

Keterhanyutan sebagai mediator hubungan antara macam pesan dan efek persuasi = Narrative transportation act as a mediator in a correlation between message type and persuasion effect

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Abstrak

Persuasi adalah usaha penyampai pesan agar penerima pesan berespon sesuai dengan tujuannya. Usaha ini dilakukan di hampir semua bidang kehidupan. Orang tua mempersuasi anak, guru mempersuasi murid, politikus mempersuasi konstituennya dan produsen mempersuasi konsumennya. Luasnya bidang cakupan persuasi mendorong munculnya berbagai penelitian mengenai faktor yang mempengaruhi keberhasilan persuasi. Sejauh ini, kebanyakan penelitian berpusat pada faktor yang mempengaruhi keberhasilan persuasi yang bersifat argumentatif. Karena penelitian-penelitian itu tidak membawa hasil yang memuaskan, timbullah usaha untuk meneliti efektivitas pesan yang bukan bersifat argumentatif, melainkan bersifat naratif. Pesan naratif ternyata mengurangi kecenderungan penerima pesan untuk memberikan argumen tandingan, karena pesan naratif membuat penerima pesan hanyut dalam alur cerita. Disertasi ini menguraikan hasil penelitian yang dilakukan dengan metode eksperimen dalam konteks perilaku ramah lingkungan. Ditemukan bahwa persuasi naratif terbukti lebih efektif dibandingkan dengan persuasi argumentatif. Selanjutnya juga ditemukan bahwa pesan naratif yang dibingkai dengan risiko kerugian individual ternyata lebih efektif daripada pesan yang dibingkai dengan risiko kerusakan lingkungan.

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Persuasion is an attempt to deliver message so the receiver is able to respond accordingly. This purpose exists in all of our life aspects. Parents persuade their child, teachers persuade their students, politicians persuade their constituents and producers do it as well to their consumers. The breadth of this field encourages many studies about factors that influence the effectiveness of the persuasion process. So far, most of the existing studies focused on factors that influence the effectiveness of persuasion with an argumentative type. However, due to unsatisfying results made from these previous studies, there is an attempt, which instead focused on the persuasion with an argumentative type, it is focused on a narrative persuasion type. Narrative message type is apparently reduced the receiver's tendency to give a counter argument by making them transported into the plot of a story. This research outlined findings through an experimental method with the pro-environmental behaviour as its context. It was found that narrative persuasion type is significantly effective compared to the argumentative type. Further, it was also proved that a narrative message type which is framed by an individual lost risk was likely more effective compared to a message which is framed by an environmental lost scenario.