

ABSTRACT

Persuasive communication is communication that aims to influence the thoughts and opinions of the communicator in accordance with the wishes of the communicator, the process of communication that invites others to change attitudes, beliefs, and opinions in accordance with the wishes of the communicator. The Cililitan Wholesale Center is a mall that uses the purpose of persuasive communication to provide information on regulations that comply with government regulations during the PSBB Lockdown and PPKM. This study focuses on how the strategy is carried out by the PGC in carrying out the purpose of persuasive communication during the new rules and changes to the rules during the PSBB Lockdown and PPKM. The method used in this research is a qualitative method and the data validity technique uses the triangulation method of data sources. Data collection was done by interview, observation, and documentation study. This study focuses on the PSBB Lockdown, PPKM and how persuasive communication is carried out by PGC managers. At the time of the PSBB Lockdown and PPKM, the PGC manager made notification of new rules and changes to the rules by providing circulars, controlling the entire building, meeting directly with tenants, and through owned media such as Instagram and Facebook. The way the PGC manager provides information during the PSBB Lockdown and PPKM is difficult according to the purpose of persuasive communication.

Keywords: *Communication persuasive, Covid-19, PSBB, PPKM, Pusat Grosir Cililitan (PGC)*