

ABSTRAK

PT. Max Chem Indonesia merupakan perusahaan distributor *chemical* dan *dye stuff* yang berlokasi di Bandung Barat. Tujuan penelitian ini adalah untuk mengetahui kegiatan komunikasi persuasif yang dilakukan *Sales and Account Manager* dengan menggunakan metode penelitian kualitatif dan pendekatan deskriptif. Penelitian ini menggunakan konsep dasar pelayanan prima 6a dari Barata 2004. Penelitian ini melakukan teknik penentuan informan dengan menggunakan teknik *purposive sampling*. Teknik analisa data menggunakan pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Teknik keabsahan data menggunakan triangulasi sumber, yang diperoleh dari hasil observasi dan wawancara lapangan. Hasil proses dari adanya kemampuan, penampilan, sikap, perhatian, tindakan, dan tanggung jawab sehingga para *Sales and Account Manager* mendapatkan berbagai arahan pembelajaran dan pelatihan komunikasi secara berulang, sehingga *Sales and Account Manager* menjadi aktif dalam berkomunikasi dan menambah kedekatan dengan konsumen. Implementasi penggunaan komunikasi persuasif *Sales and Account Manager* dalam menerapkan konsep pelayanan prima kepada konsumen bisnis di PT. Max Chem Indonesia ialah menarik konsumen secara teratur dimulai dari kemampuan, sikap, penampilan, perhatian, tindakan, dan tanggung jawab. Menambah pengetahuan dan meningkatkan pelayanan *Sales and Account Manager* kepada konsumen agar konsumen tetap loyal. Hambatan strategi komunikasi persuasif *Sales and Account Manager* dalam menerapkan konsep pelayanan prima ialah dari kemampuan dan perilaku *Sales and Account Manager*, faktor internal yang seringkali menjadi penghambat dan perbedaan karakter konsumen.

Kata Kunci : Strategi Persuasif, Pelayanan Prima, Konsumen Bisnis.

ABSTRACT

PT. Max Chem Indonesia is a chemical and dyestuff distributor company located in West Bandung. The purpose of this research is to determine the persuasive communication activities carried out by Sales and Account Manager using qualitative research methods and descriptive approaches. This research uses the basic concept of excellent service 6a from Barata 2004. This research uses a purposive sampling technique to determine informants. Data analysis techniques use data collection, data reduction, data presentation, and drawing conclusions. The data validity technique uses source triangulation, which is obtained from the results of field observations and interviews. The process results from the ability, appearance, attitude, attention, actions and responsibilities so that Sales and Account Managers receive various learning directions and communication training repeatedly, so that Sales and Account Managers become active in communicating and increase closeness with consumers. Implementation of the use of persuasive communication by Sales and Account Managers in applying the concept of excellent service to business consumers at PT. Max Chem Indonesia is to attract consumers regularly starting from ability, attitude, appearance, attention, actions and responsibility. Increase knowledge and improve Sales and Account Manager services to consumers so that consumers remain loyal. Barriers to Sales and Account Managers persuasive communication strategies in implementing the concept of excellent service namely the ability and behavior of the Sales and Account Manager, internal factors which often become obstacles and differences in consumer characteristics.

Keywords: *Persuasive Strategy, Excellent Service, Business Consumers.*