

**PESAN PERSUASIF IKLAN LAYANAN MASYARAKAT “KITA SIAP BELAJAR OPTIMAL!” KEMENTERIAN PENDIDIKAN KEBUDAYAAN DAN TINGKAT RESILIENSI ORANG TUA (SURVEI PADA ORANG TUA SISWA SDN KLENDER 03)**

**MAULIDA ALCHOIRUNISA**

**ABSTRAK**

Kebijakan Pembelajaran Tatap Muka (PTM) terbatas di lingkungan pendidikan merupakan upaya pemerintah mengurangi risiko dampak psikososial anak hingga potensi terjadinya *learning loss*. PTM tentu memerlukan dukungan para orang tua yang pada kenyataannya masih kontroversi sehingga Kemendikbud RI mendiseminasikan Iklan Layanan Masyarakat (ILM) “Kita Siap Belajar Optimal!” yang bertujuan untuk meningkatkan resiliensi berupa sikap adaptasi positif orang tua agar mengizinkan anaknya melaksanakan PTM. Penelitian ini bertujuan untuk menggambarkan serta membuktikan pengaruh karakteristik orang tua dan pesan persuasif ILM “Kita Siap Belajar Optimal!” Kemendikbud RI terhadap tingkat resiliensi orang tua siswa dengan menguji teori komunikasi persuasif. Metode yang digunakan adalah survei eksplanatif dengan menyebarkan kuesioner secara online kepada 268 orang tua siswa SDN Klender 03 sebagai sampel penelitian yang dipilih menggunakan *proportional random sampling*. Hasil penelitian menunjukkan terdapat pengaruh karakteristik dan pesan persuasif ILM “Kita Siap Belajar Optimal!” terhadap tingkat resiliensi orang tua siswa SDN Klender 03 secara parsial maupun simultan. Saran pada penelitian ini, hendaknya pemilihan model iklan dikaji kembali agar model dapat disesuaikan dan dikenali oleh target iklan. Penelitian selanjutnya disarankan untuk melakukan pengujian kepada jenjang sekolah berbeda dan populasi yang lebih luas.

**Kata Kunci:** Komunikasi persuasif; Pesan persuasif; Iklan layanan masyarakat; Karakteristik; Resiliensi

***PERSUASIVE MESSAGE OF PUBLIC SERVICE ANNOUNCEMENT “KITA SIAP BELAJAR OPTIMAL!” THE MINISTRY OF EDUCATION AND CULTURE WITH PARENTAL RESILIENCE LEVEL (SURVEY TOWARD STUDENT'S PARENTS OF KLENDER 03 ELEMENTARY SCHOOL)***

**MAULIDA ALCHOIRUNISA**

**ABSTRACT**

*The new policy of Face-to-Face Learning in the education area is an effort by government to reduce the risk of children’s psychosocial effect to the potential of learning loss. Face-to-Face of course need a support from parents which in reality still controversial until The Ministry of Education and Culture of Indonesia Republic disseminated a Public Service Announcement (PSA) called “Kita Siap Belajar Optimal!” that was made to increase resilience in the form of positive adaptive acts by parents in order allowing students to attend Face-to-Face Learning. This study aims to represent and proving the impact of parental characteristic and persuasive message of “Kita Siap Belajar Optimal!” toward the level of parental resilience by testing persuasive communication theory. Method that used in this study is explanative survey by disseminate online questionnaires to 268 student’s parents at SDN Klender 03 as a research sample that chosen using proportional random sampling. The result of the study indicated the characteristic influence and persuasive message of “Kita Siap Belajar Optimal!” toward the level of resilience of student’s parents of SDN Klender 03 partially and simultaneously. Suggestion to this study, the selection of the models should be reviewed again so the model could be adjusted and recognized by the advertisement’s target. The next study suggested to conducting a test for the different sample which have a higher level of school and wider populations.*

**Keywords:** *Persuasive communication; Persuasive message; Public Service Announcement; Characteristic; Resilience*