Implementation of Persuasif Strategy for Public Services in Private Enterprise

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ABSTRACT

Today, telecommunications plays a very important and strategic role in our daily lives. Through advanced communication technology and fast unhindered distance that stretches to make the telecommunications network widely offered with a variety of complete facilities and fast access capability, this is the main attraction for people to use information technology. One of them is PT TELKOM INDONESIA is a full service provider and telecommunication network in Indonesia, especially Indihome service products. Planning and strategy is made by Corporate Public Relation (CPR) which will influence the formation of imaging and good reputation for the company. The problem is the existence of negative issues that hinder the success of Corporate Public Relation implement a strategy designed and offered to provide services to the community is good. The research method used is qualitative descriptive by using case study approach. The result of the research shows that Corporate Public Relations PT TELKOM uses a persuasive strategy in providing services to the community that is to conduct communication strategy with four stages, first identifying by listening to the public's complaint, secondly; Conducting a community complaint subscription process; third; Conduct product knowledge socialization activities, fourth; Maximize human resources to serve the community and open events.

Keywords: persuasif strategy, public service

I. INTRODUCTION

Telecommunication currently plays an important and strategic role in our daily lives. Melallui communications technology community can exchange information quickly without impeded distance. This makes the telecommunication network with legkap facility and fast access capability to be the main attraction for the community.

Our country has addressed the phenomenon through the development of an increasingly widespread telecommunications network is accompanied by diverse facilities. PT Telkom is a company that organizes information and information technology as well as service providers and telecommunication network. Berstatus as the only State-Owned Enterprise (SOE) in the field of telecommunication companies in Indonesia, launched a new service product, namely Indonesia Digital Home or more commonly referred to as Indihome, in the form of communication and data services package, such as voice, internet ( Internet on Fiber or High Speed Internet), interactive television service (Usee TV Cable, IP TV) which is a complete package offered by PT Telkom.

In early 2016 the positive image and enthusiasm of new customers was tarnished by the existence of some negative issues regarding Indihome's service products, especially in the mass media. Reviews highlighting poor Indihome service products both in terms of the quality of the product itself and customer service had become viral for some time. Where customers feel aggrieved over the quality of the internet that he got does not match the product description information offered. A negative image results in a loss to the company. The process of accumulation of messages provided by customers and non customers is experiencing a fast and slow process to form a broader public opinion. The emergence of negative issues can certainly impact on the emergence of a crisis of trust from the community towards PT Telkom. A company experiencing a crisis of confidence from the public will have a negative impact on its image. It is able to make a company experience image degradation to the lowest point. Through public relations communication, it can certainly be avoided.

Speaking of resources, PT Telkom utilizes the performance of Corporate Public Relation (CPR). CPR has a very crucial role and position in the shaded company, which creates relationships both internally and externally. CPR must also be responsive in observing,
studying and resolving a problem, both internal and external companies considered to disturb the image of the company itself.

II. METHOD

The type of research used is to use qualitative research methods to understand the meaning behind the visible data. Social phenomena are often incomprehensible based on what people say and do. Every speech and action people often have a certain meaning. Qualitative methods can be used to understand complex social interactions and can only be used to understand social interaction through in-depth interviews and a clear pattern of relationship patterns can be found. The approach used in this study is a case study, which is a comprehensive description and explanation of various aspects of a person, an individual, a group, an organization and a program and a social situation. Research is done on natural objects that develop as they are, not manipulated by researchers and the presence of researchers does not affect the dynamics of the object. The subject of this research is the informant ie Staff Corporate Public Relations PT Telkom Indonesia who served in Surabaya headquarters.

III. RESULT

Business PT Telkom Indonesia is a business that always change very quickly along with the development of technology in telecommunication and information of PT Telkom Indonesia. Where to fast in responding to the situation in order to become a competitive company not only in the country but a global company. To achieve the objective, the company conducts business activities which include: 1. The main undertaking is to plan, build, provide, develop, operate, market or sell, lease and maintain telecommunication and informatics networks in the widest sense by observing the provisions of legislation. 2. A side business is to provide services of payment and remittance transactions through telecommunications and informatics networks. Carry out other business activities in order to optimize the resources owned by the company, among others the utilization of fixed assets and movable assets, information system facilities, education and training facilities, maintenance and repair.

Interview with Sekdiv & Public Relation Manager of PT Telkom Indonesia: CPR identified a negative issue regarding indihome service products. As found in the following: Basically, the product service in Telkom that there are many, not just Indihome alone, so sometimes the PR side pay less attention to news spread and disadvantage PT Telkom, can be said to reduce the positid image of Telkom when the issue becomes viral moment. The problem for each customer is different, there is only a broken five-minute network or even the cord that has not been turned on, the number of reports that give complaints about the indihome beyond the reasonable limit therefore PT Telkom always trying to put the consumer forward. Strategies used to solve problems by taking quick and effective solutions with persuasive strategies.

IV. DISCUSSION

The reality of the activity or the real desire of nature tourism is the attraction of recreational activities that utilize the potential of natural resources whose purpose is for tourists to receive physical and spiritual freshness, knowledge and experience and foster inspiration and love for nature. In conducting nature tourism activities we must preserve an unspoiled area, provide economic benefits and maintain the cultural integrity of local communities. It is another aspect that must be considered and prioritized to run, both by managers and tourists. In the economic aspect, for example, every natural tourism destination should have transportation and lodging facilities.

Specifically, Fadeli (2000: 34) mentions several criteria that must be implemented in the development of nature tourism, namely (a) managers must be responsible for the preservation of unspoiled areas, (b) provide economic benefits, and (c) maintain cultural integrity local community.

Gardner (1996: 65) asserted that a model of tourism development has the following conditions. First, logical, that is a form of tourism must be understandable and in accordance with the prevailing reality. Second, flexible, that is a form of tourism must be able to follow the development and needs. Third, objectively that a form of tourism should be based on goals and objectives based on systematic and scientific considerations. Furthermore, Gardner (1996: 69) also adds that the orientation of tourism development model has strategic importance that is; A) trend oriented, (based on existing tendencies) that is a development based on existing and developing considerations and order, b) oriented target, (based on target consideration) that is an outcome corresponding to the intended goals and objectives Achieved in the future as a determinant.

COMMUNICATION PERSUASIF

Persuasion is an attempt to change attitudes through the use of messages, focusing primarily on the characteristics of communicators and listeners. So the more persuasive communication is the communication
that seeks to change the receiver's attitude through the use of the message the sender does. De Vito explains the persuasive communication in the book Communication of the Humanity as follows: Persuasive talks present a conversation that is reinforcing, illustrating, and providing information to audiences. But the ultimate goal is to strengthen or change attitudes and behaviors, so the use of motivational facts, opinions, and appeals must be reinforcing its persuasive purpose. From the explanation, De Vito suggests there are two kinds of goals or actions that we want to achieve in conducting persuasive talks. The goal may be to change the attitude or behavior of the receiver or to motivate the receiver's behavior.

In order to change attitudes, behaviors, and opinions of persuasion goals, a persuader should consider the following factors:

1) Clarity of purpose
The purpose of persuasive communication is to change attitudes, opinions, or behaviors. If aims to change attitudes then relate to the affective aspect, change the opinion then related to the cognitive aspect, while changing the behavior then related to motor aspects.

2) Think carefully about the person faced
The goal of persuasion has a fairly complex diversity. The diversity can be seen from demographic characteristics, gender, job level, ethnicity, to lifestyle. Thus, before persuasive communication should persuasive learn and trace aspects of diversity of persuasion targets first.

3) Choosing the right communication strategy
Persuasive communication strategy is a combination of persuasive communication planning with communication management. Things to note such as who the goal of persuasion, where and when the implementation of persuasion communication, what to say, to why should be submitted.

THE BASIS OF COMMUNICATION CONCEPT

In persuasion, our attention can be focused on changing or strengthening attitudes or beliefs of persuasion goals, or in attempts to get them to act in a certain way. From the explanation, there are three concepts that we need to describe that is:

1) Attitude
Attitude is a tendency to behave in a certain way. Through persuasive communication, a receiver can change attitudes due to exposure to information from the sender. According to Martin Fishbein, attitude is a tendency to react pleasant, unpleasant, or neutral to an object or a collection of objects. The goals of attitude change include the basic aspects of human attitudes: affective aspects (likes or feelings of an object), cognitive (beliefs about an object), and motor / behavior (action to objects) with the following description:

A. Target of cognitive aspect in persuasive communication
In this process, messages relating to the object of attitude are conveyed to the individual, in order that he is willing to approve the ideas contained in the message. Cognitive processes run during a persuasive process occurs, until finally the individual decided to agree or disagree with the object of attitude.

B. Target affective aspects of persuasive communication
In this section the affective or emotional process that will be the subject matter. When a persuasion message is delivered, the message will touch and affect the emotional aspects of the individual being targeted for persuasion. Pavlov in the principle of classical or respondent conditioning suggests that a person will behave positively toward an object that is often presented along with a positive stimulus, and vice versa, one will behave negatively to the object presented in conjunction with a negative stimulus. The principle relates to one's affective process when receiving a message.

C. Target motor aspect / behavior in persuasive communication.
The tension of dissonance motivates us to change, either our behavior or our beliefs, in an effort to avoid feeling depressed. The more important issues (message) for us and the greater the difference between our behavior and beliefs, the higher the dissonance we will feel. Changes in attitude can occur because of a person's desire to eliminate the state of incompatibility / discomfort.

2) Trust
Trust is a sense of certain things or the truth of things. Trust arises from the mixing of experience observation, second party evidence, as well as complex motivations. Martin Fishbein says that belief is the hypothesis that an object exists and that the relationship occurs between objects with the consideration of other objects. So according to the definition, there are two beliefs that are beliefs to objects and beliefs about objects. Belief in
objects like Fulan is injured. The beliefs about objects such as the injury suffered by Fulan will not last long.

3) Behavior
Behavior in persuasion refers to a clear or observable action. Behavior is an act of our attitude toward something. Such a waste-taking behavior in its place is one of the visible acts of a person who has a conscious attitude to cleanliness. Humans basically tend to cluster. Man can not live individually. He always needs the presence of others.

PRINCIPLES OF COMMUNICATION PERSUASIF

Principles can be used as a basis for success in changing attitudes, beliefs, and persuading persuasion goals to do something. De Vito explains the principle is as follows:
1) Principles of Selective Exposure
This principle explains that: (1) listeners will actively seek information that supports their opinions, values, decisions, behaviors, and motivations (2) listeners will actively avoid information that is contrary to their opinions, values, decisions, behaviors and motivations. When the process of persuading the goal of persuasion will take place, then selective exposure will occur.

2) Principles of Participation Audience
The audience intended here is the goal of persuasion. Persuasive communication will be more effective if the audience participates in the communication process. Persuasion is transactional in which speakers and listeners are involved. Persuasion can be said to succeed if the audience participates actively.

3) Inoculation Principles
This principle speaks of confronting the target of persis-tated persuasion - a goal that already knows the position of the squad and has prepared a weapon of argument against it (persuader). So a persuader needs preparation like some argument in the communication to be done.

4) The principle of the magnitude of change
This principle says that the greater and more important the changes the persuader wants, the greater the challenge and the task of achieving the goal of persuasion. Thus, persuasion is directed to make small or gradual changes first and is necessary for a long period of time.

THEORIES - COMMUNICATIONAL EFFECTS OF COMMUNICATION EFFECTS

1. The Bullet Theory or Bullet Theory
It is the first conception to emerge, with regard to persuasive communication effects. It is also called hypodermic - needle theory or hypodermic needle theory. Sometimes it is also called transmission belt theory or transmission line theory. In this theory is discussed about the influence of messages channeled through the mass media, and said that the mass media is powerful to change the behavior of the masses.

2. The Limited - Effects Model
According to a limited influence model, mass communication has little effect on its audiences. This is evidenced through Hovland's research on soldiers. The results show that film effects can only transmit information, rather than changing audience attitudes, as well as Azarsfeld's research on elections, suggesting that TV campaigns have little effect on target audiences.

3. Cultivation Theory
Gebner and his friends developed this theory by arguing that television has become a central cultural hand in the US he argues that TV has become part of the most important family members who always fill most of the time.

4. The Effects of Synthetic Experience
This theory begins with the results of the study of Funkhouser and Shaw, 1990. They say that moving images, television, and computers can form audiences' perception of reality, which can manipulate and re-plan, not just content, but also the process of communicating experience. The conclusion is that the electronic media displays a kind of artificial experience. The experience of imitation is whether in terms of color, about deviant things, and others have degraded human dignity in terms of looking at the culture (Severin and Tankard 1992)

5. The Spiral of Silence
Developed by Elizabeth Noelle Neumann they argue that mass media has a powerful effect in public opinion, because it is a source for a person in obtaining information.

The silence spiral generated by the mass media can be achieved through such things as the audience forming the message of opinion.

A. Dominant
B. Increased
C. Can be issued someone in public without making it isolated

6. Hegemony Media
According to this theory the ideas of the ruling classes in a society are the ideas prevailing within the society itself. According to this theory the mass media is a controlling tool by the dominant class in a society, and in view of as a helper in using the control of that class on the whole society. (Sallach, 1974)

7. Effects of Television Violence
The study and research on the effects of violence on the TV scene were set off by the social learning theories put forward by Bandura. Social learning theory argues that people tend to mimic the behavior they observe, stimuli being role models for behavior (Rahmad, 1968)

8. The Powerful Effects Model
Taken by Elizabeth Noele Nouman 1973, this theory reinforces the earlier theory, the spiral of silence. This theory argues that the mass media can affect the behavior of audiences

The inhibiting factor in implementing persuasive strategy in PT Telkom in handling the negartificial issue of Indihome's service products in Surabaya, is inseparable from the obstacles in achieving the success of the objectives. As for the inhibiting factors are human resources, education and issues. While the supporting factors in implementing a persuasive strategy are: IT, cooperation, finance and product knowledge

PR strategy in the form of activities: socialization, cooperation, external activities.

Result of research: in conducting the research is as follows, in preparing CPR strategy need to be done planning process work program through four stages that begins by doing activity listening negative issue and looking for root of problem then make planning and make decision and communicate and do execution target its public Using a persuasive strategy

This method is most widely used to persuade (to persuade) people so unconsciously follow the wishes of communicators who convey persuasion. With the method of persuasion, a person or group of people does not feel that the change in him is due to outside influences. He believes that the urge to change his attitude, opinion or behavior has long been in him. This method will be discussed further because from the experiences of marketing experts and behavior change, persuasion is the most proven method of driving change and sustaining that change over the long term.

V. CONCLUSION
From research result PT Telkom handle its negative issue by way of persuasive communication strategy. Persuasive communication is a form of communication that mempengaruhi komunikannya. Things that can affect in persuasive communication are, communicators, messages, channels, recipients.

When CPR PT Telkom Indonesia execute its strategy in handling the negative issue about indihome service product in Indonesia there are some factors that hamper the human resources, education, issue, while the supporting factor Issue and some factors that support CPR PT Telkom other are: PT Telkom has Indihome product To support CPR PT Telkom in suppressing negative issues such as IT, Cooperation, finance and product knowledge. In writing messages that are persuasive must be made to convince from parties related to the organization. Effective persuasive messages should be designed in such a way that, among other things, focus on the recipient, so that the message can fit the purpose. Writing persuasive messages is very important in business organizations, because every day the organization must send messages with a convincing tone, either to consumers, suppliers, business partners, or other parties associated with the organization., based on the strategy that has been chosen.

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