interesting message, product knowledge, choosing the right language, choosing the method of delivery, and teaching aids"

Meanwhile, Informant III said as follows:

"Information media, both in the form of social media to post information in digital form and leaflets for print media"

Thus the preparation stage is the beginning of activities that require mastery of product and product quality as well as mastery of material delivery and consumer research is very necessary so that the credibility of the communicator can be maintained.

a. Product Introduction Stage

The product introduction stage is something that needs to be considered as well, as follows:

Informant I said as follows:

"In the initial stage, communicators who have credibility such as nutritionists, influencers in the health sector, messages include official research results related to nutritional content and benefits, the target is people who care about health or in diet programs, can use social media such as tiktok and Instagram"

Informant II said as follows:

"knowledge about UGJ beter products"

Informant III said as follows:

"Product knowledge and the main problems that are solved to potential customers through the presence of the product"

Communicators who have mastered the market, at the introduction stage, they need a technique of emphasizing potential consumers, one of which can involve nutritionists, influencers, and the media to socialize products, such as social media tiktok and instagram which are phenomena in society.

As for the implementation of product introduction, there are several things that can happen, including:

a. Considerations for Buying Better UGJ Products

There are several things that happen to potential consumers at the time of product introduction, namely considering buying a product for the following reasons:

Informant IV said as follows:

"Price"

Informant V said as follows:

"Price"

Price is the main factor when implementing product introductions, prospective consumers make considerations in buying products.

So if there are considerations, then:

Informant I said as follows:

"Fear arousing, namely by showing that ordinary rice is of a health level, if consumed in excess it can cause several diseases including diabetes, obesity, and BETER UGJ is the solution"

Informant II said as follows:

"Providing a detailed explanation of the UGJ better product, explaining the advantages of the better UGJ product, explaining the differentiation of the better UGJ product"

Informant III said as follows:

"Looking for the potential advantages of this product which is a solution to the problems faced by potential customers so far"

Because of this, the efforts that can be made in dealing with prospective consumers who make considerations are by providing detailed explanations about the product, as well as performing persuasive communication techniques in a fear arousing manner so that it can generate a need for the product.

b. Rebuttal

Prospective consumers often object when they get information about products, some of the objections that are often made by potential consumers include the following:

Informant V said as follows:

“price and quality”

In fact, Informant IV revealed the following:

“Making excuses when busy”

So, what can be done to handle various types of objections to potential consumers, especially regarding UGJ better products, are as follows:

Informant I said as follows:

"provide answers that are more understandable by consumers"

Informant II said as follows:

“Prepare evidence of research results, including research voba trials to random consumers. Health test before and after several hours of consumption”

Informant III said as follows:

"Comparing the solutions offered by other products where the solutions offered by this product are superior by providing comparisons with the results"

There are several techniques that can be used if there are objections from potential consumers, techniques that can be used to handle various types of objections to potential consumers, especially regarding UGJ better products, are as follows:

Informant I said as follows:

"listen, understand the situation and conditions, find solutions to problems"

Informant II said as follows:

"If you use the media you can use the right to answer. Do a food health campaign with nutritionists and popular health leaders"

Informant III said as follows:

"Presenting data including test results from products to ensure product superiority"

Some of these things can be done in the face of objections from potential consumers, so that consumers can be given an explanation and confidence for them to make a decision to use the product. This is in accordance with the results of previous studies that, there is a positive influence with a sufficient and significant category of persuasive communication on attitudes. (Eleazar and Irwandy 2021)

a. Decision

In addition to giving considerations, rebuttals, of course, potential consumers in the end make decisions. Prospective consumers make decisions to use the product, as follows:

Informant IV said as follows:

“The benefits of the product itself”

Informant V said as follows:

"Needs"

Because of this, the characteristics of prospective consumers, especially prospective customers, are better at UGJ being in a decision position to act to buy the product as follows:

Informant I said as follows:

“a lot of questions about better UGJ products”

Informant II said as follows:

"Recognizing the need for changes in lifestyle health factors, in the process of a clories deficit diet"

Informant III said as follows:

"In terms of purchasing power, it can be checked through age, profession and monthly expenses for similar products"

The characteristics of potential consumers who are in a decision-making position can be traced either at the beginning such as based on their characteristics, or after the implementation of planting their knowledge about the product by asking a lot of questions and monthly expenses.

Persuasive Communication Technique Model in Attracting Interest in Consuming BETER UGJ

A persuasive communication technique by presenting the message of the Beter UGJ product by placing it on an object or event that is currently attracting the attention of the audience, according to several informants as follows:

Informant I said as follows:

"Yes... related to research results... the Ministry of Health and WHO is the danger of increasing obesity"

Informant II said as follows:

"Yes, because it's easier to understand technically, for example, by using better Ugj products, the rice doesn't go stale quickly"

Informant III said as follows:

“Can raise the issue that is the problem solved by this product”

Informant IV said as follows:

"Yes because everyone is focused on the thing that attracts attention"

Informant V said as follows:

"Yes, for appeal and can be a proof that the product is useful. An example of a healthy walkot thanks to consuming better ugj”

Another persuasive communication technique is to unite yourself between the UGJ Better Communicator/Product Marketing Team and the communicant, by using verbal words that state one with the communicant as follows:

Informant I said as follows:

“Yes, the tagline is very important. So that it is easy to remember and and stick in the minds of potential consumers.

Informant II said as follows:

"yes by giving the same explanation"

Informant III said as follows: “Can be done in the form of a short video or interview”

Informant IV said as follows:

“Yes, that's right”

Informant V said as follows:

“Yes, consumers understand faster. For example, better ugj can ward off the covid 19 virus”

Persuasive communication techniques with activities to influence potential customers of Beter UGJ by luring profitable things or promising certain expectations, as follows:

Informant I said as follows:

“Yes, if the research results show BETER has this ability. Of course, with a disclaimer, for example, consuming regularly for a certain period of time”

Informant II said as follows:

“Yes/indeed consumers expect interesting things”

Informant III said as follows:

“Yes, for appeal and can be a proof that the product is useful. An example of a healthy walkot thanks to consuming a better UGJ”

Informant IV said as follows:

“It depends on the positioning chosen by the product. If it is done in order to raise the desire of potential customers to try using this product, you can try it”

Informant V said as follows:

“Not if what was promised doesn't match reality. Because it will damage the image of the product as well as the institution.”

Efforts to structure communication messages in such a way that they are pleasing to the ear, or pleasing to the eye or

pleasant to read and someone has a tendency to follow what is suggested by the UGJ Better Communicator/Product Marketing Team, as follows:

Informant I said as follows:

“Of course, the use of the right diction is conveyed by people who have influence, spread it in the media until it goes viral”

Informant II said as follows:

“Yes, for example, how to demonstrate how to cook rice with better UGJ products”

Informant III said as follows:

“Yes, for example with massage products” Informan IV mengatakan sebagai berikut :

“Sufficiently appropriate, this can be done by providing examples in the form of testimonials”

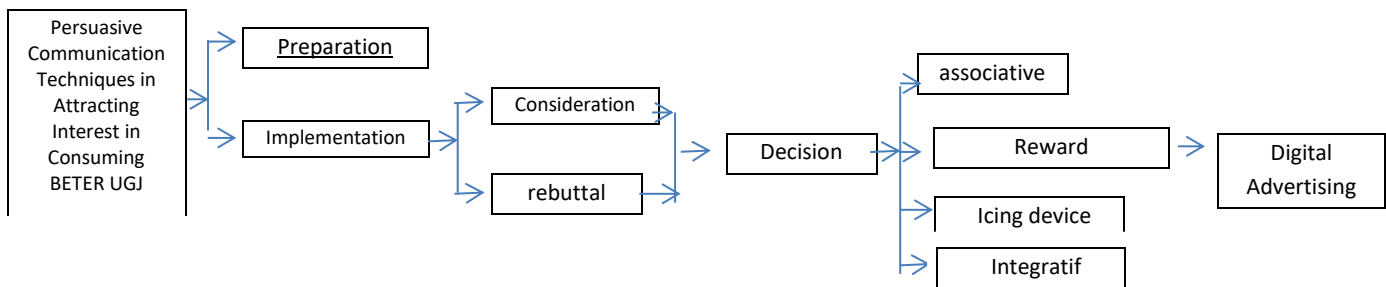
Informant V said as follows:

“Yes, so that it is easy to understand. For example, better ugj can increase endurance”

Other solutions offered by persuasive communication techniques are as follows:

“digital advertising”

Thus, the model of persuasive communication techniques occurs as follows:



IV. CONCLUSION

Persuasive Communication Techniques in attracting interest in consuming BETER UGJ can occur Considerations to buy Better UGJ Products, objections, and buying decisions. The Persuasive Communication Technique Model in attracting interest in consuming BETER UGJ, namely by presenting the message of the Beter UGJ product by placing it on an object or event that is attracting the attention of the audience, uniting oneself with the communicant, by using verbal words, by luring profitable or that promises certain expectations, arrange communication messages in such a way that it is pleasant to hear, or pleasing to the eye or pleasant to read and someone has a tendency to follow what is suggested, not only that but can also be applied to digital advertising.

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