

STRATEGI KOMUNIKASI PERSUASIF FORUM GENRE MELALUI KAMPANYE 8 (DELAPAN) FUNGSI KELUARGA DALAM MENCEGAH KENAKALAN REMAJA DI KECAMATAN PANCORAN MAS KOTA DEPOK

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ABSTRAK

Masa remaja merupakan periode transisi yang krusial, sehingga sangat rentang terhadap berbagai jenis penyimpangan dan kenakalan remaja, hal ini dapat terjadi akibat faktor lingkungan, diri sendiri, hingga karena belum optimalnya fungsi keluarga. Oleh karena itu pemerintah merancang sebuah forum bernama Forum Genre yang bertujuan untuk merangkul dan mengedukasi remaja agar dapat terhindar dari kenakalan remaja serta menyiapkan remaja untuk bonus demografi di masa yang akan datang. Penelitian ini bertujuan menganalisis strategi komunikasi persuasif Forum Generasi Berencana (GenRe) Kecamatan Pancoran Mas dalam kampanye 8 fungsi keluarga sebagai upaya pencegahan kenakalan remaja di Kota Depok. Tingginya kasus tawuran, penyalahgunaan narkoba, dan perilaku seksual pranikah menunjukkan pentingnya peran keluarga dalam membentuk karakter remaja. Kampanye 8 fungsi keluarga dilakukan untuk meningkatkan kesadaran remaja dan masyarakat terhadap pentingnya fungsi keluarga dalam mencegah perilaku menyimpang. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Informan dipilih secara *purposive*, meliputi pengurus Forum GenRe, Duta GenRe, penyuluh keluarga berencana (PLKB), remaja, dan orang tua. Analisis data menggunakan model Miles, Huberman, dan Saldaña melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi komunikasi persuasif Forum GenRe telah dilaksanakan melalui analisis situasi, penetapan tujuan, penyusunan pesan, pemilihan media, dan evaluasi. Forum GenRe memanfaatkan pendekatan interaktif, *peer to peer*, media sosial, serta program “Gemas Eling” sebagai upaya persuasif. Namun, strategi komunikasi yang dilakukan oleh Forum Genre belum optimal karena kendala segmentasi *audiens*, konsistensi media, *branding* organisasi, dan evaluasi program.

Kata kunci: strategi komunikasi, komunikasi persuasif, Forum GenRe, delapan fungsi keluarga, kenakalan remaja

***PERSUASIVE COMMUNICATION STRATEGY OF THE FORUM GENRE
THROUGH THE CAMPAIGN OF THE 8 (EIGHT) FAMILY FUNCTIONS
IN PREVENTING JUVENILE DELINQUENCY IN PANCORAN MAS
DISTRICT, DEPOK CITY.***

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ABSTRACT

Adolescence is a critical transitional period that is highly vulnerable to various forms of juvenile delinquency. Such behaviors may result from environmental influences, individual factors, and the suboptimal functioning of the family. In response to these challenges, the Indonesian government established the Generation Planning Forum (GenRe Forum), a youth-oriented platform designed to educate and empower adolescents to avoid delinquent behavior while preparing them to contribute to the country's future demographic dividend. This study aims to analyze the persuasive communication strategies employed by the GenRe Forum of Pancoran Mas District in promoting the Eight Family Functions campaign as an effort to prevent juvenile delinquency in Depok City. The increasing incidence of gang violence, drug abuse, and premarital sexual behavior highlights the crucial role of the family in shaping adolescents' character and behavior. The Eight Family Functions campaign seeks to enhance awareness among adolescents and the wider community regarding the importance of family functions in preventing deviant behavior. This study employed a descriptive qualitative approach, with data collected through in-depth interviews, observation, and documentation. Informants were selected using purposive sampling and included GenRe Forum administrators, GenRe ambassadors, family planning counselors (PLKB), adolescents, and parents. Data were analyzed using the Miles, Huberman, and Saldaña model, which consists of data reduction, data display, and conclusion drawing. The findings indicate that the GenRe Forum implemented persuasive communication strategies through situation analysis, goal setting, message development, media selection, and evaluation. The Forum utilized interactive approaches, peer-to-peer communication, social media, and the "Gemas Eling" program as persuasive communication tools. However, the implementation of these communication strategies has not yet been fully optimized due to challenges related to audience segmentation, media consistency, organizational branding, and program evaluation.

Keywords: communication strategy, persuasive communication, GenRe Forum, eight family functions, juvenile delinquency