

Jogja Digital Valley's persuasive communication strategy in improving the potential of digital creative industry in Yogyakarta

Aprilia Ayu Saputri^{a,1,*}, Choirul Fajri^{b,2}

^aPublic Relation Community Ahmad Dahlan

¹aprilaaayusa1413@gmail.com*; ²choirul.fajri@comm.uad.ac.id

* corresponding author

ABSTRACT

Article history

Received 07-12-2020

Revised 14-12-2020

Accepted 29-12-2020

Keywords

Persuasive Communication

Strategy

Creative Industry

Nowadays, the use of digital technology is no longer new. Not only as a means of communication but also to support the development of the creative industry in Indonesia, so that the term digital creative industry has emerged. The digital creative industry is the use of individual creativity and skills in creating welfare and employment by utilizing digital technology. With the development of the digital creative industry, many companies are competing to optimize the potential of the digital creative industry as the goal. One of them is TELKOM which established Jogja Digital Valley as a facilitator for the development of the digital creative industry in Yogyakarta. Therefore, there must be a persuasive communication strategy in achieving the goal. Furthermore, this study examines how the persuasive communication strategy carried out by Jogja Digital Valley increases the potential of the digital creative industry in Yogyakarta. This qualitative research exposes the occurring phenomena in-depth and is strengthened by a case study. The data were collected through observation, in-depth interviews, and documentation. The data were analyzed through a filling system in which the data were combined with the existing theories and then validated through triangulation by checking the data from various sources. The purpose of this study is to determine the persuasive communication strategy carried out by Jogja Digital Valley in increasing the potential of the digital creative industry in Yogyakarta. Based on the results, Jogja Digital Valley implemented a persuasive communication strategy by using AIDDA elements. In the persuasive communication strategy, one of the efforts was to carry out several programs whose target audience was the digital creative industry players by utilizing the media. The results show that Jogja Digital Valley implemented an effective persuasive communication strategy to increase the potential of the digital creative industry in Yogyakarta.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



1. Introduction

The development of the times at this time went so rapidly. Both from technological developments and knowledge. Currently, we are in an era of globalization characterized by mobility, simultaneity, barrier-free information seeking, and pluralism. With these signs, it is possible that the industrial world will also grow rapidly. Especially with the emergence of digital technology that has shifted part of human civilization as its users. The emergence of digital technology certainly has an influence on all aspects that intersect with this technology, one of which is the development of a digital-based creative industry.

According to (Markusen, Wassall, DeNatale, & Cohen (2008) the creative industry is seen as increasingly important in supporting economic prosperity. Especially with the 4.0 industrial revolution which is a collaboration of cyber technology and automation technology that will support the development of the digital creative industry in Indonesia. The Minister of Communication and Informatics in a news entitled Indonesia's digital creative economy potential at Republika.co.id said that the potential of the digital creative industry is enormous. The government is very concerned about the development of the creative industry in the digital field. This will certainly have a good impact on industrial development in Indonesia so that at this time many large companies and startups are taking part in developing the potential of a digital-based creative industry. As an example of a company that participates in developing the potential of a digital-based creative industry is TELKOM by establishing Jogja Digital Valley. Jogja Digital Valley is a business and startup incubator in Yogyakarta developed by TELKOM. Jogja Digital Valley is the first facilitator that was established with the aim of developing a digital ecosystem and growing new startups in Yogyakarta so that the potential of the digital creative industry in Yogyakarta is more widely and evenly distributed among the community. Jogja Digital Valley has successfully incubated several startups including Layerfarm, GoPos, DecaDeco, Pora, and many others. Nowadays, facilitators such as Jogja Digital Valley are really needed to meet the needs of people who experience shifting communication patterns that develop dynamically along with the development of digital technology.

Every organization or company certainly has goals that must be achieved, as does Jogja Digital Valley. Jogja Digital Valley has a goal that must be achieved, namely to develop the potential of a digital-based creative industry in Yogyakarta because digital culture in Yogyakarta itself has not been internalized to all levels of society, especially in the industrial sector. The percentage of digital creative industry players in Yogyakarta is still dominated by Software House (21.05%), followed by Commerce (11%), Fintech (10%), and Digital Agency (8%). This percentage has increased over the last few decades. However, although the growth of the creative industry in Yogyakarta has increased in the last few decades with an increase in the percentage of creative industry players among young people by 90.75% and there are more than 150 digital creative industry companies in Yogyakarta, but digital culture in Yogyakarta is still needs to be developed to improve the standard of living of the community. As an effort to increase the growth of the digital creative industry in Yogyakarta, facilitators like the Jogja Digital Valley are needed to produce a digital creative industry that is competitive both nationally and globally. Moreover, at this time there is often a digital divide in the elements of society, so in order to create a qualified digital creative industry, all elements of society need to familiarize themselves with the use of digital technology.

Jogja Digital Valley has a long-term goal to encourage the creation of self-sufficiency in the Informations Communication and Technology (ICT) business to promote digital culture to the public with professional management by MIKTI (Indonesian ICT Creative Industry Society) which is a non-profit organization with a mission to encourage industrial digital creative growth in Indonesia. In an effort to achieve its goals, Jogja Digital Valley certainly encounters various obstacles from external factors, one of which is the city of Yogyakarta, which is not an industrial or business city, so it is not uncommon for startups in Yogyakarta to find it difficult to find a market. Therefore, Jogja Digital Valley as the first facilitator in Yogyakarta needs to carry out various communication efforts such as persuasive communication aimed at changing attitudes, opinions, and behavior of audiences regarding the application of the digital creative industry in Yogyakarta City.

In order for persuasive communication to realize the goals of Jogja Digital Valley according to its goals, it is necessary to plan a persuasive communication strategy based on the components of the persuasive communication process. Onong in Suryadi (2018) states that the communication strategy is a guide for communication planning and management to achieve goals. In order to achieve these objectives, the communication strategy must be able to demonstrate how operations should be tactically carried out. Based on this, the researcher wants to examine how the persuasive communication strategy of Jogja Digital Valley is in increasing the potential of the digital creative industry in Yogyakarta City.

2. Theorotocal Framework

A. The Syringe Theory (Hypodermic Needle Theory)

According to Vitellone (2015) the bullet theory or syringe theory is the initial concept of the mass communication effect which communication experts in the 1970s also called the hypodermic needle theory (hypodermic needle theory). According to Vitellone (2017), the syringe theory or commonly known as the bullet theory embraces the idea that mass communication has great power. The great power in question is in influencing the response of the audience. This theory is often linked to stimulus-response theory. This theory says that the people are really vulnerable to mass communication messages. If the message is targeted, it will get the desired effect.

According to Daryanto (2017) the syringe theory has a stimulus-response principle which is basically a simple learning principle, where the effect is a reaction to certain stimuli. Thus, a person or group of people can expect or predict a close relationship between messages and the audience. Zakiyuddin (2018) suggests that a mediated message can be seen as something that is injected under the recipient's skin. In this theory, the message conveyed by the communicator is a drug that is injected into the vein of the communicant or audience, which is then assumed to react as expected. Thus, the message effect is seen as something immediate, immediate, and powerful.

This research refers to communicators who carry out mass communication to influence the communicant or audience in order to produce the desired effect. In this study, those who act as communicators are internal stakeholders from Jogja Digital Valley who communicate the goals of Jogja Digital Valley where the objectives of Jogja Digital Valley are considered as messages that must be conveyed to the audience. Meanwhile, those who are communicants are creative industry players who are targeted in achieving these goals and who will have an effect on the messages conveyed.

B. Communication

1) *Understanding of Communication*

In everyday life, of course we do not escape communication events. However, with the development of communication science, we are also increasingly confused about the definition of communication. This is because now there are more and more disciplines that have provided input to the development of communication science. According to Cangara H 92009), there is a definition of communication that is long and some are short, some are simple and some are complex. The term communication comes from Latin, namely *Communis*, which means to create togetherness or build togetherness between two or more people. Communication also comes from Latin, namely *Communico*, which means to share. So it can be concluded that communication according to language is to build togetherness between two or more people to share the message to be conveyed.

Book in Cangara (2002) says that communication is a transaction, a symbolic process that requires people to regulate their environment by building or forging relationships with fellow humans, which is carried out through the exchange of information in order to strengthen the attitudes and behavior of others and to change attitudes and behavior. According to this explanation, the purpose of communication is to convey messages maximally that occur between communicators and communicants which are expected to influence the attitudes and behavior of the communicants in order to produce the desired effect.

2) *Element of Communication*

According to Cangara (2002) communication is the process of delivering messages from one person to another with the aim of influencing someone's knowledge or behavior. The process of delivering the message cannot run optimally without the elements of communication. The elements of communication include the sender (communicator), message, channel, receiver (communicant), and effect. The elements of communication are the supporters of interrelated communication. If the delivery of messages by the communicator to the communicant is not optimal, it will affect the effect of the delivery of the message. Even though the communication process can still run without using the media, media is one of the elements that can support communication optimally.

3) *Communication Barrier*

In the process of delivering messages or communication, of course we will encounter obstacles. These obstacles will greatly affect the communication process if we cannot handle them. According to Effendy (2009) there are several kinds of obstacles in communication, namely socio-antro-

psychological obstacles, semantic barriers, and mechanical obstacles. Socio-anthro-psychological barriers are obstacles that are contained in the communicant. In this obstacle, communicators are strongly encouraged to recognize who is the communicant before communicating so that the contents of the message conveyed can be well received.

The second obstacle is semantic obstacle. If the socio-anthro-psychological barrier is an obstacle to the communicant, the semantic barrier is a barrier that exists in the communicator. This obstacle often occurs because the communicator has not carefully prepared the contents of the message to be conveyed so that often miscommunication occurs. This obstacle also often occurs due to misuse of words, so that the sentence that is conveyed will have different meanings. In an effort to reduce this barrier, the communicator must really understand the content of the message with the right words in the delivery. Meanwhile, the third obstacle is mechanical obstacle.

Mechanical resistance is a barrier that occurs due to interference with the media used. There are several mechanical obstacles that can be overcome by communicators when delivering messages, but also many that cannot be overcome. In communication, before a communication message can be accepted spiritually (accepted), then the message must be ascertained that it can be sensually accepted or in the sense that it is free from mechanical obstacles.

In the theme that the researcher wants to research, the communication process takes place periodically between the communicator and the communicant. The communication process carried out is a consequence of the social relationship that occurs between the source of communication and the audience. In the process of communication or delivery of the message, of course, requires media so that the message conveyed can be easily accepted by the communicant. However, it is not uncommon for the communication process to take place face-to-face or in two directions to reduce noise or disturbance.

C. Persuasive Communication Strategy

According to Perloff in Young (2016), there are various definitions of persuasion, one of which is that persuasion is an effort made consciously by an individual or group to change the attitudes, beliefs, or behavior of other individuals or groups through sending messages. In the process of persuasion, of course, requires communication.

According to Nurudin (2013) communication is present in all efforts that aim to lead to change. Even though communication is said to exist with the aim of bringing about change, communication is not the only thing that can bring about social change. In other words, communication is only one of the many factors that lead to changes in society, so a persuasive communication strategy planning is needed in the implementation of persuasive communication whose purpose is related to changes or movements in society so that communication can run optimally according to its function.

In implementing persuasive communication it is not easy because it is necessary to manage the messages to be conveyed. This message management is a form of persuasive communication strategy. The message must be arranged according to the communicant's self to be targeted. According to Soehoet in Ritonga (2018) the greater the influence of a message, the more persuasive the message is. In packaging messages, the previous strategy should enhance the clarity of the message and guarantee points that will give comprehensive feasibility. For that, messages should be specially structured if you want to reach the target audience.

In addition to paying attention to the communicant, in persuasive communication, you must also consider what media should be used so that the purpose of the persuasive communication process itself can be conveyed optimally. In addition, in order for persuasive communication to achieve its goals and objectives, careful planning is necessary. Planning is carried out based on communication components. In this planning process, the communicator must carry out intrapersonal communication and then it will influence the determination of the media to be used. If the communicant is clear and the media to be used is considered adequate, the communicator must compose a message.

According to Effendy (2009) in the persuasive communication process, there are various kinds of techniques that can be used, namely the technique of association or presentation of communication messages by superimposing them on an object or event that is attracting attention. The second

technique is the integration technique where this technique leads to the ability of the communicator to unite themselves communicatively with the communicant. The third technique is the reward technique, an activity carried out to influence other people by luring things that are profitable or that promise hope. The fourth technique, namely the technique of structuring or trying to compose a communication message in such a way that it is pleasant to hear or read so that the communicant feels motivated to do as suggested. And the last technique is the red-herring technique, or the art of a communicator to win by using weak argumentation to be diverted to become a powerful weapon in attacking the opponent. These techniques can be used simultaneously or one can be selected if the other technique is deemed inappropriate.

According to Effendy (2009) to achieve success in implementing a persuasive communication strategy, it requires several techniques. In addition to the techniques previously mentioned, there is one technique that can be an indicator of the success of a persuasive communication strategy. This technique is the AIDDA technique. The AIDDA technique can be used as a basis for implementing a persuasive communication strategy so that persuasive messages can be maximally conveyed to the target audience. AIDDA is an acronym for persuasive communication stages. AIDDA, namely Attention, Interest, Desire, Decision, Action which is often called A-A Procedure as an acronym for Attention-Action Procedure, which means that the communicant in carrying out activities starts first by raising attention.

Based on the AIDDA technique, persuasive communication is preceded by an effort to generate attention. This effort is not only carried out in a style of speech in stimulating words, but also in appearance in dealing with audiences. When the attention has been successfully aroused, now efforts to increase interest will follow. This can be successful by expressing matters of the interest of the communicant. Therefore, the communicator must know who the communicant is. The next stage is to bring up the desire for communication to invite, persuade, or seduce the communicator so that in the next stage the communicant can make a decision to carry out an activity as expected thereof.

D. Digital Creative Industry

According to the Ministry of Trade of the Republic of Indonesia in Evans (2009) creative industry is an industry that comes from the use of individual creativity, skills and talents to create prosperity and employment through the creation and utilization of individual creative and creative power. Creation and creativity which are sub-sectors in the creative industry are advertising, architecture, arts, crafts, fashion, film, music, performing arts, publishing, research and development, software, interactive games, television, radio, and video games.

Nowadays, it is easier to realize this creativity because it is supported by digital technology. Arifianto (2018) said that there is no single business or industrial world whose existence is not affected by digital technology. This technology is seen to change the future of the world. So that at this time many people use this advanced technology for various things, one of which is in the industrial sector, so the term digital creative industry appears.

The digital creative industry is a creative industry that applies digital technology combined with elements of creativity in its products or services. So that the development of the digital creative industry today is very helpful in daily life because the digital creative industry is the result of information technology products. In Indonesia, the digital creative industry is highly supported by the government to improve the Indonesian economy and the welfare of the Indonesian people. For example, the digital creative industry that is developing in Indonesia is Grab, Tokopedia, Shopee, and many more. Based on this discussion, it can be concluded that from the process of thinking humans can create creativity where the creative industry is an industry formed from various elements, namely creativity, expertise, and talents. These three elements, when connected with the implementation of the creative industry process, will relate to the value creation process.

3. Method

This research was conducted with the aim of developing communication science, especially persuasive communication with the Hypodermic Needele Theory approach. In this study, researchers used a type of qualitative research in which the achievement was not by using statistical

procedures but by presenting data through observation, interviews, and by presenting documentation data. The data analysis technique used in this research is the filling system data analysis technique where the data will be analyzed when the data is sufficient and combined with the theories used in the study. Meanwhile, for data validation techniques, this study uses triangulation techniques to check data by comparing from various sources, namely sources from internal and external stakeholders (Sugiyono, 2017).

4. Results and Discussion

Jogja Digital Valley is an ICT business incubator in Yogyakarta. Jogja Digital Valley is located on Jl. Kartini No.7, Terban, Gondokusuman, Yogyakarta. Jogja Digital Valley is the second ICT business incubator developed by PT Telekomunikasi Indonesia or commonly known as the Telkom Group in collaboration with the Ministry of Communication and Information of the Republic of Indonesia. Jogja digital Valley is a business incubator developed by TELKOM Indonesia after Bandung Digital Valley. The beginning of the establishment of Jogja Digital Valley was initiated by TELKOM Indonesia which aims to establish a digital ecosystem in Yogyakarta. In addition, the establishment of Jogja Digital Valley is also expected to be able to grow new startups in the digital field, especially in the city of Yogyakarta. The choice of Yogyakarta City as the second city to be established in this digital valley is because Yogyakarta itself has the nickname of a student city so that of course Yogyakarta has a lot of human resources besides that, the establishment of Jogja Digital Valley is also seen from the growth of human resources and the interest in the creative ecosystem in Yogyakarta City. As a student city, of course Yogyakarta has many universities that rely on informatics and digital fields so that it is increasingly supporting TELKOM Indonesia to establish Jogja Digital Valley.

As an organization that is shaded by a company, Jogja Digital Valley certainly has a concept for achieving its vision and mission. Jogja Digital Valley carries several concepts. The concept offered by Jogja Digital Valley is a concept that varies depending on the situation and conditions. One of the concepts offered by Jogja Digital Valley is campaigning through social media. Apart from social media, the concept provided by Jogja Digital Valley is often through face-to-face meetings or with activities such as work programs. The work program referred to is activities included in the indigo creative nation program where many of these programs lead to activities devoted to sharing. Because Jogja Digital Valley is a facilitator who focuses on business incubators, so for the last several years the Jogja Digital Valley program has mostly aimed to introduce to the public that Jogja Digital Valley is a facilitator engaged in technology that facilitates audiences as business incubators. Some of these programs include startup hubs, session founders, and talent ups. Other activities commonly held by Jogja Digital Valley as an effort to apply persuasive communication in the concepts offered include talk shows, seminars, coaching, and presenting ideas (teaching).

In determining the basis for implementing a persuasive communication strategy, Jogja Digital Valley is very adamant about the goals of Jogja Digital Valley. This is done by looking at the goals of Jogja Digital Valley which in the end can be used as the basis for determining a persuasive communication strategy. Because the aim is to increase the potential of the digital creative industry so that one of the persuasive communication strategies carried out by Jogja Digital Valley is the creation of a coworking space and the implementation of existing programs. As previously described and explained, Jogja Digital Valley has various programs managed by the Jogja Digital Valley team. Many of the programs implemented by Jogja Digital Valley are related to startups and several other target audiences such as talents who have the potential to be developed in the Jogja Digital Valley incubator. The purpose of creating and implementing the Jogja Digital Valley programs is certainly not far off so that the goals of Jogja Digital Valley are easily achieved. As a business incubator, especially for startups that are being started, Jogja Digital Valley relies heavily on planned programs as a persuasive communication strategy to increase the potential of the digital creative industry. With the programs established and implemented by Jogja Digital Valley, it is hoped that Jogja Digital Valley can become a quality business incubator and can also create quality startups who are able to compete in the national and international realms to solve problems that occur in society.

Meanwhile, for the efforts made by Jogja Digital Valley in the implementation of a persuasive communication strategy is to use the element of marketing which in this case is also used as an element of a persuasive communication strategy. The elements in question are: Attention, Interest,

Desire, Decision, and Action or commonly known as AIDDA. By using this AIDDA element, Jogja Digital Valley is able to approach the target audience. The efforts made by Jogja Digital Valley to approach the target audience were greatly helped by the use of AIDDA as an effort to carry out a persuasive communication strategy. This target audience approach can support and facilitate the achievement of Jogja Digital Valley's goals to increase the potential of the digital creative industry in Yogyakarta.

The approach taken by Jogja Digital Valley is to utilize coworking spaces in Jogja Digital Valley. This coworking space is used to approach people who have a focus on the IT field. Apart from utilizing coworking space, Jogja Digital Valley also approaches the target audience through the provision of events whose target audience is those who also focus on the digital realm. In addition to taking an approach, through this AIDDA element, Jogja Digital Valley is also able to attract the interest of digital creative industry players by highlighting adequate facilities such as the provision of coworking space, wifi, and a comfortable place to find ideas.

Jogja Digital Valley is also able to attract the desires of the target audience, especially digital creative industry players, by presenting existing advantages. Jogja Digital Valley is a digital business incubator in Yogyakarta that has advantages in mentoring and funding as well as market access to digital creative industry players who join the Jogja Digital Valley incubator. With these advantages, Jogja Digital Valley is able to attract the desire of the target audience to join the Jogja Digital Valley incubator. Jogja Digital Valley is an incubator and facilitator which is a program from TELKOM so that the branding of the organization can convince the target audience that Jogja Digital Valley is a quality facilitator.

The effectiveness of AIDDA in the persuasive communication strategy undertaken by Jogja Digital Valley to increase the potential of the digital creative industry is evident. The persuasive communication strategy implemented by Jogja Digital Valley is able to attract the attention of the target audience and generate the interest of the target audience in seeking information about Jogja Digital Valley. After getting the information, the target audience of Jogja Digital Valley will have a desire to join the Jogja Digital Valley incubator. The emergence of the desire of the target audience is of course with the efforts that have been carried out by Jogja Digital Valley to move the target audience's desires. So that the target audience is willing to make a decision to take action in accordance with the goals of Jogja Digital Valley. This action is the ultimate goal of Jogja Digital Valley to attract the target audience to join the Jogja Digital Valley incubator.

The effectiveness of AIDDA to increase the potential of the digital creative industry is closely related to the theory used in this research, namely the syringe theory, where in the syringe theory it is explained that the target audience or message recipient has a vulnerability to the messages conveyed. In this case, Jogja Digital Valley is a communicator or messenger who will inject messages to the recipient. Injecting the intended message is conveying existing messages so that they are conveyed to the target audience in order to produce the desired effect. In this case, the syringe theory is closely related to the elements of AIDDA because they both convey messages or information from the communicator to the communicant to produce the desired effect. The message conveyed is the goal of Jogja Digital Valley while the expected effect is that the target audience is willing to join the Jogja Digital Valley incubator.

In implementing a persuasive communication strategy, Jogja Digital Valley has several implementation teams consisting of general managers, public relations, finance staff, and technical support or technicians. With this implementation team, it makes Jogja Digital Valley easier in implementing a persuasive communication strategy. However, there is an implementation team that plays an important role in the implementation of this persuasive communication strategy. One such team is public relations. The task of Public Relations in implementing the persuasive communication strategy carried out by Jogja Digital Valley is more directed at events designed as one of the Jogja Digital Valley's persuasive communication strategies to increase the potential of the digital creative industry in Yogyakarta. In implementing a persuasive communication strategy, Jogja Digital Valley Public Relations functions as a liaison between Jogja Digital Valley and external stakeholders such as media partners, submitting several events, collaborations, and visits. Public Relations is in charge of informing startups about events that have been made by the center as well as Public Relations in charge of executing these events. In addition, Jogja Digital Valley Public Relations also plays a role

in communicating with startups owned by the Jogja Digital Valley incubator. Jogja Digital Valley also uses media as a persuasive communication strategy. The media used is the right media in accordance with the needs of the target audience so that the message conveyed is not wrongly targeted and can be easily accepted by the target audience. The media used that are considered the most effective for implementing persuasive communication are coworking space, events and social media.

Coworking space in Jogja Digital Valley is considered effective as a medium to support the implementation of persuasive communication. This is because Jogja Digital Valley is able to use the available coworking space to form an ecosystem in the long term. In addition, the coworking space in Jogja Digital Valley is also very much used for the communication media of Jogja Digital Valley with the target audience because in this coworking space there is often two-way communication between Jogja Digital Valley and the target audience. In addition, coworking spaces are also effective in implementing persuasive communication strategies through events. Jogja Digital Valley also often holds events that are used as a medium to support the implementation of persuasive communication. This is because the event is an effective medium to attract the attention of people who are focused on the IT field. Then through this event Jogja Digital Valley is also able to introduce the Jogja Digital Valley coworking space so that many digital creative industry players are interested and decide to join Jogja Digital Valley.

Apart from coworking spaces and events, Jogja Digital Valley uses social media as a medium for implementing persuasive communication strategies. As a business incubator engaged in the digital creative industry, Jogja Digital Valley certainly makes use of today's media which are the most effective media to convey messages from the goals of Jogja Digital Valley. The most effective media used to support the implementation of persuasive communication in Jogja Digital Valley is social media. Social media is the easiest media to use to achieve its goals and to support the implementation of persuasive communication because Jogja Digital Valley itself is engaged in the digital creative industry, which is certainly not far from digital media for its communication facilities. However, Jogja Digital Valley still cannot target the audience because anyone can become a social media follower of Jogja Digital Valley. Jogja Digital Valley utilizes social media for persuasive communication media by filling in content on its social media, which also supports the implementation of programs from Jogja Digital Valley.

Although Jogja Digital Valley does not have significant weaknesses, Jogja Digital Valley has obstacles in achieving its goals. The obstacle is that many startups have creative ideas but only ideas that are taken from other startups so that no startup really has fresh ideas to be able to help problems in society. Because the obstacles faced by Jogja Digital Valley are obstacles related to startups that do not have a mature idea, so the programs implemented by Jogja Digital Valley are used as a persuasive communication strategy to deal with these obstacles. The programs used as a persuasive communication strategy are programs related to sharing, namely coaching or training and mentoring for startups so that startups that will join the Jogja Digital Valley incubator are better prepared in terms of ideas and ideas can be arranged carefully before startups were included and directed to the National Pitch.

Apart from startups that are not yet mature in terms of determining ideas, Jogja Digital Valley also has other obstacles, including mechanical ones. Because the obstacles faced by Jogja Digital Valley lead to the implementation of a coworking space. Obstacles that occur regarding the coworking space are also minimized through the implementation of the Jogja Digital Valley programs, namely by implementing programs that can take advantage of the Jogja Digital Valley coworking space. Examples of programs that are effective in minimizing obstacles that occur in Jogja Digital Valley related to coworking spaces are startup hub programs, local pitches, and founder sessions. In this program, Jogja Digital Valley can form the ecosystem that Jogja Digital Valley wants, which is ready to be formed into a quality startup.

Because the goal of Jogja Digital Valley is to increase the potential of the digital creative industry so that the persuasive communication strategy carried out by Jogja Digital Valley through programs carried out in the form of sharing and coaching is indeed very effective in minimizing the obstacles and obstacles faced by Jogja Digital Valley. This is because with the programs held, Jogja Digital Valley will make it easier to achieve the goal of increasing the potential of the digital

creative industry in Yogyakarta. This is supported by targeting an audience in the implementation of these programs which makes these programs run on target according to the objectives of Jogja Digital Valley. In addition, the implementation of the persuasive communication strategy through the programs implemented by Jogja Digital Valley is certainly very neatly arranged by the Jogja Digital Valley implementation team so it can be concluded that these programs are very effective in minimizing the obstacles and obstacles faced by Jogja Digital Valley in achieving the goal of increasing the potential of the digital creative industry in Yogyakarta.

The success of the persuasive communication strategy implemented by Jogja Digital Valley is proven by the many quality startups that are members of the Jogja Digital Valley incubator and many startups formed through the Jogja Digital Valley incubator. The success of this persuasive communication strategy is indicated by the use of the AIDDA technique as an effort to implement it. The use of AIDDA techniques is very effective in increasing the potential of the digital creative industry. This is because the AIDDA technique can be used to approach audiences, attract digital creative industry players by providing adequate facilities, attracting the desires of the target audience by displaying existing advantages, and convincing target audiences with organizational branding. The success of the persuasive communication strategy implemented by Jogja Digital Valley is also indicated by the success of public relations in conveying persuasive messages to the target audience. In addition, it is also supported by the use of appropriate media in the implementation of persuasive communication.

5. Conclusion

In a study conducted with the title "Jogja Digital Valley's Persuasive Communication Strategy in improving the potential of digital creative industry in Yogyakarta" several conclusions can be drawn based on the formulation of the problem using analysis techniques on the research results. Some of these conclusions are:

1. The establishment of Jogja Digital Valley was motivated by the growth of human resources and the interest in the creative ecosystem in Yogyakarta City. With this interest in the creative ecosystem, Jogja Digital Valley has succeeded in increasing the potential of the digital creative industry through the implementation of a persuasive communication strategy with the role of the implementing team, especially Public Relations.

2. Jogja Digital Valley has succeeded in conducting mentoring and funding for digital startups through a work program specifically for sharing. These programs are carried out regularly every month where these programs are very influential for achieving goals and can be used as one of the persuasive communication strategies undertaken by Jogja Digital Valley.

3. In implementing this program, Jogja Digital Valley carries several concepts. This concept is carried out through social media and face-to-face which can be used as a reference for implementing a persuasive communication strategy as an effort to achieve goals.

4. The persuasive communication strategy carried out by Jogja Digital Valley is not far from providing coworking space, determining the appropriate target audience, and procuring programs that can facilitate Jogja Digital Valley in increasing the potential of the digital creative industry in Yogyakarta.

5. The success of the persuasive communication strategy undertaken by Jogja Digital Valley is evidenced by the many quality startups that are members of the Jogja Digital Valley incubator and many startups formed through the Jogja Digital Valley incubator. The success of this persuasive communication strategy is indicated by the use of the AIDDA technique as an effort to implement it. The use of AIDDA techniques is very effective in increasing the potential of the digital creative industry. This is because the AIDDA technique can be used to approach audiences, attract digital creative industry players by providing adequate facilities, attracting the desires of the target audience by displaying existing advantages, and convincing target audiences with organizational branding. The success of the persuasive communication strategy implemented by Jogja Digital Valley is also indicated by the success of public relations in conveying persuasive messages to the target audience.

In addition, it is also supported by the use of appropriate media in the implementation of persuasive communication.

6. Although the persuasive communication strategy implemented by Jogja Digital Valley has had many successes, Jogja Digital Valley has also experienced obstacles in achieving its goals. However, the persuasive communication strategy implemented by Jogja Digital Valley is an effective way to deal with these obstacles by procuring programs that are included in the persuasive communication strategy.

Acknowledgment

Alhamdulillah rabbi 'alamin, praise be to the presence of Allah SWT for the overflow of His grace and guidance so that I am still given the opportunity to be able to complete the final task of this lecture smoothly without any significant obstacles. My prayers and greetings are extended to the great prophet of the Muslims, the Prophet Muhammad SAW whose intercession is awaited in the last days. In carrying out research until the preparation of this publication manuscript, of course I could not work optimally without the help of various parties so that on this occasion I would like to express my deep gratitude to:

1. Dr. Muchlas, M.T as the Chancellor of Universitas Ahmad Dahlan.
2. Drs. Nizam Ahsani, M.Hum as Dean of the Faculty of Literature, Culture and Communication, Universitas Ahmad Dahlan.
3. Muhammad Najih Farihanto, S.I.Kom., M.A as the head of the Universitas Ahmad Dahlan Communication Science study program.
4. Choirul Fajri, S.I.Kom., M.A as the supervisor who is always patient in guiding and providing the best input during the preparation of the results of this research.
5. M. Najih Farihanto, S.I.Kom., M.A. and Gibbran Prathisara, S.Sn., M.Sn. as an examiner lecturer as well as a role model lecturer during lectures which provides tremendous motivation to get to this point.
6. Fajar Dwi Putra S.PT., M.Psi. as an academic supervisor who during the lecture period always guides and provides motivation until the preparation of this thesis is completed.
7. Mr / Mrs Lecturer in the Universitas Ahmad Dahlan communication science study program.
8. Mr. Dibya Pradana, Mr. Geri Gebyar, Dina Napita, and the entire Jogja Digital Valley team who have helped in completing this thesis by providing various information needed by researchers.
9. Several speakers from the target audience of Jogja Digital Valley were willing to provide answers to questions that could support data collection needed in the preparation of the results of this research.
10. Parents who are the biggest support system for researchers, who always give prayers and support in any form during the lecture period and the preparation of this thesis so that researchers are able to complete lectures and the preparation of this thesis in a timely manner.
11. Brothers and sisters who always provide motivation and enthusiasm for researchers so that researchers can become family pride.
12. My lovely boy friend as a place to share stories and complain, as well as a personal motivator for researchers who always accompany researchers in their struggles from the start of lectures until the completion of this thesis.
13. All friends as a place to share stories which are always a support system when researchers experience problems in lectures and the preparation of this thesis.

References

Cangara, H. (2002). Pengantar Ilmu Komunikasi (Cetakan Keempat). In *Jakarta: PT Rajagrafindo Persada*.

Aprilia Ayu Saputri (Jogja Digital Valley's persuasive communication strategy in improving the potential of digital creative industry in Yogyakarta)

- Cangara H. (2009). Komunikasi Politik ;Konsep, teori dan strategi. In *Communication Science*.
- Daryanto, B. dan. (2017). Manajemen Penilaian Kinerja Karyawan . *JDM (Jurnal Dinamika Manajemen)*.
- Effendy, O. U. (2009). Ilmu Komunikasi, Teori dan Praktek. In *Komunikasi dalam sebuah organisasi*.
- Evans, G. (2009). Creative cities, creative spaces and urban policy. *Urban Studies*. <https://doi.org/10.1177/0042098009103853>
- Markusen, A., Wassall, G. H., DeNatale, D., & Cohen, R. (2008). Defining the creative economy: Industry and occupational approaches. *Economic Development Quarterly*. <https://doi.org/10.1177/0891242407311862>
- Nurudin. (2013). Media Sosial Baru dan Munculnya Revolusi Proses Komunikasi. *Jurnal Komunikator*.
- Ritonga, E. Y. (2018). Teori Agenda Setting dalam Ilmu Komunikasi. *JURNAL SIMBOLIKA: Research and Learning in Communication Study*. <https://doi.org/10.31289/simbollika.v4i1.1460>
- Sugiyono. (2017). Sugiyono. *Penelitian*.
- Vitellone, N. (2015). Syringe sociology. *British Journal of Sociology*. <https://doi.org/10.1111/1468-4446.12124>
- Vitellone, N. (2017). Social Science of the Syringe. In *Social Science of the Syringe*. <https://doi.org/10.4324/9781315622729>
- Young, R. (2016). Persuasive Communication. In *Persuasive Communication*. <https://doi.org/10.4324/9781315687117>
- Zakiyuddin, A. (2018). TEKNIK TEKNIK PROPAGANDA POLITIK JALALUDIN RAKHMAT. *Jurnal Academia Praja*. <https://doi.org/10.36859/jap.v1i01.41>