

ABSTRACT

Luki Nilasari, 213106016. 2024. *Persuasive Communication Technique Used By Respiro's Host in Live Streaming*. English Diploma III Program, Business Administration Department, State Polytechnic of Madiun.

Live streaming has become a significant trend in entertainment and business. The success of live streaming depends on the host's ability to engage the audience. This research aims to identify and analyze the implementation of persuasive communication techniques used by Respiro hosts in e-commerce live streaming to increase audience engagement. Using a qualitative approach, this research applied observation and in-depth interview methods. Data was collected by observation, interview, and documentation of Respiro live broadcast recordings and interviews with the host and PIC of the live broadcast. The analysis used a framework of six persuasive communication techniques: Reward, Association, Obedience/Icing, Integration, Red-herring, and Fear Generating Techniques. Results showed that all techniques were applied effectively. The Reward technique doubled the audience interaction. Association created relevance between the product and everyday experiences. Integration increased the authenticity of the message. Obedience/Icing allows flexibility in information delivery. Red-herring effectively addresses unfavorable situations, while Fear Generating creates purchase urgency. The result concludes that proper implementation of persuasive communication techniques can significantly increase audience engagement in e-commerce live streaming. The findings provide valuable insights for practitioners and researchers in the field of digital communication and online marketing.

Keywords: *Persuasive Communication Technique, Live Streaming, Engagement, Audiens.*

ABSTRAK

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Live streaming telah menjadi tren signifikan dalam dunia hiburan dan bisnis. Keberhasilan siaran langsung bergantung pada kemampuan host untuk melibatkan penonton. Penelitian ini bertujuan mengidentifikasi dan menganalisis implementasi teknik komunikasi persuasif yang digunakan oleh host Respiro dalam live streaming e-commerce untuk meningkatkan keterlibatan penonton. Menggunakan pendekatan kualitatif, penelitian ini menerapkan metode observasi dan wawancara mendalam. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi rekaman siaran langsung Respiro, serta wawancara dengan pembawa acara dan PIC siaran langsung. Analisis menggunakan kerangka enam teknik komunikasi persuasif: Reward, Association, Obedience/Icing, Integration, Red-herring, dan Fear Generating Techniques. Hasil menunjukkan bahwa semua teknik diterapkan secara efektif. Teknik Reward meningkatkan interaksi penonton hingga dua kali lipat. Association menciptakan relevansi antara produk dan pengalaman sehari-hari. Integration meningkatkan otentisitas pesan. Obedience/Icing memungkinkan fleksibilitas penyampaian informasi. Red-herring efektif mengatasi situasi kurang menguntungkan, sementara Fear Generating menciptakan urgensi pembelian. Hasil penelitian menyimpulkan bahwa implementasi teknik komunikasi persuasif yang tepat dapat secara signifikan meningkatkan keterlibatan penonton dalam live streaming e-commerce. Temuan ini memberikan wawasan berharga bagi praktisi dan peneliti di bidang komunikasi digital dan pemasaran online.

Kata kunci : *Teknik Komunikasi Persuasif, Live Streaming, Keterlibatan, Audiens.*