

ABSTRACT

This research aims to analyze the influence of interpersonal communication, intercultural communication, and persuasive communication on behavioral changes in communities affected by the Regrass & Sustainability Village Corporate Social Responsibility (CSR) program of PT Bio Farma. Employing a quantitative approach with 60 respondents from assisted groups in Cikalong Wetan District, West Bandung, data were collected through questionnaires and analyzed using multiple linear regression. The findings indicate that, partially, interpersonal communication (p-value 0.868) and persuasive communication (p-value 0.333) do not significantly influence behavioral changes. However, intercultural communication (p-value 0.017) is proven to have a significant influence and is the most dominant factor in driving behavioral change. Simultaneously, all three communication variables (interpersonal, intercultural, and persuasive) collectively have a significant influence on behavioral changes (p-value 0.000), explaining 43.6% of the variation in behavioral change. This study also reveals that communication effectiveness varies significantly based on respondents' age, assisted group, and educational background, highlighting the importance of adapting communication strategies. Based on the results of this study, PT Bio Farma is advised to optimize the use of interpersonal communication and persuasive communication strategies.

Keywords: *Interpersonal Communication, Intercultural Communication, Persuasive Communication, Behavioral Change.*