

## ABSTRAK

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### **TEKNIK KOMUNIKASI PERSUASIF CALON PRESIDEN REPUBLIK INDONESIA 2024 ANIES BASWEDAN**

(xviii + 111 halaman: 2 gambar :12 tabel; lampiran)

Kata kunci: *persuasive*,presiden,pidato

Indonesia akan mengadakan pergantian presiden pada tahun 2024, dimana salah satu calonnya adalah Anies Baswedan. Anies Baswedan terkenal dengan kemampuan retorika yang cukup baik. Penelitian ini bertujuan untuk memahami teknik komunikasi persuasif yang dilakukan oleh Anies baswedan sebagai calon presiden 2024. Temuan penelitian ini diharapkan dapat memberikan pemahaman mendalam tentang komunikasi persuasive yang dapat digunakan dalam beretorika.

Untuk mengetahui teknik komunikasi persuasive yang dilakukan Anies Baswedan, dalam penelitian ini digunakan 7 teknik komunikasi persuasive yang dikemukakan Devito yaitu *cognitive dissonance*, teknik asosiasi, teknik intergrasi, teknik *Payoff Idea*, teknik *Fear Arousing*, teknik tataan dan teknik *Red – Hearing*.

Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian analisis isi. Pengumpulan data primer dilakukan melalui observasi pada dokumentasi video pidato Anies Baswedan sedangkan data sekunder diperoleh melalui wawancara.

Hasil penelitian menunjukkan bahwa Anies Baswedan konsisten menggunakan beberapa teknik komunikasi persuasive seperti teknik asosiasi, teknik empati, teknik *Payoff Idea* dan kadang teknik *Fear arousing*. Meskipun terlihat fokus terhadap beberapa teknik, Anies Baswedan tetap memberikan kesan yang kuat dalam pesan yang di sampaikan. Oleh karena ini, perlu dilakukan analisis lebih lanjut terhadap faktor-faktor yang memengaruhi kelancaran penyampaian pesan persuasif dan bagaimana meminimalkan hambatan-hambatan yang mungkin terjadi.

Referensi :30 (1990-2019)

## **ABSTRACT**

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### **COMMUNICATION PERSUASIVE TECHNIQUES FOR PRESIDENTIAL CANDIDATE OF THE REPUBLIC OF INDONESIA 2024 ANIES BASWEDAN**

(xviii + 111 pages: 2 pictures :12 tables; attachments)

Keywords: persuasive, president, speech

Indonesia will hold a change of president in 2024, where one of the candidates is Anies Baswedan. Anies Baswedan is famous for his quite good retroric skills. This research aims to understand the persuasive communication techniques used by Anies Baswedan as a presidential candidate in 2024. The findings of this research are expected to provide an in-depth understanding of persuasive communication that can be used in rhetoric.

To find out the persuasive communication techniques used by Anies Baswedan, in this research the 7 persuasive communication techniques proposed by Devito were used, namely cognitive dissonance, association techniques, integration techniques, Payoff Idea techniques, Fear Arousing techniques, arrangement techniques and Red - Hearing techniques. This research uses a qualitative approach with content analysis research methods. Primary data was collected through observation of video documentation of Anies Baswedan's speeches, while secondary data was obtained through interviews.

The research results show that Anies Baswedan consistently uses several persuasive communication techniques such as association techniques, empathy techniques, Payoff Idea techniques and sometimes Fear arousing techniques. Even though he seems to focus on several techniques, Anies Baswedan still makes a strong impression in the message he conveys. Because of this, it is necessary to carry out further analysis of the factors that influence the smooth delivery of persuasive messages and how to minimize possible obstacles.

Refrensi : 30 (1990-2019)