

## ABSTRACT

This study aims to find out the Persuasive Communication Strategy of PMI Lhoksumawe which is carried out in inviting the public to donate blood and the barriers of persuasive communication to invite the public to donate blood. The concept used is Melvin.L DeFluer and Sandra J.Ball Roceah's Persuasive Communication Strategy which includes psychodynamics, sociocultural and *meaning costruction*. Based on the results of the PMI Lhokseumawe Persuasive Communication Strategy Research carried out is that with the application of this concept, psychodynamic strategies focus on influencing such as feelings and emotions such as creating short films, moving true stories and touching narratives, sociocultural strategies, namely using external encouragement from outside individuals in collaboration with institutions in the Lhokseumawe area to invite and persuade the public to want to donate blood and strategies *Meaning Costruction* builds understanding to attract the attention of *Persuadee*, an innovative campaign on social media with interesting content on social media and information about blood donation. , physical barriers, namely the limitation of medical equipment, cultural barriers, community fear about the lack of blood donation information and health in remote villages, then environmental barriers, namely minimal accessibility and transportation to carry out blood donation programs in villages that are difficult to reach, thus disrupting the process of invitation and persuasive communication.

***Keywords: Communication Strategy , Persusasive Communication Communication Barries, ,PMI Lhokseumawe***