

**STRATEGI KOMUNIKASI PERSUASIF PEKERJA SOSIAL DALAM
PENANGANAN KORBAN NAPZA
(STUDI DESKRIPTIF KUALITATIF DI LEMBAGA PEDULI SOSIAL
NASIONAL BENGKULU PERIODE MEI-JUNI 2019)**

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ABSTRAK

Beragam permasalahan sosial yang terjadi di masyarakat Indonesia khususnya di Provinsi Bengkulu seperti korban penyalahgunaan NAPZA. Lembaga Rehabilitasi Peduli Sosial Nasional (PESONA) bertujuan untuk melakukan kegiatan pemulihan, supaya korban dapat kembali melaksanakan fungsi sosialnya. Penelitian ini bertujuan untuk mengetahui bagaimana strategi komunikasi persuasif pekerja sosial dalam penanganan korban NAPZA di Lembaga Peduli Sosial Nasional Bengkulu. Penelitian ini menggunakan metode deskriptif kualitatif dengan menghasilkan data deskriptif berupa kata-kata tertulis, lisan dari orang-orang dan perilaku yang diamati. Teknik pengumpulan data menggunakan studi pustaka, observasi, wawancara, dan dokumentasi. Teori yang digunakan untuk menganalisis yakni teori strategi komunikasi persuasif dan teori *social judgement theory*. Hasil dari penelitian ini menunjukkan bahwa strategi komunikasi persuasif yang digunakan pekerja sosial yakni strategi Psikodinamika, Sosiokultural, dan *The Meaning Construction*. Persuasif dilakukan dengan cara merubah pandangan klien, memberikan pengetahuan, memfasilitasi keterampilan, dan menyentuh bagian kehidupan emosionalnya. Serta memperhitungkan lingkungan berpengaruh di kehidupan klien seperti keluarga, kelompok, dan lingkungan sosial. Adapun perubahan perilaku yang terjadi yakni klien sudah dapat pulih, lebih percaya diri, dan mulai bisa bersosialisasi.

Kata Kunci: *Strategi komunikasi persuasif, pekerja sosial, korban NAPZA.*

***SOCIAL WORKERS' PERSUASIVE COMMUNICATION STRATEGY IN DRUG
VICTIM-HANDLING
(QUALITATIVE DESCRIPTIVE STUDY IN PEDULI SOSIAL NASIONAL
INSTITUTION OF BENGKULU, MAY-JUNE 2019 PERIOD)***

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ABSTRACT

Various social problems occur in Indonesian society, especially in Bengkulu Province, such as victims of drug abuse. Lembaga Rehabilitasi Peduli Sosial Nasional/ The National Institute for Social Care Rehabilitation (PESONA) aims to carry out recovery activities so that victims can return to their social functions. This study aims to find out how persuasive communication strategies are implemented by social workers in handling drug victims at the Bengkulu National Social Care Institute. This study uses a descriptive qualitative method by producing descriptive data in the form of written words, oral from people and observed behavior. Data collection techniques used are literature studies, observations, interviews, and documentation. The theory used to analyze is the theory of persuasive communication strategies and social judgment theory. The results of this study show that the persuasive communication strategies used by social workers are Psychodynamic, Sociocultural, and The Meaning Construction strategies. Persuasive is done by changing the views of the client, providing knowledge, facilitating skills, and touching the emotional part of his life. And taking into account the influential environment in the lives of clients such as family, groups, and social environment. The behavior change that occurs is that the client can recover, be more confident, and begin to socialize.

Keywords: Persuasive communication strategy, social workers, drug victims.