

# 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)

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## Abstrak

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