

ABSTRAK

IMPLEMENTASI STRATEGI KOMUNIKASI PERSUASIF THE MEANING CONSTRUCTION OLEH MARKETING REPRESENTATIVE PT. NUTRIFOOD INDONESIA AREA LAMPUNG TERHADAP MERCHANT PRODUK NUTRISARI READY TO DRINK SQUEEZED ORANGE

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NutriSari *Ready To Drink* (RTD) *Squeezed Orange* sebagai produk baru minuman sari buah dalam kemasan siap minum yang masih berada pada tahap siklus pengenalan. Peranan *marketing representative* sebagai tenaga pemasar PT. Nutrifood Indonesia area Lampung sangat besar terhadap penawaran dan pelayanan kepada *merchant* atau warung sebagai usaha kecil milik keluarga yang berbentuk kedai, kios, toko kecil, atau restoran sederhana. Pada penelitian ini bertujuan untuk mengetahui bagaimana implementasi strategi komunikasi persuasif *the meaning construction* menurut Melvin DeFleur dan Sandra Roceach. yang dilakukan oleh *marketing representative* PT. Nutrifood Indonesia area Lampung terhadap *merchant* produk NutriSari RTD *Squeezed Orange*. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif yaitu melakukan wawancara, observasi, dan dokumentasi. Hasil penelitian diawali dengan pembelajaran terlebih dahulu melalui Nutriiversity sebagai bentuk proses pembelajaran *Nutrifood learning management system* dan diskusi dengan *area marketing associate* dan sesama teman *marketing representative* PT. Nutrifood Indonesia area Lampung. Dilanjutkan pendekatan kepada *merchant* dengan penyesuaian seperti memberikan *trial product* kepada pelanggan, dan mengikuti tren saat ini menggunakan media sosial Instagram @nutrisariid sebagai bentuk pengenalan kepada masyarakat dan media sosial WhatsApp sebagai bentuk komunikasi berkelanjutan. Diakhiri dengan membuat perumpamaan dalam bentuk kata atau bahasa yaitu *key message* dengan ditambah penjelasan solusi alternatif baik itu perhitungan hemat promo, *discount*, maupun bonus kepada pelanggan.

Kata Kunci: Komunikasi persuasif, NutriSari *ready to drink Squeezed Orange*, *marketing representative*, *merchant*, strategi *the meaning construction*.

ABSTRACT

IMPLEMENTATION OF THE MEANING CONSTRUCTION PERSUASIVE COMMUNICATION STRATEGY BY MARKETING REPRESENTATIVE PT. NUTRIFOOD INDONESIA LAMPUNG AREA TOWARDS NUTRISARI READY TO DRINK SQUEEZED ORANGE PRODUCT MERCHANTS

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NutriSari Ready To Drink (RTD) Squeezed Orange as a new product of fruit juice drinks in ready-to-drink packages that are still at the introduction cycle stage is a challenge in itself to offer merchant customers or stalls as small family-owned businesses in the form of stalls, kiosks, small shops, or simple restaurants. The role of marketing representatives as marketers of PT Nutrifood Indonesia Lampung area is very large towards customer service in the form of responses to customers, both in the form of gestures, attention, and persuasive communication. This research aims to find out how the implementation of the meaning construction persuasive communication strategy according to Melvin DeFleur and Sandra Roceach. which was carried out by the marketing representative of PT. Nutrifood Indonesia Lampung area towards merchants of NutriSari RTD Squeezed Orange products. This research uses a qualitative method with a descriptive approach, namely conducting interviews, observations, and documentation. The results of the study began with prior learning through NutriSari as a form of Nutrifood learning management system learning process and discussions with area marketing associates and fellow marketing representative friends of PT. Nutrifood Indonesia Lampung area. Followed by an approach to merchants with adjustments such as giving trial products to customers, and following current trends using Instagram social media @nutrisariid as a form of introduction to the community and WhatsApp social media as a form of continuous communication. Ended by making a parable in the form of words or language, namely the key message with an explanation of alternative solutions, be it the calculation of saving promos, discounts, or bonuses to customers.

Keywords: *Persuasive communication, NutriSari ready to drink squeezed oranges, marketing representatives, merchant, meaning construction strategy.*