***ABSTRACT***

***Susanti/67140076/2019/Implementation of Persuasive Communication Techniques in the Anti-Sexual Violence Campaign (Case on #MulaiBicara Campaign by Lentera Sintas Indonesia Community)/Advisor: Dyah Nurul Maliki, S.Pd., M.Si.***

*The number of cases of sexual violence that took place in this community environment was apparently unable to move the community to speak out. This condition makes early sexual education very necessary to increase the awareness of all parties to start a culture of reporting when experiencing or finding cases of sexual violence. The anti-sexual violence campaign is one form of activity that is able to move this awareness. The anti-sexual violence campaign that will be examined in this study is about the #MulaiBicara campaign formed by Lentera Sintas Indonesia community.*

*In this study, researchers will look at how the implementation of 10 persuasive communication techniques by William S. Howell, which includes the yes-response technique, putting it up to you technique, stimulated disinterest technique, transfer technique, bandwagon technique, say it with flowers technique, don't ask if ask which technique, the swap technique, reassurance technique, technique of irritation technique (Soemirat and Suryana, 2018:4-9), carried out in the #MulaiBicara campaign to support the success of campaigning. Through this persuasive communication technique, persuader will be observant in deal with persuasion targets, more sensitive to the situation faced, and able to determine when to use what persuasion techniques.*

*This research was conducted using descriptive qualitative research methods. Data collection techniques using in-depth interviews and documentation. Data analysis was performed using the Miles and Huberman models which were divided into data reduction, data presentation, and drawing conclusions and verification (Sugiyono, 2017:252).*

*Based on the results of the research, the researchers found that all of William S. Howell's persuasive communication techniques were implemented in the #MulaiBicara campaign. William S. Howell's persuasive communication technique that is always carried out is the technique of the yes-response technique, the stimulated disinterest technique, and the technique of irritation. These three techniques are the techniques most often used by the Lentera Sintas Indonesia community in carrying out each #MulaiBicara campaign activity. This does not mean that other techniques are not used. However, in carrying out the campaign, it is necessary to sort the techniques that are in accordance with the target of the campaign, namely by applying the audience profiling strategy found in the #MulaiBicara campaign. The researcher also found the existence of dominant persuasive communication techniques, where the implementation was carried out in a different way in the #MulaiBicara campaign, namely the reassurance technique, which would explain the reasons in the results of this study*

*In carrying out this research, the researcher concluded that 10 persuasive communication techniques formed by William S. Howell were implemented in the #MulaiBicara campaign activity. This conclusion is formed on the basis of the findings of suitability in each #MulaiBicara campaign activity with persuasive communication techniques William S. Howell. The goal to be achieved in the campaign is to change attitudes, opinions, views, and behavior in every community by starting to talk, to minimize cases of sexual violence*.

***Keywords:*** *Persuasive Communication, Campaign, Sexual Violence*