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Strategi Komunikasi Persuasif Dalam Meningkatkan Kontribusi Masyarakat Pada
Program Bank Sampah Gawe Rukun
Bibliografi: 5 BAB 280 Hal + Lampiran + 10 Buku + 19 Jurnal + 5 Internet

ABSTRAK

Kontribusi masyarakat begitu penting bagi keberlangsungan Bank Sampah Gawe Rukun, Kunciran Indah, Pinang, Kota Tangerang. Karena kontribusi masyarakat menjadi salah satu faktor yang dapat menentukan keberhasilan Bank Sampah Gawe Rukun dalam menjalankan programnya.

Penelitian ini bertujuan untuk mengetahui strategi komunikasi persuasif dalam meningkatkan kontribusi masyarakat pada program Bank Sampah Gawe Rukun. Dalam penelitian ini, peneliti menggunakan metode penelitian deskriptif dengan paradigma konstruktivisme melalui pendekatan kualitatif.

Berdasarkan hasil penelitian menunjukkan bahwa terdapat empat strategi komunikasi persuasif yang terdiri dari strategi sosialisasi, strategi demonstrasi, strategi kunjungan lapangan (*Field Visit*) dan strategi perlombaan antar warga yang digunakan oleh Bank Sampah Gawe Rukun dalam meningkatkan kontribusi masyarakatnya. Melalui strategi sosialisasi dan strategi demonstrasi menjadi strategi komunikasi persuasif yang berhasil dalam meningkatkan kontribusi masyarakat pada program Bank Sampah Gawe Rukun. Hal ini ditunjukkan dari meningkatnya jumlah nasabah di Bank Sampah Gawe Rukun dan perluasan sektor nasabah di Bank Sampah Gawe Rukun dari sektor perorangan hingga ke sektor lembaga. Hingga kini, Bank Sampah Gawe Rukun masih berdiri dan aktif menjalankan programnya.

Adanya perubahan perilaku dari masyarakat atas kontribusinya tersebut dikarenakan adanya faktor *Compliance*, yaitu karena masyarakat dapat memperoleh manfaat ekonomi atau keuntungan dari program Bank Sampah Gawe Rukun.

Adapun hambatan yang terjadi selama pelaksanaan strategi komunikasi persuasif maupun dalam pelaksanaan program Bank Sampah Gawe Rukun yaitu adanya hambatan sosial dan hambatan psikologis.

Kata Kunci: Bank Sampah, Komunikasi Persuasif, Kontribusi Masyarakat



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Persuasive Communication Strategy in Increasing Community Contribution to the
 Gawe Rukun Garbage Bank Program

*Bibliography: 5 Chapter 280 Pages + Attachments + 10 Books + 19 Journals +
 5 Internet*

ABSTRACT

Community contributions are very important for the sustainability of the Gawe Rukun Garbage Bank, Kunciran Indah, Pinang, Tangerang City. Because the community's contribution is one of the factors that can determine the success of the Gawe Rukun Garbage Bank in carrying out its program.

This study aims to determine the strategy of persuasive communication in increasing the community's contribution to the Gawe Rukun Garbage Bank program. In this study, researchers used descriptive research methods with constructivism paradigm through a qualitative approach.

Based on the results of the study, it shows that there are four persuasive communication strategies consisting of socialization strategies, demonstration strategies, field visits strategies and competition strategies between residents used by the Gawe Rukun Waste Bank in increasing community contributions. Through the socialization strategy and the demonstration strategy, it became a successful persuasive communication strategy in increasing the community's contribution to the Gawe Rukun Waste Bank program. This is indicated by the increasing number of customers at the Gawe Rukun Waste Bank and the expansion of the customer sector at the Gawe Rukun Waste Bank from the individual sector to the institutional sector. Until now, the Gawe Rukun Waste Bank is still standing and actively running its program.

The change in behavior from the community for its contribution is due to the Compliance factor, namely because the community can get economic benefits or benefits from the Gawe Rukun Garbage Bank program.

The obstacles that occur during the implementation of the persuasive communication strategy as well as in the implementation of the Gawe Rukun Garbage Bank program are social and psychological barriers.

Keywords: *Garbage Bank, Persuasive Communication, Community Contribution*