

ABSTRACT

Persuasive communication is an important part in the process of human interaction that aims to change the way of thinking, attitudes and human behavior. Persuasive communication can be applied in various fields and professions, one of which is Parking Attendant. In addition to arranging vehicles, the official parking attendant of Bandung City was also given the task of being a facilitator to socialize the use of Electronic Parking Terminal (TPE) machines. In an effort to socialize the use of this machine needed a way so that people know the function and usefulness and are willing to start paying for parking using a TPE machine. This research discusses the parking attendant persuasive communication as a facilitator in the use of electronic parking terminal machines (TPE) in the Bandung city. Activities carried out by the parking attendant include providing services to the public who want to park the vehicle to explain the function, purpose, and how to use a TPE machine. The main tools of persuasive communication in socialization to the people of Bandung include strengthening arguments and evidence, psychological appeal, and the appeal of credibility. This study uses a qualitative method with a post positivism paradigm. This study aims to determine persuasive communication between parking attendants and the people of Bandung. Data collection is done by observation, interview and documentation. Interviews were conducted with eight sources, namely five key informants, two supporting informants and one expert informant. The results showed the three main tools of persuasive communication, namely arguments and evidence, psychological appeal and the appeal of credibility were optimally applied by official parking attendants in the socialization of the use of TPE machines in the city of Bandung.

Keywords: *Persuasive Communication, Parking Attendant, Electronic Parking Terminal Machine (TPE)*