

ABSTRAK

Fiona Limmanuel (01041170005)

STRATEGI KOMUNIKASI *COACH* DALAM UPAYA MEMENUHI KEBUTUHAN BISNIS *CLIENT* PADA MASA COVID-19

(xvi+ 131 halaman; 13 gambar; 1 tabel; 84 lampiran)

Kata kunci: Strategi Komunikasi, Program *Coach*, Komunikasi persuasif

Terjadinya pandemi global yaitu COVID-19 memberikan dampak buruk yang signifikan dalam berbagai aspek kehidupan manusia, salah satunya aspek bisnis. Berbagai bisnis dan organisasi mengalami penurunan jumlah produksi karena adanya penurunan jumlah permintaan. Berbagai bisnis dan organisasi mengalami penurunan jumlah produksi karena adanya penurunan jumlah permintaan. Dengan itu, berbagai pembisnis berusaha untuk tetap bertahan dan melangkah maju dengan mengikuti program coaching. Dengan demikian, penelitian ini akan menjelaskan mengenai “Bagaimana strategi komunikasi para *Coach* dalam upaya memenuhi kebutuhan klien bisnis pada masa COVID-19?”

Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian riset deskriptif. Data primer dari penelitian ini didapatkan melalui proses wawancara dan observasi partisipan. Sedangkan data sekunder penelitian ini diperoleh dari berbagai sumber eksternal yaitu, jurnal, buku, artikel melalui offline maupun situs *online*.

Strategi komunikasi yang digunakan oleh para coach dibagi menjadi dua bagian yakni strategi komunikasi umum dan strategi komunikasi khusus. Strategi komunikasi umum cenderung diaplikasikan kepada calon klien dan strategi komunikasi khusus diaplikasikan kepada klien.

Referensi: 82 (1980-2020)

ABSTRACT

Fiona Limmanuel (01041170005)

COACH COMMUNICATION STRATEGY TO FULFILL CLIENT'S BUSINESS NEEDS DURING COVID-19

(xvi+ 131 pages: 13 pictures; 1 tables; 84 attachmetns)

Key words: Communication Strategy, Coaching Program, Persuasive Communication

The occurrence of a global pandemic, namely COVID-19, has had a significant negative impact on various aspects of human life, one of which is the business aspect. Various businesses and organizations have experienced a decrease in production due to a decrease in demand. With that, various business people are trying to stay afloat and move forward by joining the coaching program. Thus, this study will explain about "How are the communication strategies of the coaches in an effort to meet the needs of client's business during the COVID-19 period?"

This study uses a qualitative approach with descriptive research methods. Primary data from this study were obtained through a process of interviewing and participant observation. Meanwhile, the secondary data for this research were obtained from various external sources, namely, journals, books, articles via offline and online sites.

The communication strategy used by coaches is divided into two parts, namely a general communication strategy and a specific communication strategy. General communication strategies tend to be applied to prospective clients and specific communication strategies are applied to clients.

References: 82 (1980-2020)