



# PESAN PERSUASIF

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Aryan Eka Prastya Nugraha, S.E.,M.Pd  
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# Understanding Persuasion in the Digital Age

## OFFICE INSIDER

*"Persuasion is your golden ticket to promotion. Master communicators feel in control of challenging situations because they understand the art of persuasion and they know how to recognize and use persuasive strategies."*

—Kurt Mortensen, author of *Maximum Influence* and an expert on persuasion

# Effective Persuasion Techniques

## Establish credibility

- Show that you are truthful, experienced, and knowledgeable.
- Use others' expert opinions and research to support your position.

## Make a reasonable, specific request

- Make your request realistic, doable, and attainable.
- Be clear about your objective. Vague requests are less effective.

## Tie facts to benefits

- Line up plausible support such as statistics, reasons, and analogies.
- Convert the supporting facts into specific audience benefits.



## Recognize the power of loss

- Show what others stand to lose if they don't agree.
- Know that people dread losing something they already possess.

## Expect and overcome resistance

- Anticipate opposition from conflicting beliefs, values, and attitudes.
- Be prepared to counter with well-reasoned arguments and facts.

## Share solutions and compromise

- Be flexible and aim for a solution that is acceptable to all parties.
- Listen to people and incorporate their input to create buy-in.



# Persuasive Sales Techniques in the Digital Age



## Characteristics of Traditional Versus Online Sales Messages



### Traditional Direct Mail (Sales Letter) ➡

Creating static content (hard copy)  
Anticipating a single response (inquiry, sale)  
Resorting to "spray-and-pray" approach

Single communication channel

Limited response

Monologue

Private response

Asynchronous (delayed) response

Passive

Promoter-generated content

The needs of target groups must be anticipated and met in advance.

**Direct mail is preferred for information about insurance, financial services, and health care; excellent channel for offline customers.**

### ➡ E-Commerce (E-Mail, Social Media Messages)

Creating dynamic digital content  
Creating engagement instead of selling overtly  
Building one-to-one relationships and communities around brands

Multiple communication channels

Potentially unlimited responses

Dialogue, potential for mass diffusion

Public, shared response

Instant, real-time response possible

Interactive, participatory

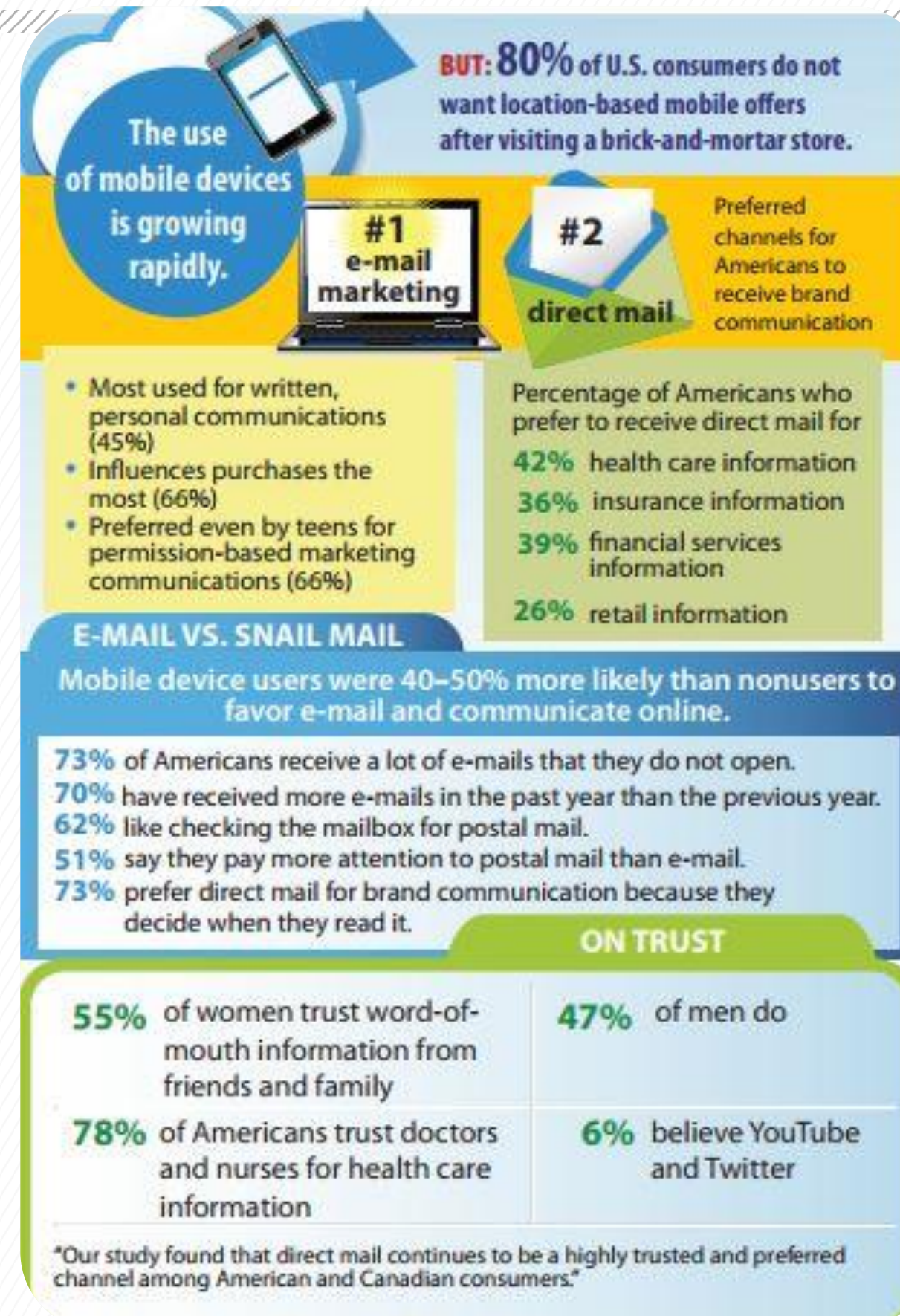
User-generated content

Consumers expect that brands understand their unique needs and deliver.

**Savvy brands respond nimbly to customer participation; today's sophisticated consumers dislike "hard sell."**



# Channel Choice: Direct Mail and Social Media





# The AIDA Strategy for Sales Messages

|          | STRATEGY         | CONTENT   | SECTION |
|----------|------------------|---|---------|
| <b>A</b> | <b>Attention</b> | Captures attention, creates awareness, makes a sales proposition, prompts audience to read on                               | Opening |
| <b>I</b> | <b>Interest</b>  | Describes central selling points, focuses not on features of product/service but on benefits relevant to the reader's needs | Body    |
| <b>D</b> | <b>Desire</b>    | Reduces resistance, reassures the reader, elicits the desire for ownership, motivates action                                | Body    |
| <b>A</b> | <b>Action</b>    | Offers an incentive or gift, limits the offer, sets a deadline, makes it easy for the reader to respond, closes the sale    | Closing |

From Guffey/Loewy, Essentials of Business Communication (with  
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Learning.

|          |               |  |         |
|----------|---------------|--|---------|
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|----------|---------------|--|---------|

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# Analyzing Persuasive Tweets (TUGAS)

*Tweet promoting professional services by offering the reader a general benefit.*



**Sandra Zimmer** @sandr Zimmer  
Coaching for authentic presentations, public speaking & **persuasive messages** to help you shine. [tinyurl.com/m5hrrx](http://tinyurl.com/m5hrrx)  
Expand Reply Retweet Favorite

*Tweet offering a freebie and testimonials to promote a book and urging action by restricting the availability of the freebie*



**Jessica Brody** @JessicaBrody  
5 autographed copies of UNREMEMBERED (UK edition) are up for grabs on Free Book Friday teens this week! Check it out! [ow.ly/k5k6M](http://ow.ly/k5k6M)



**Delta** @Delta  
Be sure to enter our Kick It in NYC contest before the curtain closes. Enter now! [oak.ctx.ly/r/1nwv](http://oak.ctx.ly/r/1nwv) [pic.twitter.com/CRHxOwKe](http://pic.twitter.com/CRHxOwKe)  
View photo Reply Retweet Favorite

*An airline creating urgency by suggesting that time to enter a contest is running out*



**James Barry** @ChefJamesBarry  
The Sugar Control Detox is coming and at an insanely low price! This opportunity is available to everyone, no... [fb.me/S2XDFTXB](http://fb.me/S2XDFTXB)  
View media Reply Retweet Favorite

*Teaser tweet by a small business owner announcing an upcoming promotion*

*A notable public figure advocating action for a cause, to sign a petition*



**richardbranson** @richardbranson  
Make this holiday story have a happy ending – sign the petition to put #educationfirst for children around the world [virg.in/hap](http://virg.in/hap)  
Expand

*A nonprofit organization requesting political action of advocacy for a popular cause*



**Army of Women** @ArmyofWomen  
Think #breastcancer should be a Nat. priority? Tell the president HERE: [ow.ly/dnMd3](http://ow.ly/dnMd3)  
Expand Reply Retweet Favorite

*Notable philanthropist tweeting to motivate giving by reassuring followers of charities' merit*



**Bill Gates** @BillGates  
Make your donations count. @CharityNav provides great information on the impact non-profits are actually having. [b-gat.es/ThLBLJ](http://b-gat.es/ThLBLJ)  
Expand





**Mike Bloomberg** @MikeBloomberg

I've joined @Instagram. Follow me here: [instagram.com/mikebloomberg](https://www.instagram.com/mikebloomberg)

Expand



**Guy Kawasaki** @GuyKawasaki

Are you a writer? Here are some fantastic resources available free today as a download on the APE website.... [fb.me/10bBh8apK](https://fb.me/10bBh8apK)

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***Tweet by a notable public figure announcing his new social network account and inviting followers along***

***Tweet by notable businessperson offering a free resource using an attention-getter***







# REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan





That's all. Thank you! 😊

Any Questions?