

## ABSTRAK

Nama : Zeno Zelman  
Program Studi : Magister Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Andalas.  
Judul : Analisis Komunikasi Persuasif Gubernur Sumatera Selatan dalam Mewujudkan Kepentingan Daerah (Studi Kasus Terpilihnya Palembang sebagai Tuan Rumah Asian Games 2018).

Penelitian ini bertujuan untuk mengetahui dan mengidentifikasi pengemasan pesan Gubernur Sumsel kepada khalayak sasarannya, yaitu Ketua KOI, Menpora dan Presiden OCA dalam upaya mewujudkan Palembang sebagai tuan rumah Asian Games 2018. Penelitian melalui pendekatan kualitatif dengan metode deskriptif. Data dianalisis dengan menggunakan Teori Stimulus Organisme Respon yang dikombinasikan dengan Model Persuasif Cronkhite dan *Instrumental Model of Persuasion*. Hasil penelitian menunjukkan bahwa Gubernur Sumsel melakukan pengemasan pesan melalui teknik komunikasi persuasif. Terkandung komponen ajakan, klaim dan penyajian data dalam pesan. Pesan tersebut diolah dengan terlebih dahulu mengenali konsep motivasi khalayak yang kemudian dihubungkan dengan konsep tujuan dari Gubernur Sumsel. Untuk mendatangkan perhatian, Gubernur Sumsel memanfaatkan kekuasaan normatifnya sebagai kredibilitas sumber. Struktur pesan disampaikan dengan hanya mengedepankan hal-hal positif (*one side message*), melalui penyajian yang bersifat klimaks (*climax order*) dan dikemukakan secara eksplisit. Kemudian strategi pesan menggunakan 11 taktik komunikasi persuasif yang dikelompokkan kedalam 4 taktik, yaitu menunjukkan penghargaan (*rewarding*), menakut-nakuti (*punishing*), menunjukkan keahlian (*expertise*) dan komitmen personal.

**Kata kunci** : komunikasi persuasif, pengemasan pesan, strategi pesan, pemerintah daerah, Palembang, Sumatera Selatan, Gubernur Sumatera Selatan, Asian Games.

## **ABSTRACT**

*Name* : Zeno Zasman  
*Program Study* : Master of Communication Science, Faculty of Social Science and Political Science, University of Andalas.  
*Judul* : Analysis of The Persuasive Communication of The Governor of Sumatra Selatan in Realizing Regional Interests (Case Study of Palembang Being Chosen as The Host of Asian Games 2018).

*This research aims to know and identify the packaging of The Governor of South Sumatra's message to the target audience, namely The Chairman of The KOI, Menpora (Minister of Youth and Sports of Indonesia) and The President of the OCA in an effort to realize Palembang as the host of The Asian Games 2018. The Research through a qualitative approach with descriptive methods. Data were analyzed using the Stimulus Organism Response Theory combined with the Cronkhite Persuasive Model and the Instrumental Model of Persuasion. The results showed that The Governor of South Sumatra carried out the packaging of messages through persuasive communication techniques. Contained solicitation components, claims and data presentation in the message. The message is processed by first recognizing the concept of audience motivation which is then linked to the concept of goals of The Governor of South Sumatra. To bring attention, The Governor of South Sumatra uses his normative authority as source credibility. The structure of the message conveyed only by promoting positive things (one-sided message), through the presentation of the climax (climax order) and stated explicitly. Then, the strategy message uses 11 campaigns, communication, persuasive grouped into 4 battles, which show appreciation (rewarding), frighten (punishing), show expertise and personal commitment.*

**Keywords** : *persuasive communication, message packaging, message strategy, local government, Palembang, South Sumatra, Governor of South Sumatra, Asian Games*