

PENGANTAR PERSUASI

Komunikasi Persuasif – 1
Isti Purwi Tyas Utami





STAY SAFE.

WEAR A MASK.

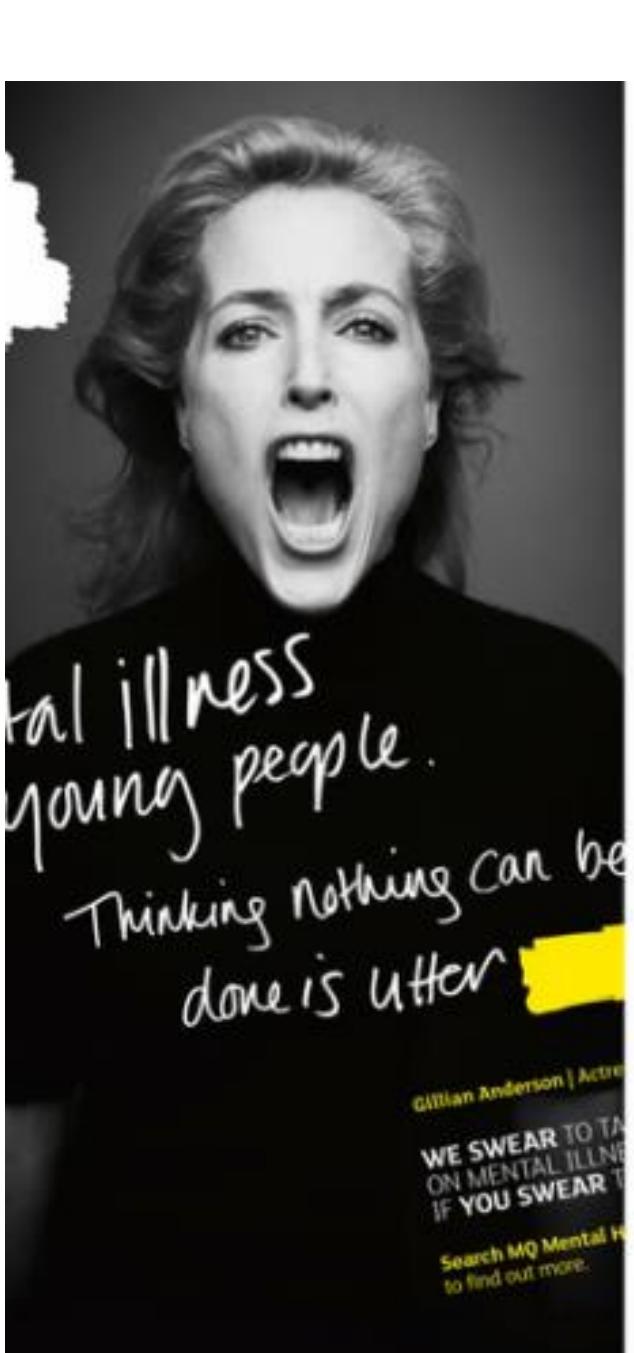


a family feast



love free wi-fi





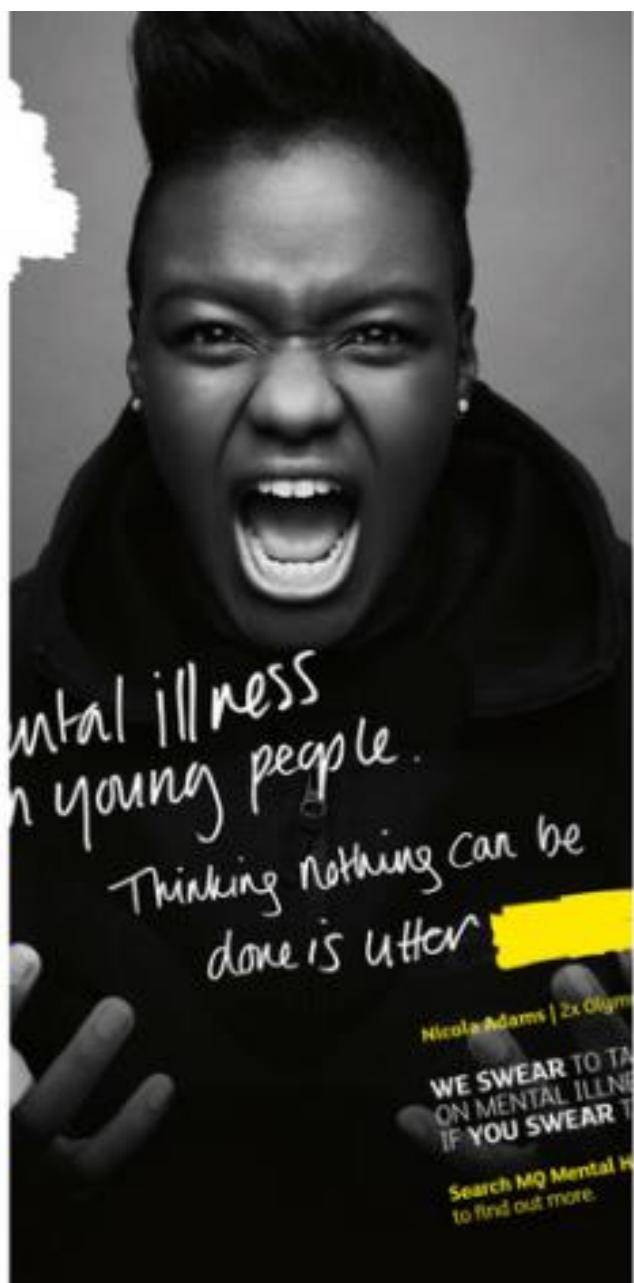
tal illness
young people.

Thinking nothing can be
done is utter [REDACTED]

Gillian Anderson | Actress

WE SWEAR TO TA
ON MENTAL ILLNE
IF YOU SWEAR T

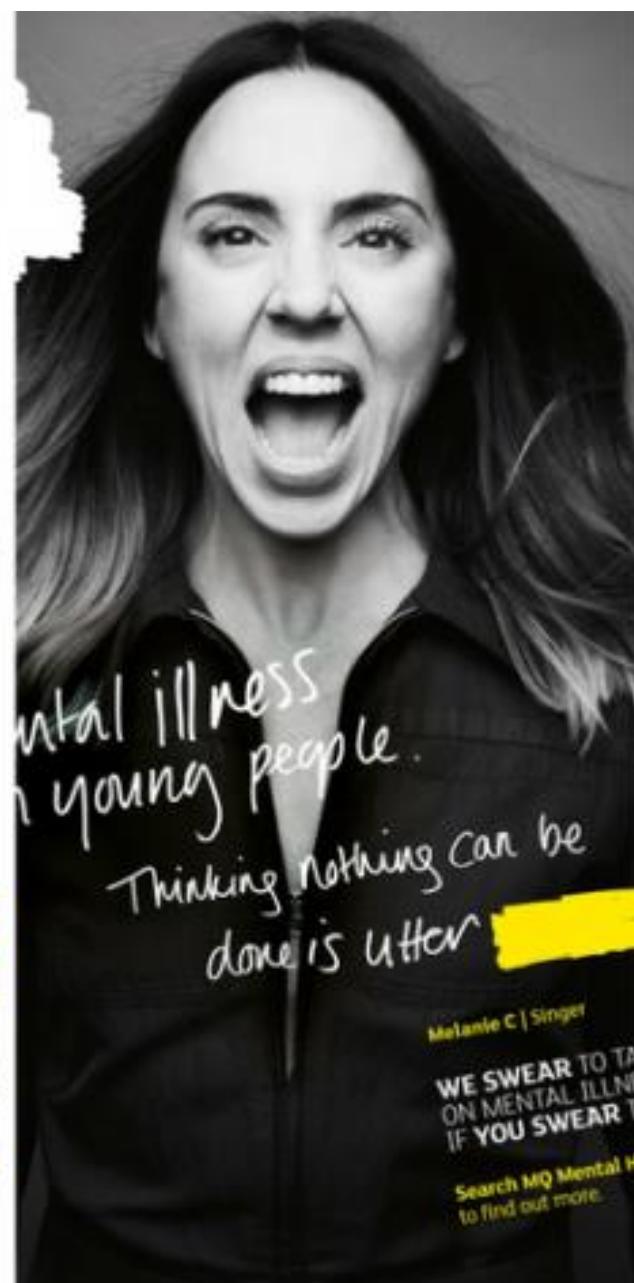
Search MQ Mental H
to find out more.



Nicola Adams | 2x Olymp

WE SWEAR TO TA
ON MENTAL ILLNE
IF YOU SWEAR T

Search MQ Mental H
to find out more.



Melanie C | Singer

WE SWEAR TO TA
ON MENTAL ILLNE
IF YOU SWEAR T

Search MQ Mental H
to find out more.



Cherry Healey | TV Pre

WE SWEAR TO TA
ON MENTAL ILLNE
IF YOU SWEAR T

Search MQ Mental H
to find out more.

SIAP JUNGKIR BALIK
DEMI RAKYAT



4

PRADIA HANDIKA DARYANE
CALON DPRD K.A.E. DEWY
DAPIL INHU 1
INTI: RENDAH KURLA CERPUU BERGATI BANGET !

Nomor urut 1

7 ARYA RIZKI YUDHATAMA
Calon Anggota DPRD Kota Yogyakarta

David Beckham :

nomor 7 adalah keberuntungan saya

Saatnya Yang MASPHER.O
bukan seteb
membantu orangtua dan mensejahterakan

Saya Pilih :
mas YUDHA No

- Muda, Pintar
- Sopan santun
- Bekerja untuk Ra



8



Kamino For KFC
PARTAI
KEADILAN
SEJAHTERA

✓ KAMINO, SPdI

CALON ANGGOTA LEGISLATIF DPR-R

A portrait of Malala Yousafzai, a young woman from Pakistan who is a prominent advocate for female education. She is wearing a red and black patterned headscarf and a matching patterned dress. She is holding a white rectangular sign in front of her chest with both hands. The sign has the text "I AM STRONGER THAN FEAR" printed on it in a large, bold, black, sans-serif font.

I AM STRONGER
THAN FEAR



WHAT
ON EARTH
ARE WE DOING
TO OUR PLANET?



WHAT
ON EARTH
ARE WE DOING
TO OUR PLANET?





If they think your dreams are crazy,
show them what crazy dreams can do.

Just do it.

COMMUNICATION AND PERSUASION

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COMMUNICATION

Creation and sharing of meaning

PERSUASION

A motive, an intent, a reason for creation and sharing meaning



PERSUASION

“What is distinctively human at the most fundamental level is the capacity to persuade and be persuaded.” Bertrand Russell Outline of Philosophy (1927)



PERSUASION



A communication process in which the communicator seeks to elicit a desired response from his receiver (Andersen, 1971, p. 6);

A conscious attempt by one individual to change the attitudes, beliefs, or behavior of another individual or group of individuals through the transmission of some message (Bettinghaus & Cody, 1987, p. 3);

A symbolic activity whose purpose is to effect the internalization or voluntary acceptance of new cognitive states or patterns of overt behavior through the exchange of messages (Smith, 1982, p. 7);

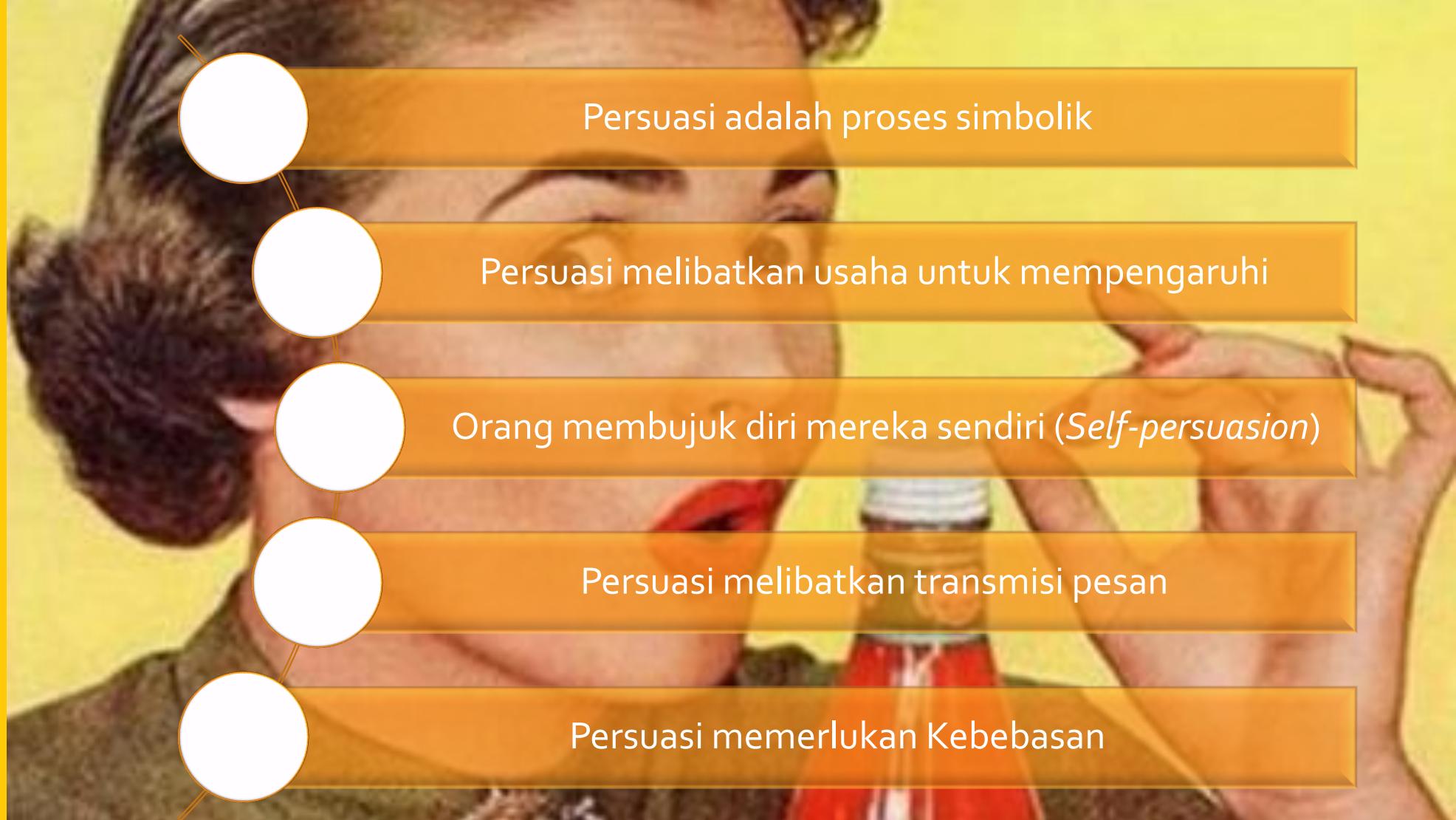
A successful intentional effort at influencing another's mental state through communication in a circumstance in which the persuadee has some measure of freedom (O'Keefe, 1990, p. 17).

PERSUASI



"Symbolic process in which communicators try to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice"
(Perloff, 2010:12)

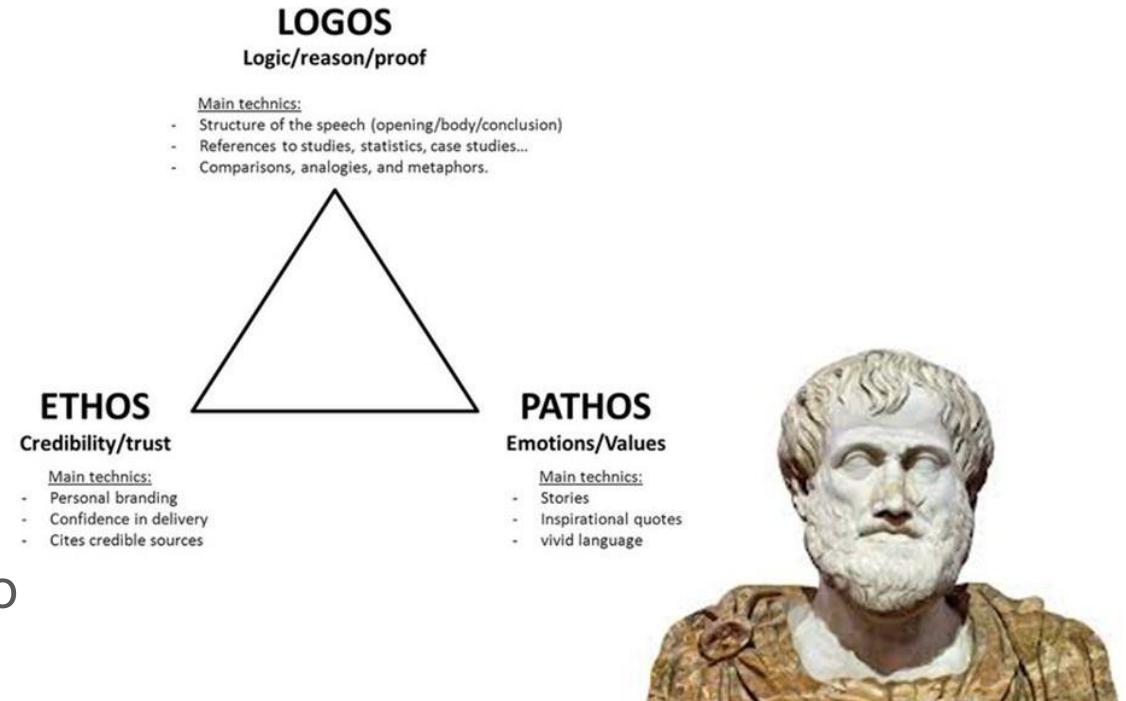
5 ASPEK PENTING PERSUASI



APA PERSUASI?

- Ubikuitas vs seni kuno
- Proses simbolik
 - ✓ Berusaha menyakinkan orang untuk mengubah sikap/perilaku mereka sendiri
 - ✓ Melibatkan transmisi pesan
 - ✓ Dalam suasana pilihan bebas
- Komunikator tidak serta-merta merubah pikiran seseorang

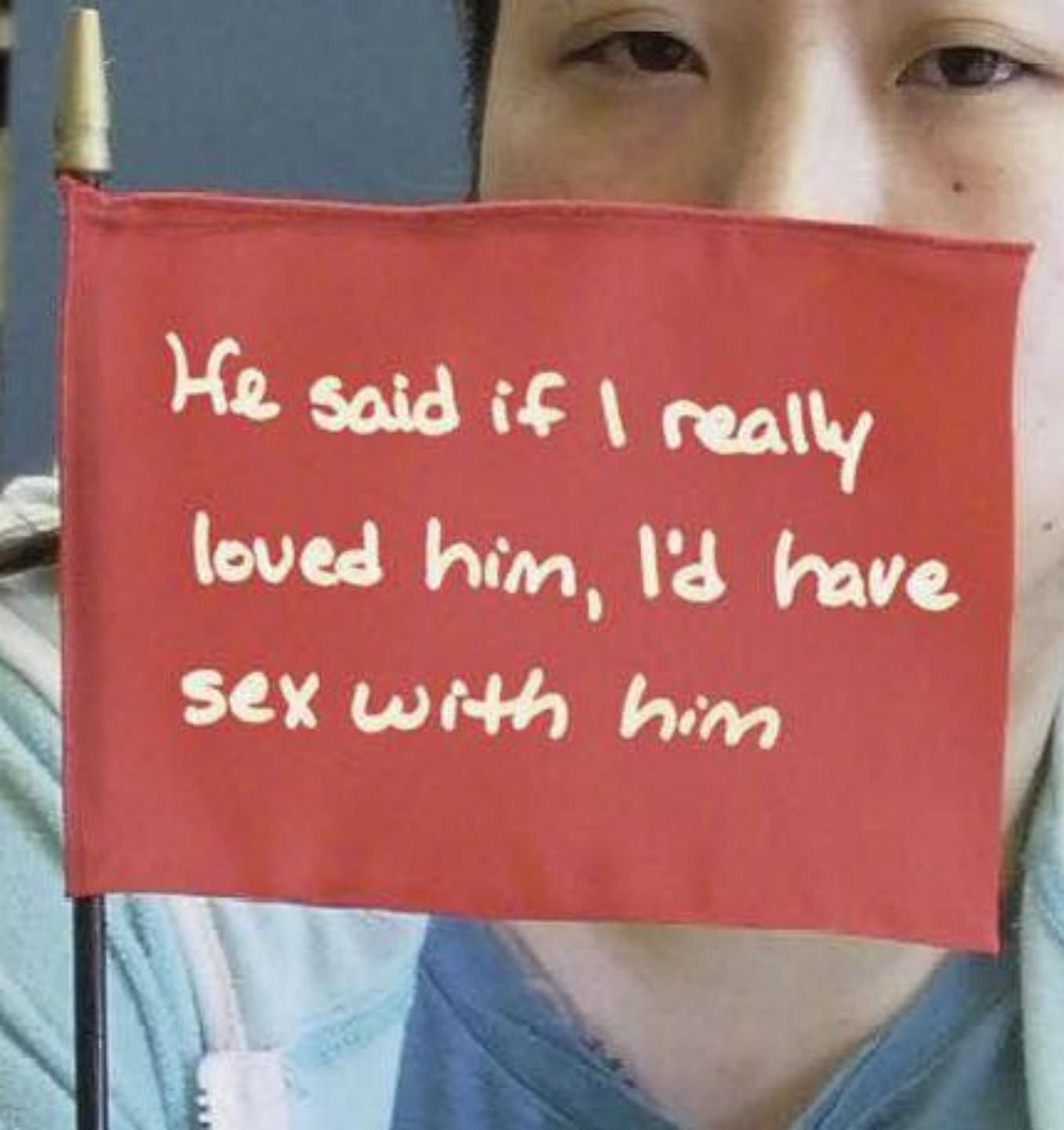
ARISTOTLE'S RHETORICAL TRIANGLE



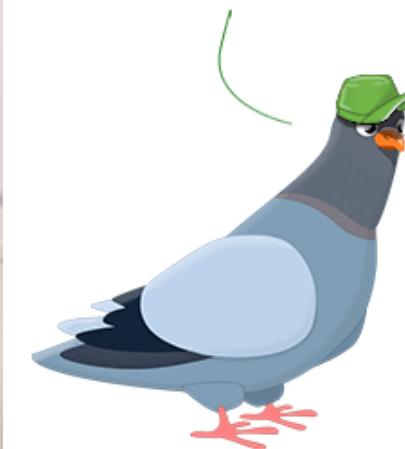
SELF PERSUASION



- Kita bebas mengubah hidup kita dengan cara apapun yang kita inginkan, dalam batas kemampuan kognitif dan masyarakat kita.
- Persuasi diri dapat dimanfaatkan sebagai alat oleh Komunikator baik/jahat



what are other words for coercion?

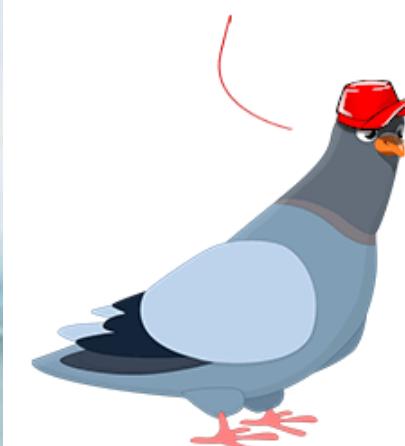


compulsion, duress, force, constraint, pressure, intimidation, violence, enforcement, restraint



Thesaurus.plus

what's the opposite of coercion?



persuasion, agreement, approval, consent, permission, convincing, reason, suasion



Thesaurus.plus

PERSUASI VS KOERSI



PENGGUNAAN PERSUASI DAN KOERSI

Coercive

relating to or using force or threats.



Persuasi dan Koersi dapat **tumpang tindih** dalam situasi yang melibatkan otoritas, pemujaan agama dan penyiksaan tahanan

Bahkan dalam situasi paksaan, orang 'memilih' untuk menerima atau menolak arahan komunikator. Tetapi, pilihan dan kebebasan mereka secara serius dikompromikan secara fisiologis dan filosofis. Sehingga, mereka tidak dapat dianggap bertanggung jawab secara etis atas perilaku mereka.

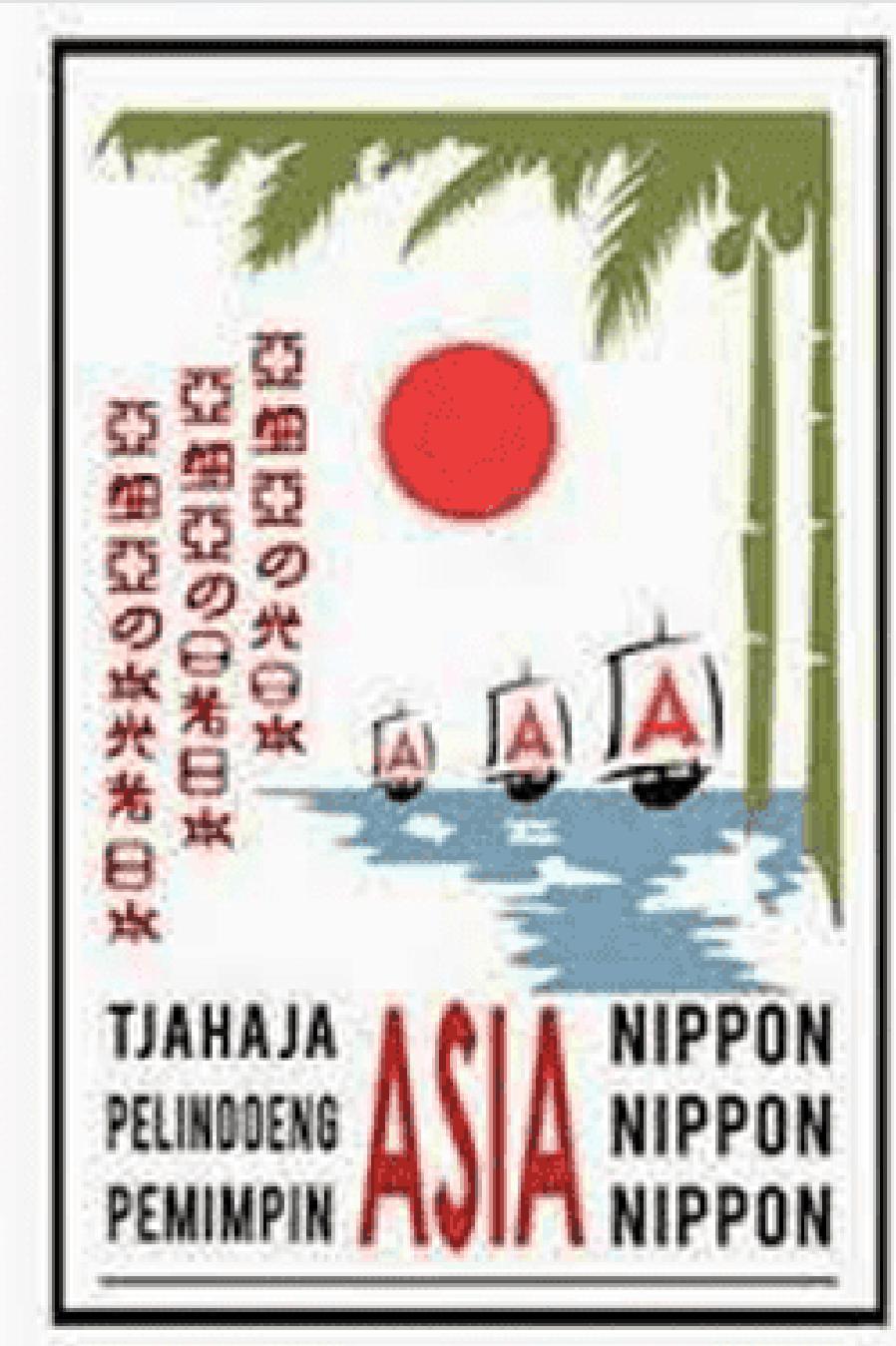
PERSUASI VS KOERSI



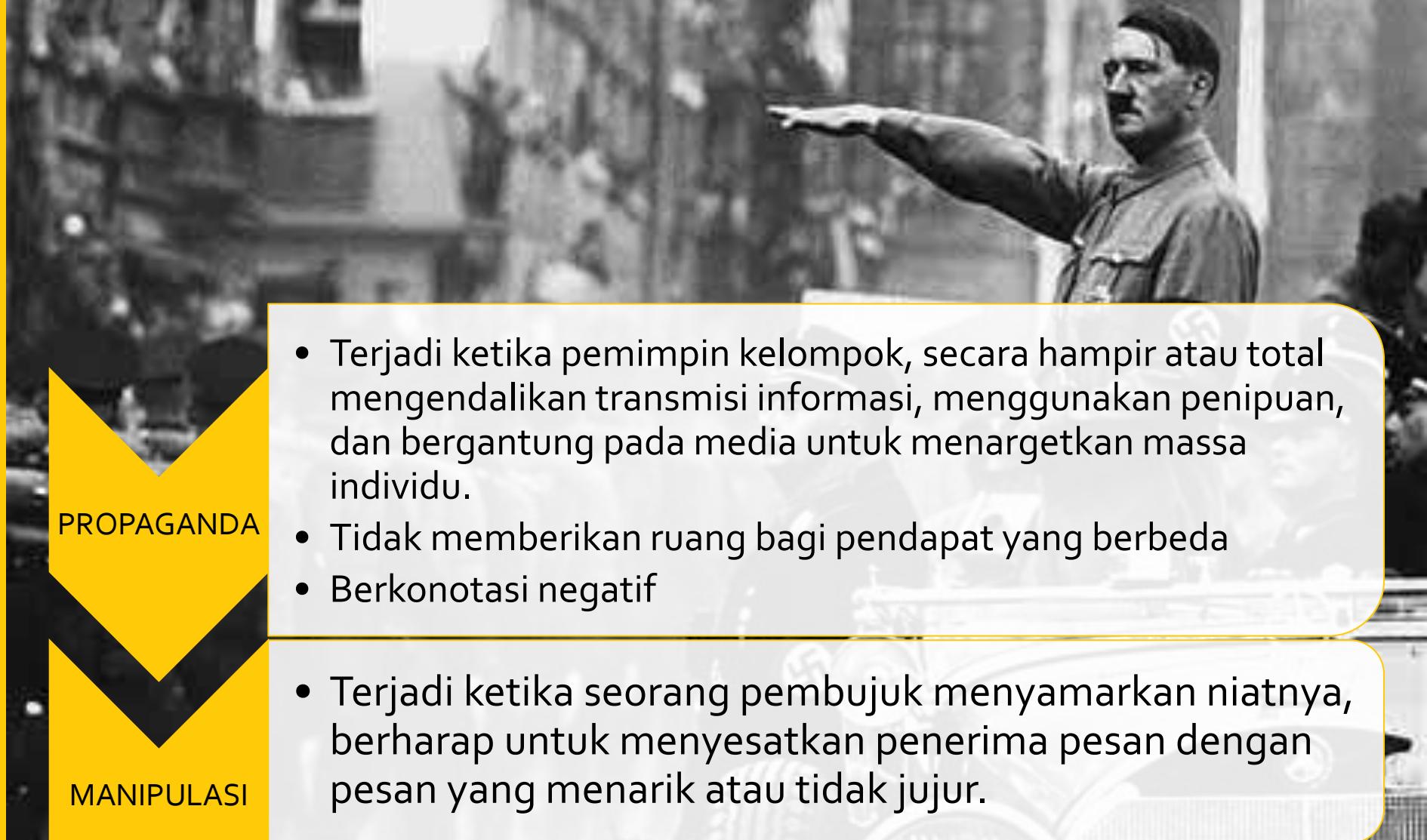
Authority is not power; that's coercion. Authority is not knowledge; that's persuasion, or seduction. Authority is simply that the author has the right to make a statement and to be heard.

(Herman Kahn)

[izquotes.com](#)



PERBEDAAN PERSUASI, PROPAGANDA, DAN MANIPULASI



- Terjadi ketika pemimpin kelompok, secara hampir atau total mengendalikan transmisi informasi, menggunakan penipuan, dan bergantung pada media untuk menargetkan massa individu.
 - Tidak memberikan ruang bagi pendapat yang berbeda
 - Berkonotasi negatif
-
- Terjadi ketika seorang pembujuk menyamarkan niatnya, berharap untuk menyesatkan penerima pesan dengan pesan yang menarik atau tidak jujur.

TEKNIK PROPAGANDA

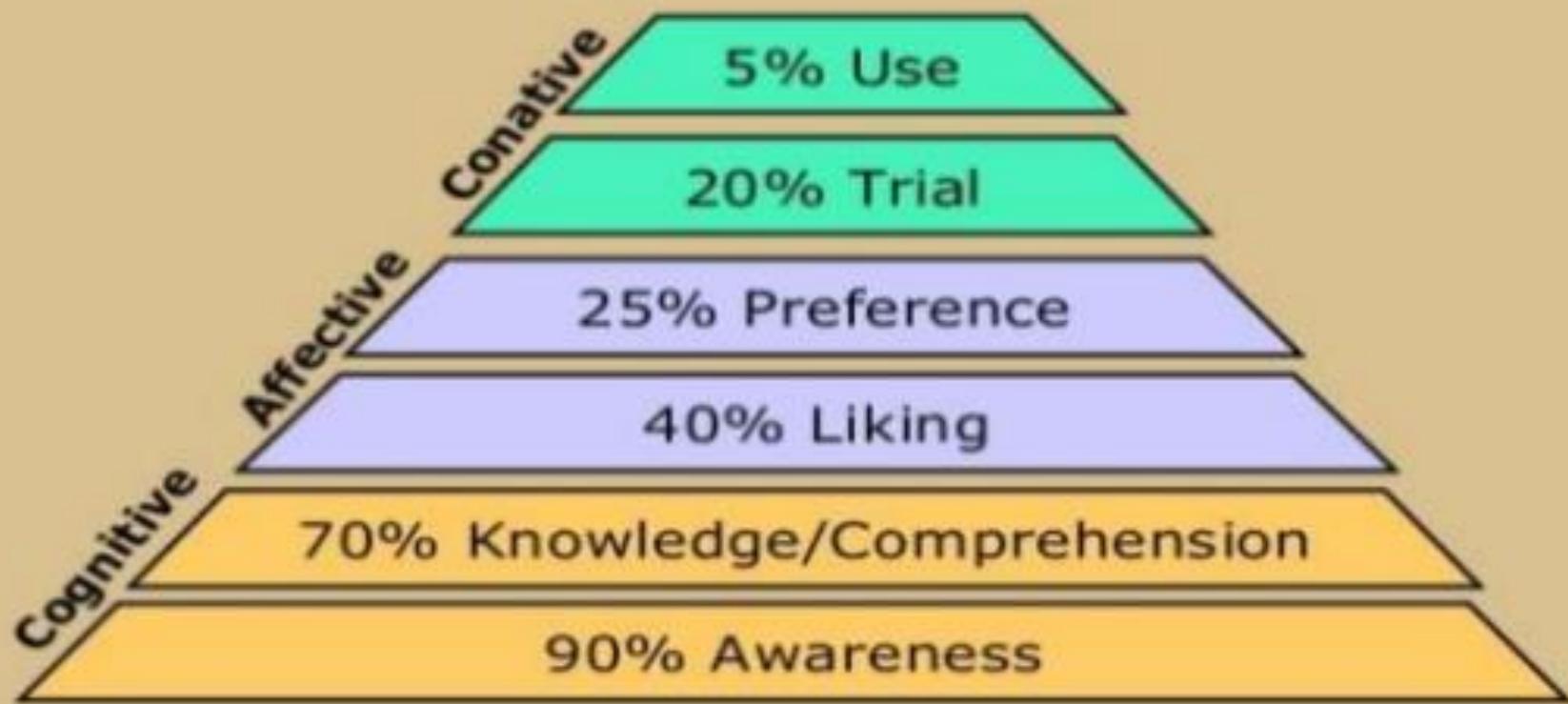


EFEK PERSUASI



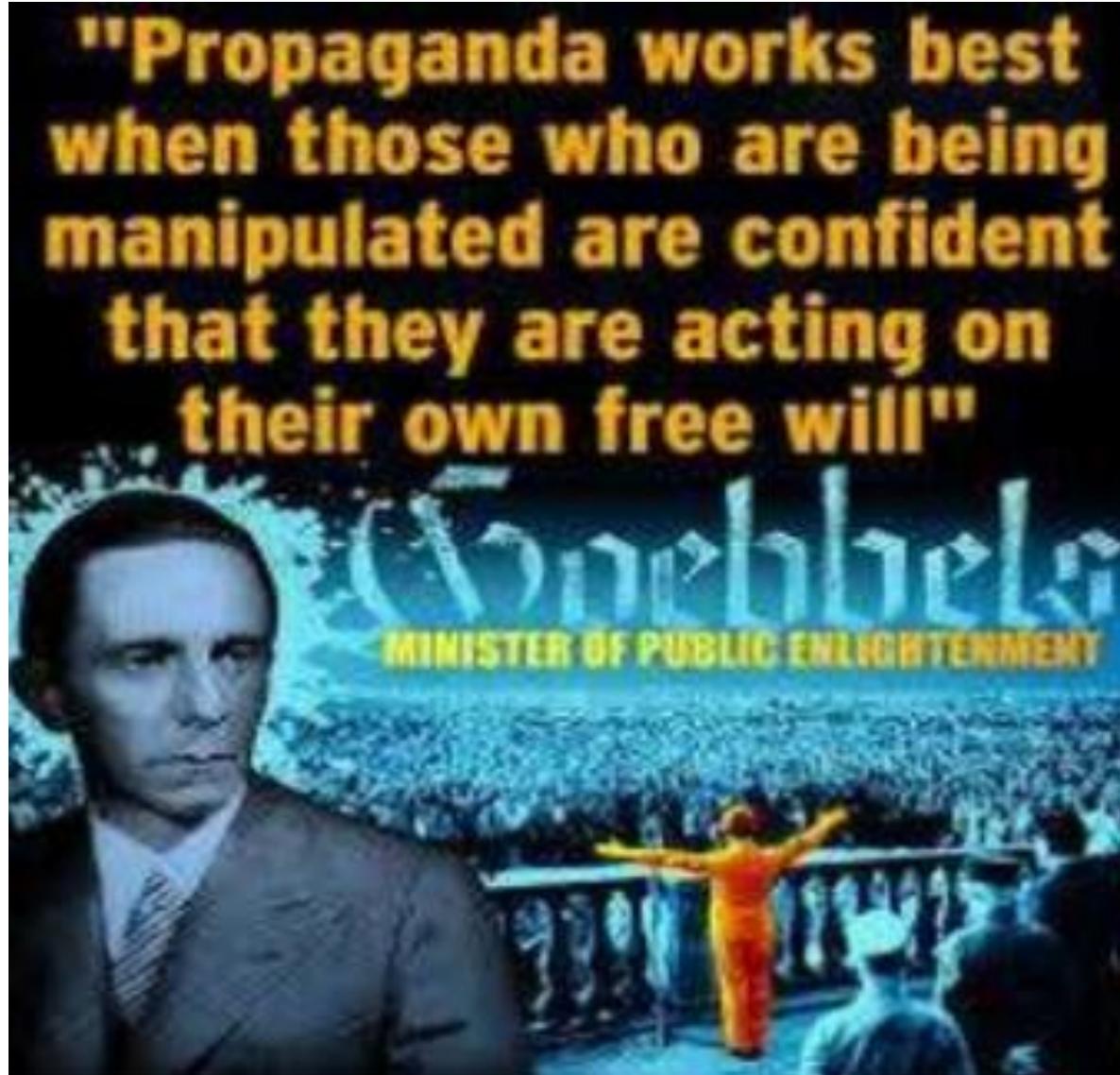
EFEK KOMUNIKASI

Communications Effects Pyramid



DISKUSI KELOMPOK

Jelaskan apa yang dimaksud dengan pernyataan Goebbels berikut ini ?



DISKUSI KELOMPOK



The greatest propaganda in the world
is our mother tongue, that is what we
learn as children, and which we learn
unconsciously. That shapes our
perceptions for life. That is
propaganda at its most extreme form.

— Marshall McLuhan —

AZ QUOTES

Jelaskan apa
yang dimaksud
dengan
pernyataan
Marshall Mc
Luhan berikut ini !

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