

ABSTRACT

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Analysis of Persuasive Communication by Pandawara Group on TikTok Social Media in Building Environmental Awareness and Public Participation.

Keyword: Persuasive Communication, Pandawara Group, TikTok, Environmental Awareness, Public Participation.

(xiii + 82 + Appendix)

This research aims to investigate and analyze the persuasive communication conducted by Pandawara Group on the TikTok social media platform in building environmental awareness and fostering public participation. In this research, the research method employed is qualitative with a descriptive approach. The data collection techniques employed include interviews, observations, and documentation. The results of this research indicate that, through McGuire's information processing theory with persuasive stages, namely (1) attention, (2) comprehension, (3) persuasion, (4) retention, (5) action, Pandawara Group successfully captures attention with impactful content showcasing real actions in waste cleaning, delivers messages comprehensibly, provides benefits that motivate attitude changes, creates strong recall, and prompts tangible actions from the public.

Bibliography (2014 – 2023)