

**PENGALAMAN KOMUNIKASI PERSUASIF PEDAGANG PASAR
TRADISIONAL (STUDI FENOMENOLOGI TERHADAP PEDAGANG
PASAR ANYAR KOTA TANGERANG)**

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ABSTRAK

Berawal dari peristiwa unik ketika mengunjungi salah satu pasar tradisional di Kota Tangerang, peneliti melihat dan merasakan keunikan serta perbedaan dalam proses komunikasi persuasif yang dilakukan pedagang pasar tradisional dengan apa yang dilakukan pedagang pasar modern. Pedagang pasar tradisional tidak mencoba menjelaskan produk secara detail maupun formal seperti yang dilakukan oleh pedagang di mall, tetapi mereka lebih terkesan santai dan banyak memberikan guyonan kepada pembeli dalam proses jual beli yang terjadi. Peristiwa yang disaksikan peneliti ketika mengunjungi pasar tradisional tersebut memunculkan rasa penasaran peneliti mengenai bagaimana pengalaman komunikasi persuasif yang dilakukan pedagang pasar tradisional kepada pembeli. Pengalaman komunikasi persuasif pedagang pasar ini diteliti dengan metode fenomenologi dan pengumpulan data melalui wawancara secara mendalam kepada para pedagang di Pasar Anyar Tangerang. Fenomenologi dipilih untuk mengetahui dan mendalami makna, pengalaman, dan motif dalam fenomena yang terjadi. Adapun beberapa pertanyaan penelitian yang diajukan adalah (1) Apa makna komunikasi persuasif bagi pedagang pasar tradisional, (2) Bagaimana pengalaman komunikasi persuasif pedagang pasar tradisional, dan (3) Apa motif yang mendasari pedagang pasar tradisional melakukan komunikasi persuasif. Hasil dari temuan yang didapat dari pengalaman pekerja tersebut berupa tema-tema pengalaman yaitu : pelayanan yang baik, mengetahui kebutuhan pembeli, tidak memaksa, tidak membedakan pembeli, bersikap ramah, kenyamanan pembeli, menaikkan harga, dan memuji pembeli.

Kata Kunci : Fenomenologi, Komunikasi Persuasif, Pedagang Pasar Tradisional

***PERSUASIVE COMMUNICATION EXPERIENCES OF TRADITIONAL
MARKET TRADERS (A PHENOMENOLOGICAL STUDY ON TRADERS AT
ANYAR MARKET IN TANGERANG CITY)***

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ABSTRACT

Starting from a unique event when visiting one of the traditional markets in Tangerang City, the researcher saw and felt the uniqueness and difference in the persuasive communication process carried out by traditional market traders with what modern market traders did. Traditional market traders do not try to explain the product in detail or formally as is done by traders in malls, but they seem more relaxed and give lots of jokes to buyers in the buying and selling process that occurs. The event that was witnessed by researchers when visiting the traditional market raised the researchers' curiosity about how to experience persuasive communication by traditional market traders to buyers. The persuasive communication experience of market traders was researched using phenomenological methods and data collection through in-depth interviews with traders at Pasar Anyar Tangerang. Phenomenology is chosen to know and deepen the meaning, experience, and motives in the phenomena that occur. Some of the research questions posed are (1) What is the meaning of persuasive communication for traditional market traders, (2) How is the persuasive communication experience of traditional market traders, and (3) What are the motives underlying traditional market traders to make persuasive communication. The results of the findings obtained from the experiences of these workers are in the form of themes of experience, namely: good service, knowing the needs of buyers, not being pushy, not differentiating buyers, being friendly, buying comfort, raising prices, and praising buyers.

Keywords : *Phenomenology, Persuasive Communication, Traditional Market Traders*