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ABSTRACT

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Title : The Persuasive Communication of PT PLN Pekanbaru Area in Socializing the Danger of Electricity Abuses to a Society

This research discusses about The Persuasive Communication of PT PLN Pekanbaru Area in Socializing the Danger of Electricity Abuses to a Society. This research is motivated by the society behavior in the electricity abuses causing the lost for PLN and society. This research aims to know The Persuasive Communication of PT PLN Pekanbaru Area in Socializing the Danger of Electricity Abuses to a Society. The theory and concept used in this research refers to the persuasive communication proposed by Kotler, i.e Attention, Interest, Desire, Decision, and Action called the AIDDA formula. This is a qualitative study with a descriptive approach, namely a study to describe clearly. Data is collected from observation, documentation and interview. This research uses the data analysis referring to Miles and Huberman method starting from the process of data collection, data reduction, data presentation, and drawing a conclusion. This thesis finds that The Persuasive Communication of PT PLN Pekanbaru Area in Socializing the Danger of Electricity Abuses to a Society is done through a socialization by deciding a communicator who has ability and experience about the electricity abuses, a socialization in famous places, the use of media like radio and television. However, it is still not maximal yet. The persuasive communication done by PT PLN Pekanbaru area has been suitable with the formula of AIDDA but PT PLN Pekanbaru area needs to conduct a sustainable socialization.

Keywords : *Persuasive Communication, Socialization, Electricity Abuses*