

**Application of Persuasive Communication in the Buqiet Skate  
School Program (Case Study of Mentors in the Buqiet Skate School  
Program)**

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***ABSTRACT***

*Persuasive communication is an important part of the course of a learning program. This study aims to determine how the application of persuasive communication between mentors and students in the Buqiet Skate School program requires a planning, implementation, and evaluation system to run it. These stages are described using the IBQ (Influence Behavior Questionnaire) method, namely, mentor exchange tactics using sharing sessions, mentor rational persuasion leading to the fact that skateboarding can be played safely using safety gear and learning the basics of skateboarding, mentor consultation tactics. using repetition techniques to make students more active, ingratiation tactics mentors employing themselves as friends to students resulting in comfort, and personal attractiveness tactics in which the mentor encourages a word of mouth approach to convince people to join in. In this research, it is also explained that the IBQ method is divided into two stages, namely the planning stage and the implementation stage, then accompanied by an evaluation technique using the effectiveness of persuasive messages. The results of this study build the appropriate application of persuasive communication at Buqiet Skate School. This application can be seen from the planning stage, the implementation stage, and the evaluation stage in developing students' interest in learning in skateboarding.*

**Keywords:** *Persuasive Communication, Skateboard Learning Program, Effectiveness*