

ABSTRACT

Persuasive Communication Strategy Online Consultation Services In Building Client Trust (Descriptive Study On Titiktemu.co.id)

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Consulting services are services that can help and give someone advice, guidance, direction and solutions to every problem. Titiktemu.co.id is an online consulting service that provides several services such as psychology, finance, business and career. Titiktemu.co.id has its own strategy for attracting and influencing clients, where this strategy creates relevant content, in the form of notes on consultation results and strategies. stoic. Apart from that, Titiktemu.co.id approaches clients to maintain communication between the two. This research aims to determine persuasive communication strategies in building the trust of each client who consults with Titiktemu.co.id themselves. Persuasive communication strategy is the main concept used in this research to find out what persuasive communication strategies are used by Titiktemu.co.id to plan any content, information and messages that it wants to share with the public or clients and there are additional concepts used in this research namely the concept of communication strategy which aims to plan and develop every strategy that you want to use to attract and build client trust. This research uses a constructivist paradigm with a qualitative approach with data collection techniques through in-depth interviews. From the results of this research, Titiktemu.co.id uses a persuasive communication strategy to get clients by maintaining communication, using and using relevant words and creating content from CHK (Consultation Result Notes) obtained by Titiktemu.co.id, apart from that also provides and builds trust because the content created is based on the results of Titiktemu.co.id client consultations.

Keywords: Intersection, Persuasive Communication Strategy, Communication Strategy

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