

ABSTRAK

Melinda Susilo: Aktivitas *Public Relations Writing* melalui Penulisan Penulisan Pesan Persuasif (Studi Deskriptif Kualitatif pada *Website* disdik.jabarprov.go.id)

Public Relations Writing adalah aktivitas menulis yang bertujuan membangun dan menjaga hubungan positif dengan publik, sekaligus memengaruhi sikap dan perilaku mereka. Pada dasarnya, *Public Relations Writing* merupakan seni persuasi, karena tujuannya bukan sekadar menyampaikan informasi. Dinas Pendidikan Provinsi Jawa Barat, sebagai instansi pemerintah, memanfaatkan *website* sebagai media dalam praktik *Public Relations Writing*. Dinas Pendidikan Provinsi Jawa Barat menjadi objek penelitian yang tepat karena rilis yang dipublikasikan bertujuan memotivasi pembaca sekaligus menjaga opini publik yang positif terhadap instansi.

Penelitian ini bertujuan untuk memahami Aktivitas *Public Relations Writing* melalui Penulisan Penulisan Pesan Persuasif yang dilakukan oleh Dinas Pendidikan Provinsi Jawa Barat di *website* disdik.jabarprov.go.id., melalui konsep teknik komunikasi persuasif yang dikemukakan oleh Onong Uchajana Effendy yaitu diantaranya Teknik Asosiasi, Teknik Integrasi, Teknik Ganjaran, dan Teknik Tataan.

Penelitian ini mengadopsi pendekatan kualitatif dengan metode deskriptif dan paradigma konstruktivisme. Data dikumpulkan melalui teknik wawancara dan observasi partisipasi pasif.

Hasil penelitian ini menjelaskan bahwa Dinas Pendidikan Provinsi Jawa Barat sebagai instansi pemerintah, melakukan aktivitas *Public Relations Writing* dengan dibersamai oleh kode etik dan etika pemerintahan. Dinas Pendidikan Provinsi Jawa Barat mengimplementasikan konsep teknik komunikasi persuasif oleh Onong Uchajana Effendy, yakni: (1) Teknik Asosiasi melalui asosiasi fenomena menarik yang relevan, (2) Teknik Integrasi melalui penyesuaian bahasa berdasarkan sasaran audiens, penggunaan kutipan langsung narasumber, serta penggunaan diksi yang menunjukkan kebersamaan, (3) Teknik Ganjaran melalui dukungan verbal, dorongan semangat, penghargaan formal, serta penyertaan kutipan motivasi dari narasumber relevan, dan (4) Teknik tataan melalui penataan isi, tampilan, serta keseimbangan tampilan dan isi

Kata Kunci: *Public Relations Writing*, Komunikasi Persuasif, Rilis

ABSTRACT

Melinda Susilo: *Public Relations Writing Activities through Persuasive Message Writing (Qualitative Descriptive Study on the disdik.jabarprov.go.id Website)*

Public Relations Writing is a writing activity that aims to build and maintain positive relationships with the public, while influencing their attitudes and behavior. Basically, Public Relations Writing is the art of persuasion, because its purpose is not just to convey information. The West Java Provincial Education Office, as a government agency, utilizes a website as a medium in carrying out Public Relations Writing practices. The West Java Provincial Education Office is the right object of research because the published releases aim to motivate readers while maintaining positive public opinion towards the agency.

This study aims to understand Public Relations Writing Activities through Persuasive Message Writing carried out by the West Java Provincial Education Office on the website disdik.jabarprov.go.id., through the concept of persuasive communication techniques put forward by Onong Uchajana Effendy, namely the Association Technique, Integration Technique, Pay-Off Technique, and Icing Technique.

This study adopts a qualitative approach with a descriptive method and a constructivist paradigm. Data were collected through interviews and passive participant observation.

The findings of this study reveal that the West Java Provincial Education Office, as a government institution, carries out Public Relations Writing activities in accordance with the code of ethics and governmental regulations. The West Java Provincial Education Office implements the persuasive communication techniques conceptualized by Onong Uchajana Effendy, which include: (1) Association Technique, by associating relevant and engaging phenomena; (2) Integration Technique, by adjusting language according to the target audience, using direct quotations from sources, and employing diction that reflects togetherness; (3) Pay Off Technique, by providing verbal support, encouragement, formal recognition, and motivational quotes from relevant sources; and (4) Icing Technique, by organizing content, layout, and maintaining a balance between visuals and content.

Keywords: *Public Relations Writing, Persuasive Communication, Release*