

ABSTRACT

Depok is one of big cities in West Java. The population is about 1.783.113 people, and Depok is the third highest population over West Java, followed by Bogor, Tasikmalaya, Cimahi, Sukabumi, Cirebon, and Banjar. As a City with high population, Depok also has got social problem such as the living of street children. In 2008 there were 160 street children in Depok, then from 2009 to 2010 increased to 270, and 2011 there were 733 street children. Depok as the awardee of the first category of Kota Layak Anak (KLA) 2013 given by Ministry of Women Empowerment and Children Protection (KPP-PA RI), the existance of street children to get guidance and education is Sekolah Masjid Terminal (Master). The main focus of this research is to analyse the application of persuassive communication in SMP Master Depok. This research using the qualitative research with constructives paradigm, meanwhile the research method is case study. Data collection techniques are in-depth interviews and passive observation. The result of this research is constructing the right persuasive communication strategy in SMP Master Depok. The strategy could be seen from planning, implementation, and evaluation stages in oder to develop the educational purpose.

Keywords : Persuasive Communication