

***An Analysis of Persuasive Communication in Mobile Phone Sale through
Forum Group Jual Beli Sungai Are Sindang Danau Pulau Beringin
(Study on Sari Octavia Qi's Facebook Account)***

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One feature that is often used by many people in doing business is Forum Group Jual Beli on Facebook. This research uses the Elaboration Likelihood Model (ELM) persuasive communication theory. This research aims to analyze the persuasive communication carried out by Sari Octavia in persuading potential buyers. The research method used is descriptive qualitative. The informant determination technique used in the research is purposive sampling based on the criteria determined by the researcher. The first research result shows that the persuasive communication applied by Sari Octavia in persuading prospective buyers is using two paths, namely the central path and the peripheral path. In these two paths Sari Octavia is more inclined to use the central path than the peripheral path. The second result is that consumers are more influenced by the peripheral path than the central path. From the results of this study, the researchers suggested to Sari Octavia to maintain and improve the central channel in promoting or marketing HP, but to achieve more optimal results, the researcher suggested that Sari Octavia and other business actors to keep balancing with the peripheral channel strategy.

Keywords: Persuasive Communication, Facebook, Buying and Selling, Elaboration Likelihood Model (ELM) Theory.

