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## Persuasive Communication by Nibras House Ponorogo (Keniten) Owner to Attract Customers

Erika Novita Aryani<sup>1</sup>, Andhita Risiko Faristiana<sup>2</sup>

<sup>1</sup> Ponorogo State Islamic Institute, Indonesia; Email: erikanovitaaryani@email.com

<sup>2</sup> Ponorogo State Islamic Institute, Indonesia; Email: andhitarisko@iainponorogo.ac.id

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### Abstract

Persuasive communication has become one of the effective means of communication for attracting customer interest due to its strength in delivering good and captivating messages. What sets Nibras House Keniten apart from other stores is its ability to follow fashion trends while prioritizing product quality and comfort. This study aims to analyze the communication strategy applied by the owner of Nibras House Keniten to influence consumer behavior and purchasing interest. The method used is descriptive qualitative with the owner, leader, and administrative staff as sources. The results show that persuasive communication has been effectively utilized to attract customers and enhance the positive image of Nibras House Keniten as a worthy shopping destination. High-quality Muslim clothing, friendly service, and excellent communication on social media and in-person make Nibras House a good shopping choice. They also apply principles such as selective exposure, audience participation, inoculation, and magnitude. With this strategy, Nibras House Keniten optimizes its appeal as a superior and high-quality shopping destination. Additionally, the use of techniques like association, integration, reward, arrangement, and red-herring significantly enhances brand image and customer satisfaction through relevant and engaging product introductions. Thus, persuasive communication proves to be an efficient means of attracting customer interest, supporting the growth of Nibras House Keniten branch in Ponorogo.

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### Keywords

Persuasive Communication, Interest, Customer.

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### Corresponding Author

Erika Novita Aryani

Ponorogo State Islamic Institute, Indonesia ; e-mail: erikanovitaaryani@email.com

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## 1. INTRODUCTION

Persuasive communication is one of the important aspects in the business world, especially in attracting customers. In today's digital era, where information can be accessed easily, companies must be able to deliver attractive and convincing messages. The importance of persuasive communication is as a process that aims to influence the attitudes, beliefs, and behaviors of others (Cialdini, 2009).



Amid the rapid development of the Muslim fashion industry, communication is a very crucial aspect in the success of a brand. Persuasive communication is a process of delivering messages that aim to change a person's attitude, opinion, and behavior through persuasive ways, without any element of coercion (Uchjana, 2007). Fashion is an important need for Muslim women, because fashion allows individuals to express their personality, style, and identity. Muslim fashion in all its forms has also received attention from Muslim scholars, but many in the Muslim fashion sector make products that are not suitable, which should be Muslim clothes to cover the aurat, many Muslim products make tight or press body products. But the problem is ignored. Problems that continue to be the same with different phenomena, the Fatwa of the Indonesian Ulama Council Fatwa Commission Number 287 of 2001 concerning Pornography and Pornoaction (Maha, 2021).

According to the Ministry of Industry by 2025, the Muslim fashion industry in Indonesia will grow at an average of 15-20% per year, far above the growth of the conventional fashion industry which only reaches 7.5%. This growth is driven by the increasing awareness of the Muslim community on halal products and Gen M's need for fashion that complies with religious values. According to Gen M: Generation Muslim, the Muslim generation will reach 2.2 billion people by 2025, accounting for 26.4% of the world population. This growth shows significant market potential, especially in the growing halal and e-commerce industries (Qizwini, 2025).

Nibras House, as one of the growing Muslim fashion brands in Indonesia, this brand has opened various branches throughout Indonesia, including in Ponorogo Regency, before being recognized this brand experienced difficulties starting from the increasingly strong competition between various brands and stores. However, the good persuasive communication skills possessed by the owner or manager in building emotional connections with store customers, Nibras House has experienced an average sales growth of 25% per year since it was first established in 2015. This success is inseparable from the communication strategies implemented by branch owners in building relationships with customers. In addition, there are things that owners do, namely 68% of Muslim fashion consumers decide to buy products based on recommendations and direct interaction with store owners or staff (Hassan, 2024).

The characteristics of this Nibras product itself from the design prioritize simplicity but still fashionable, they also follow the latest fashion trends while maintaining the value of modesty and have many variations, types of Muslim clothing. Nibras House itself also has many enthusiasts from the middle to upper middle class Muslim women aged 20-45 years. This is influenced by the factors that attract enthusiasts who see in terms of affordable prices for the quality offered, designs

that are updated following trends, easy access to purchases through the reseller system, and a very good brand reputation among the Muslim community.

In facing the increasing competition, Nibras itself has implemented a business strategy that can make the products marketed by Nibras remain in demand and still exist by all circles of society, namely by using the strategy of displaying the best products that can meet consumer tastes that often change. In the digital era, persuasive communication challenges are becoming increasingly complex, according to research conducted by the Digital Marketing Institute (2023), 82% of Muslim fashion consumers in Indonesia conduct online research before making a purchase, and 64% of them admit to being influenced by brand communication through social media. This requires owners to be able to adapt their persuasive communication strategies not only in direct interaction, but also through various digital platforms (Armutcu et al., 2024).

In the context of East Java Province, it has a significant Muslim population, which creates a huge market potential for Muslim fashion with many young designers and SMEs active in the industry. The Muslim population in East Java Province is around 96.36% of the total population in this Province is Muslim. This figure shows that the majority of the population has a need and preference for Muslim fashion (Nisa, 2022). This can be seen Ponorogo city of East Java Province, which is a city with a Muslim population reaching 98.7% of the total population (BPS Ponorogo, 2023), the potential of the Muslim fashion market is very large. According to a survey conducted by the Ponorogo branch of the Indonesian Muslim Fashion Entrepreneurs Association (APFMI) (2023), there are more than 50 Muslim fashion stores spread across various regions of Ponorogo (Ponorogo, 2023).

Nibras House Ponorogo Keniten branch is one of the Muslim fashion brands that has many enthusiasts and buyers. Nibras House is a means for Muslim women to shop for Muslim clothing and accessories. Because of all Muslimah products, Nibras House is the first choice because of its good quality and trendy materials. It is not uncommon for consumers to flock to buy Nibras products, especially Ponorogo people.

This background is important because of changes in the behavior of consumers who interact with the owner and cashiers at the Nibras House Muslim Clothing Ponorogo Keniten branch (BPS Ponorogo, 2023), which contributes both theoretically and practically in the development of persuasive communication in attracting customer interest. In this context, research on "Persuasive Communication of the Owner of Nibras House Ponorogo Branch (Keniten) in Attracting Customer

Interest" will provide an in-depth understanding of how persuasive communication is carried out by the owner of Nibras House in responding to consumers at Nibras House Ponorogo branch (Keniten). This research is also relevant given that the owner of Nibras House Ponorogo branch has implemented various persuasive communication strategies, both through direct interaction and digital platforms in analyzing Nibras House to attract customers. Thus, this research will identify opportunities, and challenges in persuasive communication to attract customers at the Ponorogo (Keniten) branch of Nibras House fashion store, with the hope of influencing customers or consumers both behavior, and attitudes. Due to the persuasiveness of a process, it will be successfully influenced through several factors related to communicator components ranging from communicators, channels to communicants at the Nibras House Ponorogo branch. Based on the explanation of the background of the problem above, research was conducted with the title "Persuasive Communication of the Owner of Nibras House Ponorogo Branch (Keniten) in Attracting Customer Interest".

## **2. METHODS**

In this study, the researcher used a descriptive qualitative approach method. This study aims to conduct a qualitative descriptive study of the persuasive communication phenomenon that occurred at Nibras House (Keniten) Ponorogo branch. The type of research is field research. The researcher digs primary data directly from information sources through observation, interview and documentation methods related to the research, namely Persuasive Communication of the Owner of Nibras House Ponorogo Branch (Keniten) in Attracting Customer Interest where the researcher interviewed the source of the Nibras owner, leader, and administration. Secondary Data is a source of data that is not direct but can provide additional data that supports primary data. Secondary data sources can be obtained from print and electronic media such as books and the internet to support the discussion and from other research results. For example, the Nibras House Keniten profile document, store data, historical documents, and geographical location. Data analysis uses data reduction, data presentation, drawing and testing conclusions (Miles & Huberman, 1994).

## **3. FINDINGS AND DISCUSSION**

**Analysis of Persuasive Communication Principles Applied by the Owner of Nibras House Ponorogo Branch (Keniten) in Attracting Customer Interest**

Persuasive communication principles applied by the owner of Nibras House Ponorogo branch (Keniten) in attracting customers. Some of the relevant persuasive communication principles applied by the owner of Nibras House Keniten include:

**a. Selective Exposure Principle**

The Selective Exposure Principle explains that individuals tend to seek, receive, and remember information that is in accordance with their existing beliefs and values (Devito, 2011). The selective exposure principle is the initial part of the information process that is conveyed to attract the attention of the targeted audience. So that for the release of discounts or promotions carried out by Nibras House Keniten outlets is very effective. In the principle of selective exposure, the target audience must be clear, often conduct research to understand customer demographics and preferences, such as age, gender, and lifestyle, well with this information it can make it easier for nibras products to compose more relevant marketing messages to appeal to the target audience. "There are, usually at moments when Nibras House anniversary, August 17, year-end sales, or we can do 11-11 too but not always every month" (Aryani, 2025).

"Ooo...so this is how it is, indirectly to customers who come, usually we sometimes see that customers take what kind of product model, like what color, what material, indirectly. If we don't directly, because we focus on selling not direct production, so we indirectly see what customers like so we stock that one or adjust it, when ordering so we know which ones to stock and which ones to stock, because sometimes in each region there are different interests" (Aryani, 2025).

We can see in the explanation above that Nibras House Keniten is very implementing, because to attract many customers, and remain comfortable to buy at the outlet, without getting bored to visit the Nibras House Keniten outlet.

**b. Audience participation principle**

The principle of audience participation emphasizes the importance of the audience's active involvement in the communication process. Audiences not only function as passive recipients, but also as active participants who can provide feedback, ask questions, and interact by sending messages directly or indirectly (Devito, 2011).

The principle of audience participation allows admins to conduct surveys, the principle of audience participation emphasizes the importance of active audience involvement in the communication process. Audiences not only function as passive recipients, but also as active participants who can provide feedback, ask questions, and interact by sending messages directly or not. For example, the owner of Nibras often conducts surveys to ask customers for their opinions on what designs, colors of clothes, or new collections are suitable for launching (Aryani, 2025). The application of the principle of audience participation provides various

benefits for the Nibras House Keniten outlet, namely increasing customer loyalty, improving product quality, building a positive image of customer involvement in activities creating a positive image for the brand, where customers feel valued and recognized.

**c. Inoculation Principle**

The principle of inoculation comes from psychological inoculation theory, which states that individuals can be protected from the influence of potentially unwanted messages by "preparing" them beforehand (Devito, 2011).

Product education and accepting criticism from consumers is something that needs to be done when doing business. The principle of inoculation provides communication and information that prepares the audience to face conflicting arguments or messages. This can be seen from the owner of Nibras House often educates customers about the quality of products that are usually offered, here they explain the advantages of the materials used and Nibras Keniten outlets also always face customer criticism openly and fix and correct all input and criticism from customers both directly and online (Aryani, 2025).

The application of the inoculation principle by the owner of Nibras House Keniten has proven effective in building brand resilience and increasing customer trust, responding proactively to criticism, and building community, Nibras House can create stronger relationships with customers and better face market challenges.

**d. Principle of Magnitude**

The principle of magnitude in communication refers to the idea that the size or scale of a message can affect the way it is received and understood. Magnitude here can refer to various aspects, such as the length of the message, the intensity of the emotions conveyed, or the frequency of message delivery (Devito, 2011).

The principle of magnitude allows the owner of Nibras House Keniten to implement a product line that is they initially focused only on women's clothing now they have expanded the product line by adding children's clothing, accessories, bags, shoes, headscarves, koko clothes, and sarimbit for one family. According to Novi in an interview session (Aryani, 2025).

“Novi the principle of magnitude in applying product lines is very important in doing business, especially Muslim fashion centers because it can help companies to meet the needs and preferences of diverse consumers. In the Muslim fashion industry, consumers are not only looking for products that comply with Sharia, but also those that follow the latest fashion trends, by having various product lines, such as gamis, tunics, abayas, headscarves, accessories, shoes, bags and others this business can reach a wider market segment and increase sales opportunities” (Aryani, 2025).

Using the principle of magnitude to measure the use of facilities such as customer satisfaction levels, this data helps to make decisions regarding improvements and investments in product facilities and places that offer products that will be offered by the owner.

### **Data Analysis of Persuasive Techniques Used by the Owner of Nibras House Ponorogo Branch (Keniten) in Attracting Customer Interest**

The following are some of the persuasive communication techniques used by the owner of Nibras House Ponorogo branch (Keniten) in attracting customers:

#### **a. Association Technique**

The association technique is defined as the presentation of communication messages by superimposing them on an object or event that is booming / attracting the attention of the audience. Or it can also be said as a technique that relies on viral phenomena (Effendy, 2007).

The association technique is that admins often associate associations with culture and traditions such as Nibras House outlets associate their products with local culture and traditions, such as often using motifs or designs inspired by Indonesian cultural heritage.

"Indirectly there is, like this latest motif he took from batik motifs, the latest product of Nibras Elys is a woven fabric that relates to Indonesian cultural heritage motifs" (Aryani, 2025).

They also often promote their clothes as comfortable options for daily activities. This allows them to deliver products that not only meet comfort standards, but are also durable and easy to maintain. With this, Nibras House has managed to build a reputation as a reliable Muslim fashion brand, where consumers feel satisfied and comfortable when wearing our products in various occasions.

#### **b. Integration Technique**

Integration technique is the communicator's ability to unite himself communicatively with the communicant. This means that through verbal and nonverbal words the communicator illustrates that he is "in the same boat" and therefore becomes one with the communicator. Integration techniques can be in the form of using instead of the word "I/you/we" with the aim of making efforts to unite themselves (Effendy, 2007).

Nibras House products often integrate marketing channels such as Nibras often promotes the latest collections on social media, such as on WhatsApp stories, Instagram, Facebook. Nibras House Keniten often integrates marketing channels to increase the visibility and appeal of their products. By utilizing social media platforms such as WhatsApp, Instagram, and Facebook, Nibras can reach a wider and more diverse audience (Aryani, 2025).

Nibras House Keniten also always ensures the customer experience at all points is consistent usually until the customer comes back to buy Nibras products because of the good quality and comfort when worn, the variety of models and of course friendly service makes customers want to come back. They strictly control the quality of the products by directly managing the supply chain and ensuring the quality of the products is maintained.

**c. Reward Technique**

The pay-off technique is an activity to influence others by offering favorable things or promising expectations. This technique can foster emotional excitement, by promising a reward (Effendy, 2007).

The reward technique allows Nibras House outlets to apply discounts or members for repeat purchases, this is done to increase customer loyalty, by providing incentives in the form of discounts, customers will feel valued and more motivated to return to shopping. This program not only attracts new customers, but also gives existing customers a reason to continue choosing Nibras House Keniten as their shopping destination. Nibras also uses reward techniques for customer loyalty programs where Nibras launches customer loyalty to earn points every time they make a purchase, which each point can later be redeemed for discounts or free products, or exclusive access to new collections. usually at the end of each year, we have an annual reward for customers with the most purchases or shopping (Aryani, 2025).

**d. Styling Technique**

The icing technique in persuasion activities is the art of structuring messages with emotional appeals in such a way that communicants become interested in their attention (Effendy, 2007). The icing technique allows the owner to hold a special offer package, usually there is writing buy 2, get 1 free or 20% discount for package purchases, this can make customers interested in buying the Muslim clothing offered and as an effective marketing strategy (Aryani, 2025).

The arrangement technique used by Nibras House Keniten outlets is to always apply product placement in stores, such as the latest collections that have just arrived or products that are on promo can be placed near the entrance or in areas that are easily visible, such as in the month of Ramadan towards Eid sarimbit moms and dad are placed in the most front place (Aryani, 2025). This is done to attract attention and persuade visitors or potential buyers to be interested in the products or services offered.



**e. Red-herring Technique**

The red-herring technique is the art of a communicator to win in a debate by avoiding weak arguments and then diverting them little by little to the aspects he controls in order to become a powerful weapon in attacking the opponent. So this technique is done when the communicator is in a disadvantaged position (Effendy, 2007).

The red-herring technique allows the owner of Nibras House Keniten to use tiktok content to attract customers' attention and shift the focus from serious issues. Nibras House Keniten outlets also apply large discount promotions for certain products, such as nibras often offers products that are less in demand due to more advanced models, usually held on Fridays at 150 thousand, 165 thousand, this allows customers to be attracted to discount offers and not pay attention to other products that are less in demand or do not meet expectations (Aryani, 2025). By giving discounts on certain products, customers who may not be familiar with this brand will be more interested in trying the product. This is an effective way to build a larger customer base and increase brand awareness.

We can see from the discussion above that Nibras House Keniten outlets use and apply persuasive principles and persuasive techniques, which through persuasive principles and techniques outlets can improve the performance of products that will be traded to the public.

## **CONCLUSION**

Research related to Persuasive Communication of the Owner of Nibras House Ponorogo Branch (Keniten) in Attracting Customer Interest can be concluded, namely:

Principles of Persuasive Communication Applied by the Owner of Nibras House Ponorogo Branch (Keniten). First, the selective exposure principle that allows Nibras House outlets to easily attract customers, through promotions or discounts, and often conduct research to attract customers. Second, the audience participation principle is often used by Nibras through surveys of customer opinions regarding designs, colors, or collections to be launched. Third, the principle of inoculation provides communication and education on product quality carried out by the Nibras House Keniten outlet and accepts criticism from customers. Fourth, the principle of magnitude focuses on implementing product line verification and investing in products through advertising to attract customers.

Persuasive Communication Techniques Used by the Owner of Nibras House Ponorogo Branch (Keniten). First, the association technique carried out is that Nibras House Keniten often associates products with local culture and traditions and promotes them as a comfortable choice this is done to attract customer interest. Second, the integration technique of Nibras House conducts marketing channels through social media and through integration techniques can ensure customers at all points

are consistent. Third, Reward techniques are often done through rewards and members to attract customers. Fourth, Nibras House Keniten's store layout technique holds special offer packages, product placement, use of interesting language such as captions to attract customers. Fifth, the red-herring technique here they apply discounts for certain products that are less desirable and create tiktok content to attract customers.

Overall, persuasive communication can be a good and effective means of communicating to attract customers at the Nibras House outlet in Ponorogo (Keniten) if everything is planned, interesting and creative in utilizing techniques and principles in communication. A brief summary of the possible clinical implications of the study is required in the conclusion section. Conclusion contains the main points of the article. It should not replicate the abstract, but might elaborate the significant results, possible applications and extensions of the work.

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