

ABSTRACT

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Persuasive Communication in Fundraising through Livestreaming on Windah Basudara Youtube Channel

Keywords: Windah Basudara, Fundraising, Youtube Livestreaming, Persuasive Communication

This research entitled "Persuasive Communication in Fundraising through Livestreaming on Windah Basudara's Youtube Channel" aimed to explore the persuasive communication strategies used by Windah Basudara in her fundraising efforts through livestreaming on her Youtube channel. The research employed qualitative research method and data was collected through in-depth interviews with Windah Basudara's subscribers who participated in the fundraising and colleagues of Windah Basudara who have participated in the fundraising livestream. This research uses Hendri's theory of persuasive communication. The aspects studied include affective, cognitive, and conative aspects of persuasive communication theory. The results of the study show that Windah Basudara effectively used persuasive communication techniques in his efforts to fundraise through livestreaming. This study provides important insights into how persuasive communication can influence the results of fundraising through livestreaming and provides recommendations for future research.

Bibliography (1995-2017)