

ABSTRAK

Studi *compliance gaining* banyak dipakai dalam persuasi interpersonal, penelitian ini menguji teori *Compliance Gaining Strategy* (CGS) dalam konteks kebijakan publik terkait kenaikan harga subsidi Bahan Bakar Minyak (BBM) karena dilatarbelakangi permasalahan risiko krisis energi, peningkatan konsumsi BBM di Indonesia, dan alokasi subsidi BBM menekan APBN yang dipandang belum tepat sasaran. Prinsip persuasi dalam *compliance gaining* bisa dipakai untuk komunikasi publik bahkan komunikasi massa karena penelitian ini menggunakan 5 iklan infografik cetak sebagai *treatment*. Teori CGS berpusat pada strategi persuasi yang dilakukan agar seseorang mematuhi keinginan komunikator, Marwell dan Schmitt (1967) mengidentifikasi ada 16 strategi, yang dikelompokkan menjadi 5 strategi utama: **Rewarding Activities, Punishing Activities, Expertise, Personal Commitments dan Impersonal Commitments**, untuk menguji strategi persuasi mana yang paling berhasil dalam mendapatkan kepatuhan kebijakan publik, dipakai metode eksperimen (desain *between subject*).

Hasil penelitian memperlihatkan dua pendekatan terbukti berhasil meningkatkan kepatuhan; strategi *rewarding activities* dan *impersonal commitments*, sementara tiga strategi lain tidak terbukti signifikan. Hal ini mendukung temuan dari studi Turner, et. al, (2010) dalam konteks komunikasi interpersonal dan studi Lamude and Scudder (1993) dalam konteks komunikasi organisasi, memperjelas temuan prinsip persuasi interpersonal bisa dipakai untuk persuasi kebijakan publik.

Kata kunci: Komunikasi Politik, Persuasi, Kebijakan Publik, *Compliance Gaining Strategy*, Eksperimen dan Subsidi BBM 

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ABSTRACT

*Compliance gaining studies widely used in interpersonal persuasion, this study tested the theory Compliance Gaining Strategy (CGS) in the context of public policy related the increase subsidized price of fuel oil (BBM) with problems background of the energy crisis, the increase of fuel consumption in Indonesia, and the allocation of state budget subsidies depress deemed not right on target. The principle of persuasion in compliance gaining can be used for public communication even mass communication because this study used 5 ads infographic print as treatment. CGS theory centered on the strategy of persuasion is being done to comply with the wishes of communicator, Marwell and Schmitt (1967) has identified 16 strategies, which are grouped into five main strategies: **Rewarding Activities, punishing Activities, Expertise, Personal Commitments and Impersonal Commitments**, to test the strategy of persuasion was the most successful in obtaining compliance for public policy, used the experimental method (between subject design).*

The results showed two approaches proven to improve compliance, the strategy of rewarding activities and impersonal commitments, while three other strategies do not proved significant. This supports the findings of the study Turner, et. al, (2010) in the context of interpersonal communication and study Lamude and Scudder (1993) in the context of organizational communication, clarify the findings that interpersonal persuasion principles can be used for public policy persuasion.

Keywords: *Political Communication, Persuasion, Public Policy, Compliance Gaining Strategy, Experiment and Fuel Oil Subsidy*

