

ABSTRACT

The event organizer industry in Indonesia, especially corporate events, shows a positive and sustainable growth trend. The proliferation of corporate event organizers makes creative and unique concepts, not the main thing that can be offered, corporate event organizers need to have communicators with good abilities in order to persuade clients to choose the services offered. Therefore, the researcher will examine the persuasion communication strategy of Vecha Event Organizer based on the communicator in successfully acquiring BUMN as a client. This research uses a qualitative method of case study approach. Researchers collected data through in-depth interviews, observation, and documentation. The findings show that the persuasion communication strategy used by Vecha Event Organizer is focused on the five stages of communication skills possessed by the communicator. In the first stage, communicators need to have accuracy and effectiveness when communicating with clients. This is indicated by the use of polite and courteous language and providing complete and accurate information, then in the second stage the communicator needs to have an understanding of social reality which is shown by adjusting the way of speaking in conveying information and accommodating client needs according to the budget provided, in the third stage the communicator has a quality of behavior that is shown by showing empathy for client concerns and also providing solutions to client doubts. Then at the fourth stage the communicator must have the ability to process information shown by the ability to process and understand client information and can understand client needs and priorities. And the last stage communicators can show nonverbal behavior by showing confidence through body language.

Keywords: *Persuasion Communication, Communicator, Corporate Event Organizer, Vecha Event Organizer, BUMN.*