

ABSTRACT

Persuasive communication is a part that plays an important role in the course of a community. Without parties to persuade each other, the community will find it difficult to maintain relations between its members and the existence of the community itself. Community is a group of people who care about each other because there are similarities in terms of interests, values and goals. The community will not survive if the members do not maintain loyalty which is a form of member contribution to the community. Loyalty is an attitude of being loyal that can be measured from the commitment to survive and have better productivity impact in a community. To maintain the loyalty of community members, efforts are needed in engaging relationships among various elements of persuasive communication. This study discusses persuasive communication in maintaining volunteers in the Sebung Bandung social community. The community, which has been running for three years, has persuasive communication methods in its efforts to retain volunteers; it routinely mobilizes the sharing of a packet of rice to the homeless and the poor. The activity is carried out once a week on Friday nights. The five techniques in the persuasive communication methods carried out by Sebung Bandung's management of volunteers are rational persuasion, consultation tactics, ingratiation tactics, personal appeals tactics, and exchange tactics. This study aims to determine the implementation of persuasive communication among administrators and volunteers in the Sebung Bandung social community. This study applies data collection techniques namely participatory observation, semi-structured interviews, and documentation. Interviews were conducted with seven sources, namely one key informant, five key informants, and one expert informant. The results showed that the five persuasive communication techniques were applied to the entire series of Sebung's weekly activities, namely briefings, going to the streets, sharing sessions, and free events, which formed a sense of community in community volunteers, thus arising a desire to participate in every Sebung Bandung activity. In the end, volunteer loyalty was formed, which was shown by volunteers' desire to stay in the Sebung Bandung community.

Key Words: Persuasive Communication, Social Community, Volunteer Loyalty