

ABSTRAK

Komunikasi adalah proses saling tukar informasi antara dua orang atau lebih. Salah satunya adalah komunikasi persuasif, yaitu komunikasi yang bertujuan mempengaruhi dan mengubah sikap atau perilaku orang lain melalui kesadaran diri mereka sendiri. Penelitian ini mengkaji komunikasi persuasif yang diterapkan Satpol PP WH Kota Lhokseumawe dalam penegakan Syariat Islam menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data dilakukan observasi, wawancara dan dokumentasi. Dari hasil penelitian ini menggunakan *Elaboration Likelihood Model* (ELM) yang memiliki dua jalur, jalur sentral adalah proses pemikiran yang secara mendalam dimana seseorang memperhatikan isi dan kualitas argumen dari suatu pesan berupa sosialisasi, program "Lapor Pak", "ODGJ", "Berakhlak", dan pembinaan di Tamora sedangkan jalur periferal proses pemikiran yang lebih mengandalkan aspek eksternal dalam pemrosesan informasi tanpa melakukan analisis mendalam terhadap suatu pesan, seperti melalui patroli rutin, penyebaran surat edaran, dan pendekatan langsung di tempat umum. Adapun hambatan yang dihadapi meliputi hambatan personal seperti penolakan keluarga, beragam respon masyarakat, kurangnya pemahaman aturan, hambatan kultural seperti pendatang luar Aceh yang belum memahami Qanun, hambatan fisik seperti pembatasan konten di media sosial, dan hambatan lingkungan seperti penolakan saat sosialisasi dan birokrasi rumit. Meskipun menghadapi berbagai hambatan, komunikasi langsung terbukti lebih efektif membangun kepercayaan masyarakat.

Kata Kunci : Komunikasi Persuasif, Satpol PP WH Kota Lhokseumawe, Penegakan Syariat Islam

ABSTRACT

Communication is the process of exchanging information between two or more people. One of them is persuasive communication, which is communication that aims to influence and change the attitudes or behavior of others through self-awareness. This study examines persuasive communication carried out by Satpol PP WH Lhokseumawe City in enforcing Islamic law using a descriptive qualitative approach with data collection techniques carried out by means of observation, interviews and documentation. The results of this study use the Elaboration Likelihood Model (ELM) which has two paths, namely the central path is a process of in-depth thinking where someone pays attention to the content and quality of the arguments of a message in the form of socialization, Lapor Pak programs, ODGJ, Berakhlak, and coaching in Tamora while the peripheral path is a process of thinking that relies more on external aspects in processing information without conducting in-depth analysis of a message such as through routine patrols, distribution of circulars, and direct approaches in public places. The obstacles faced include personal obstacles such as family rejection, diverse community responses, lack of understanding of the rules, cultural obstacles such as immigrants from outside Aceh who do not understand the Qanun, physical obstacles such as restrictions on content on social media, and environmental obstacles such as rejection during socialization and complicated bureaucracy. Despite facing various obstacles, direct communication has proven to be more effective in building public trust.

Keywords: *Persuasive Communication, Satpol PP WH Lhokseumawe City, Islamic Law Enforcement*