

ABSTRACT

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Community Persuasive Communication Strategy @voluntrip.kitabisa in Recruiting Volunteers

Keywords : Persuasive Communication, Community by Kitabisa, Volunteer Recruitment

(xii + 48 + attachments)

This study aims to analyze the persuasive communication strategies used by the @voluntrip.kitabisa community in recruiting volunteers through social media. In the digital era, effective communication strategies are a key factor in attracting individuals to engage in social activities. Therefore, this study focuses on the communication approach applied by the community, especially in recruiting volunteers. This study uses the persuasive communication theory by Melvin D. Fleur and Sandra J. Ball-Rokeach (1989) with the ELM (Elaboration Likelihood Model) communication model and the research method used is a qualitative research method with observational data collection techniques, interviews, and documentation. The results of the study show that the @voluntrip.kita community can apply three persuasive communication strategies, namely psychodynamic strategies that utilize storytelling and emotional content, sociocultural strategies that adapt messages to the social values of the community, and the meaning construction strategy that builds an understanding of the importance of the role of volunteers. In addition, this community also applies ethos, pathos, and logos approaches in compiling persuasive messages to increase trust and involvement of prospective volunteers.

Bibliography (2005-2023)