



## Persuasive Communication Between Wedding Photographers and Consumers During Covid -19 in Completing Work Contracts

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### ABSTRAK

Dampak virus Covid-19 yang melanda Indonesia dirasakan pula oleh para fotografer, khususnya pada konteks pernikahan. Acara pernikahan di masa Pandemi Covid-19 ini sangat mempengaruhi para fotografer dalam memberikan pelayanan yang baik kepada konsumen karena keterlibatan dua keluarga besar tersebut. Fotografer harus memiliki strategi dalam mendapatkan konsumen. Salah satu strategi yang mungkin digunakan oleh fotografer dalam hal ini adalah dengan menggunakan komunikasi persuasif. Maka, penelitian ini bertujuan untuk menganalisis proses dan hambatan komunikasi persuasive secara verbal dan non-verbal antara fotografer dengan konsumen dalam menyelesaikan kontrak kerja. Penelitian ini merupakan penelitian kualitatif dengan paradigm konstruktivis. Hasil penelitian ini menunjukkan bahwa komunikasi persuasif yang dilakukan fotografer memberikan rasa aman dan nyaman kepada konsumen. Hambatan berupa penundaan waktu menjadi tantangan bagi para fotografer.

**Keyword:**komunikasipersuasif, pandemi covid-19, fotografi

### ABSTRACT

The impact of the Covid-19 virus that has struck Indonesia is also felt by photographers, especially in the context of weddings. Wedding events during the Covid-19 pandemic significantly affect photographers in providing good services to customers due to the involvement of two large families. Photographers must have strategies to attract customers. One possible strategy that photographers may use in this regard is employing persuasive communication. Therefore, this research aims to analyze the processes and obstacles of verbal and non-verbal persuasive communication between photographers and customers in completing work contracts. This study is qualitative with a constructivist paradigm. The results indicate that the persuasive communication employed by photographers provides a sense of safety and comfort to customers. Obstacles such as time delays pose challenges for photographers.

**Keywords:** persuasive communication, Covid-19 pandemic, photography

## 1. Introduction

Human life apart from carrying out economic, political, religious and so on activities, also carries out activities in artistic activities. In this case, art is understood as one of the products that humans produce in life as a goal to obtain desires, both happiness through beauty and livelihood as an economic resource. As part of art, photography activities are also a scope that is often practiced by people as an artistic product. According to Herlina (2003) the art of photography is a combination of technology and art. This is inseparable from the use of technology products as a medium to capture light, thereby obtaining attractive art products.

Etymologically, the word photography comes from the Greek, namely Photo; which means light and Grafo; which means the process of painting/writing using the medium of light (Putri, 2018). In a specific sense, photography can be interpreted as a method that overall aims to capture images or photos through light. Photos are a form of institutional activity that concentrates on social activities, where there is a close relationship between reality and the culture of society so that it has the function of interpreting humans themselves (Barthes in Wardana, 2017). The medium used to record images through light is a camera (Wikipedia.org/wiki/fotografi).

Territorially, the Aceh Provincial Government does not yet have data on the total number of photographers in Aceh as the community's main occupation. But photography activists have formed their own community who have the same interest in photography in Aceh. To bring together all photography communities in various regions in Aceh, these photographers held the "Grand Gathering of Aceh Photographers (SAFA)". This activity is intended for photographers in Aceh in order to connect ties between photographers throughout Aceh regardless of differences in the field of photography (POPULARITAS, Publish 20/03/2022, Access 05/12/2022;).

In the Lhokseumawe City area which is the center of study in this research, at least from the total number based on communities in the area, there are 30 active people who have an interest in wedding photography. Others have other interest criteria, such as studio photographers, graduation photographers, baby photographers and so on. Based on the active number, it can be seen that the photo recording carried out at wedding events can be divided into work according to the promotion they spread on media platforms and relations.

There are several challenges experienced by wedding photographers today, including; (1) When the existence of the world of photography grows rapidly in line with technological developments through online media platforms, sometimes beginner photographers emerge who are not yet members of the community. This emergence has an impact on the process of contract prices offered by those with low values, so that photographers who are already in the world of photography have to adjust the ideal price to get consumers. (2) Spreading information to the public that it is not permissible to take pre-wedding photos before carrying out the marriage contract, because in Aceh itself there is still strong Islamic law. This has an impact on reducing people's interest in pre-wedding before the ceremony, which results in a reduction in employment contracts for photographers. (3) There was a misunderstanding in determining the wedding event rundown between the photographer and the consumer during the wedding which resulted in delays such as time. (4) During the Covid-19 virus that hit Indonesia, apart from the economic impact, especially in the trade and services sector, other impacts were also felt by photographers. The Lhokseumawe City area also experienced the impact of the Covid-19 virus itself. One of them is in the context of marriage. During the Covid-19 Pandemic, marriage does not only involve two people, but also involves extended families from both parties. Therefore, wedding events during the Covid-19 pandemic have greatly influenced photographers in providing good services to consumers because of the involvement of these two large families. Based on these four obstacles, photographers must have a strategy in getting consumers so that their activities can be maintained at all times. One strategy that photographers might use in this case is to use the communication stage as an effort to influence their work.

Persuasion is an activity that modifies people's behavior through symbolic interaction, so Csapo and Magyan (2010) emphasize interaction between humans using symbols that are modified in such a way that they have a changing effect on the behavior of other people's views. Therefore, photographers in Lhokseumawe City in this case still lack awareness of persuasive communication, both verbal and non-verbal, which has an impact on service behavior to consumers. Based on the explanation above, the researcher is interested in conducting research with the title "Persuasive Communication in Photography (Case Study of Persuasive Communication Between Wedding Photographers and Consumers in Completing Work Contracts in Lhokseumawe City, Nanggroe Aceh Darussalam Province, Indonesia).

This research sees that persuasive communication greatly influences photographers in the continuity of their work and through this persuasive communication, photographers can avoid obstacles that occur when carrying out this communication.

## **2. Method**

This research method uses a descriptive qualitative research method that uses a case study approach. This method is based on descriptive objectives. Research according to Sudaryono (2018:82) is aimed at describing a reality phenomenon that occurs in society. For example, research on communication networks with a descriptive type is research that is used to describe in detail the structure and sectors in the network (Eriyanto, 2014: 59). Qualitative research in Sudaryono's view (2018:82) is research that analyzes the social life of the community in sequence during the research. This observation process is also the essence of a qualitative research method. Therefore, qualitative research focuses on a process of descriptively describing a phenomenon that occurs in society as the social reality of that society.

This research delves deeper into the persuasive communication strategies employed by photographers in delivering the best service to their clients. This aspect of the study is the fundamental focus to be applied when in the field. The research is guided by the researcher's specific focus, which centers on analyzing the persuasive communication of photographers in Lhokseumawe City.

In this context, the researcher identifies the following aspects of the study:

1. The aspect of how photographers employ persuasive communication in executing their work.
2. The aspect of barriers in persuasive communication between photographers and consumers.

The research location is in Lhokseumawe City. This location was chosen because Lhokseumawe still has both young and experienced photographers actively engaged in photography activities.

The selection of informants is conducted through purposive sampling, with criteria that the photographer has been working for a minimum of 5 (five) years and consumers who have utilized photography services for triangulation purposes. Experience is a criterion that can influence consumers' decisions to use a photographer's services. This criterion serves as the basis for the researcher to determine and obtain informants for this study. Based on the established criteria, the researcher can identify and select photographers who meet the criteria to be informants in this research.

### **3. Results and Discussion**

#### **Result**

In the social penetration theory proposed by West & Turner (2010: 200), there are two primary aspects of self-disclosure: breadth and depth. Breadth refers to the extent to which information or topics are discussed within a relationship. Meanwhile, depth describes the level of intimacy of the information or topics discussed; the closer the relationship, the deeper the topics covered.

#### a) Breadth of Information

Based on the breadth aspect of information gathered from the two photographers in Lhokseumawe City, several topics will be discussed and elaborated upon in the research findings. These topics range from the initial experiences of becoming a photographer, personal experiences, to the challenges faced during their tenure as photographers.

#### b) Depth of Information

Regarding the depth aspect of information gathered by the researcher with photographers in Lhokseumawe City, the research delves into topics ranging from personal experiences to the obstacles encountered while performing their duties as service providers, both from the photographers' and consumers' perspectives. The researcher will delve deeply into these topics with two sources: Mr. Afief and Mr. Dhani, and Mr. Yulis as a consumer who has utilized their services.

#### c) Duration of Persuasive Communication

Based on the research findings, it can be said that the duration of communication significantly influences a photographer's work.

#### **Discussion**

#### a. Persuasive Communication of Wedding Photographers with Consumers in Lhokseumawe City in Completing Work Contracts.

Persuasive communication is communication that is an invitation and persuasion to achieve something that has been agreed upon by both parties. In carrying out persuasive communication, both parties must be open to each other to be able to understand and understand their criteria.

Based on the findings of Hafrijal (2017), the communication strategy employed by photographers to introduce prewedding photo concepts to clients relies heavily on social media platforms such as Facebook, Path, Whatsapp, and Instagram as their primary communication tools. Instagram, in particular, is the most frequently used platform by photographers, where they leverage the popular hashtag search feature. Additionally, photographers also form communities to strengthen relationships and as a means of collaboration in promoting the works of their community members.

#### **b. Obstacles for Photographers in Carrying Out the Persuasive Communication Process**

Based on the findings that researchers obtained from interviews with Afief and Ahmad Yani, it can be concluded that persuasive communication is really needed by photo service providers in order to know the character of consumers so as to make their work easier. When photographers communicate with consumers, obstacles occur that disrupt the communication process. According to Afief and Ahmad Yani, the persuasive communication they provide to their consumers is able to reduce and overcome unwanted obstacles. The aspect of closeness and trust gained during persuasive communication has had a significant influence on Afief and Ahmad Yani as photo service providers. The closeness and trust that is built indirectly with consumers will help develop their business through promises made by consumers who use their services to other people. Persuasive communication not only builds closeness so that the photographer's business can develop, but also allows photographers to easily understand and get to know the character of the consumers who use their services.

Furthermore, according to Hafrijal (2017), several challenges in communicating the prewedding photo concept to consumers include: (1) limited number of followers or friends on Instagram or Facebook, (2) lack of knowledge about keywords or terms frequently searched by Instagram users to be used as hashtags, and (3) not all consumers actively engage with social media platforms such as Instagram.

#### **4. Conclusion**

1. Photographers carry out persuasive communication with consumers which is important in providing service, as well as providing education to consumers to get the results that consumers want. With persuasive communication, consumers do not feel afraid to provide input to photographers in providing the best service in the future. Consumers do not hesitate to provide input to photographers when providing services to them. Persuasive communication greatly influences the photographer's work with consumers, both verbally and non-verbally.
2. Obstacles for photographers as service providers encounter obstacles such as one-sided time delays, determining a location that is not suitable as determined and negotiating for an agreed price.

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