

## ABSTRACT

**Wahyu Abi Zharfan.17818280**

***Persuasive Communication for Safety Riding Campaign by the Depok Max Owners Motorcycle Community (DMOns) During the Covid-19 Pandemic***

***Keywords : Persuasive Communication, Campaign, Safety Riding, Covid-19, Depok Max Owners.***

***( liii + 138 + Appendices )***

*The purpose of this study was to find out persuasive communication in riding safety campaigns by the DMOns community during the Covid-19 pandemic. This research method is a qualitative approach with constructivism paradigm. The theory used in this campaign is the stage of change theory. The subjects in this study were the Depok Max Owners (DMOns) community. Data collection was obtained by means of observation and interview with resource persons. Based on the results of the study, persuasive communication in the riding safety campaign by the DMOns community was carried out by giving examples and practicing directly. During the Covid-19 pandemic, social media has become a campaign media used by the DMOns community. Social media is also more effective in reaching a larger audience. Some people know about this campaign through DMOns social media. This campaign is carried out by means of persuasive communication. The principle of persuasive communication used in this campaign is the principle of magnitude of change. The technique used in this persuasive communication approach is the yes response technique. The type of campaign carried out by the DMOns community is the Ideologically or Cause Oriented Campaigns campaign. Based on the theory of stages of change, society is currently in the action stage.*

***Bibliography (1982 – 2020)***