Abstract
Vast expansion and growth on Indonesian economy creates opportunities for finance service based companies to thrive. Therefore as one of the oldest financial institution, credit union have to develop and adapt in this quickly change business. The purpose of this research is to investigate the effect of event promotion and persuasive communication toward the increase of credit union member. The method for this research is quantitative method with questionnaire for data collection. The result of the data processing is that there is a partial effect between event promotion and the increase of credit union member. A partial effect between persuasive communication and the increase of credit union member. A simultaneous effect of event promotion and persuasive communication toward the increase of credit union member.

Keywords: Event promotion, Persuasive Communication, Interest