

MODEL KOMUNIKASI PERSUASIF DALAM SOSIALISASI PROGRAM BALAI LATIHAN KERJA (BLK) KEPADA CALON PESERTA DALAM MENGATASI PENGANGGURAN DI KOTA TERNATE MALUKU UTARA

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Abstrak

Penelitian ini bertujuan untuk menemukan model komunikasi persuasif dalam sosialisasi program Balai Latihan Kerja (BLK) kepada calon peserta pelatihan guna mengatasi pengangguran di Kota Ternate, Maluku Utara. Penelitian ini menggunakan metode kualitatif, data diperoleh melalui wawancara dengan peserta pelatihan, pengajar, serta staf BLK, serta observasi langsung terhadap metode pengajaran. Hasil penelitian ditemukan model komunikasi persuasif yang dilakukan oleh BLK yaitu penyampaian materi secara langsung, praktik yang dilakukan peserta secara langsung, dan media sosial yang digunakan dalam sosialisasi program BLK. Kurangnya akses informasi pelatihan, ketidaksesuaian keterampilan dengan kebutuhan pasar kerja, dan kendala ekonomi menjadi faktor utama pengangguran di Kota Ternate. Model komunikasi SMCR (*Source, Message, Channel, Receiver*) digunakan dalam sosialisasi program, di mana BLK bertindak sebagai sumber informasi, pesan berisi manfaat pelatihan, saluran komunikasi mencakup media sosial dan pertemuan langsung, sementara penerima adalah calon peserta pelatihan. Penerapan komunikasi persuasif yang lebih efektif, diharapkan program pelatihan BLK dapat menarik lebih banyak peserta, meningkatkan keterampilan tenaga kerja, serta mengurangi angka pengangguran di Kota Ternate.

***Kata Kunci: Komunikasi Persuasif, Sosialisasi, Balai Latihan Kerja,
Pengangguran, Model SMCR***

**PERSUASIVE COMMUNICATION MODEL IN THE SOCIALIZATION OF
THE VOCATIONAL TRAINING CENTER (BLK) PROGRAM TO
PROSPECTIVE PARTICIPANTS IN ADDRESSING UNEMPLOYMENT IN
TERNATE CITY, NORTH MALUKU**

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Abstract

This study aims to identify the persuasive communication model used in the socialization of the Vocational Training Center (BLK) program to prospective participants to address unemployment in Ternate City, North Maluku. This research employs a qualitative method, with data obtained through interviews with trainees, instructors, and BLK staff, as well as direct observations of the teaching methods. The findings reveal that BLK utilizes a persuasive communication model consisting of direct material delivery, hands-on practice by participants, and the use of social media in the program's socialization. Limited access to training information, a mismatch between skills and labor market needs, and economic constraints are the primary factors contributing to unemployment in Ternate City. The SMCR (Source, Message, Channel, Receiver) communication model is applied in the program's socialization, where BLK serves as the source of information, the message conveys the benefits of the training, communication channels include social media and direct meetings, while the receivers are prospective trainees. By implementing more effective persuasive communication, the BLK training program is expected to attract more participants, enhance workforce skills, and reduce unemployment rates in Ternate City.

Keywords: Persuasive Communication, Socialization, Vocational Training Center, Unemployment, SMCR Model