

ABSTRACT

Hostesses Interpersonal Communication Techniques To Attract Customers Interest In Buying Products at Cat's Pajamas Surabaya Night Club

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Life of the metropolis of Surabaya has a variety of night clubs. Each individual communication, one of which is the interpersonal communication. In this study discusses the interpersonal communication techniques hostesses with an assessment of interpersonal communication that uses the theory of interpersonal communication techniques.

Using descriptive qualitative techniques and interview and observation as a step to this research data collection. Aided by using triangulasi source as the method to be used to test the validity of the data from the data that has researchers in the form of information obtained from interviews, observation, and as well as documentation in the form of photos of hostesses who work at the Cat's Pajamas Surabaya.

Results from the study showed that interpersonal communication techniques performed by the hostesses to more customers using informative and persuasive communication. Both hostesses apply also five positive attitude in interpersonal communication. Hostesses OC and the PA have differences in terms of the ability to offer products to customers. Hostesses develop strategies to increase consumer interest in buying the product in order to get a reward from the sale.

Key Word: *Interpersonal Communication Engineering, Consumer Interests, hostesses*