

LEMBAR PERSETUJUAN PEMBIMBING

**PENGARUH KOMUNIKASI PERSUASIF TERHADAP MOTIVASI BELAJAR
PESERTA DIDIK PAKET C DI PKBM PATRIOTIK**

(Suatu Studi Penelitian di Kecamatan Suwawa Kabupaten Bone Bolango Kota Gorontalo)

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**Pengaruh Komunikasi Persuasif Terhadap Motivasi Belajar Peserta Didik Paket C Di
PKBM PATRIOTIK**

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Hari/Tanggal : Rabu/08 Agustus 2018

Waktu : 08:00 – 10:00

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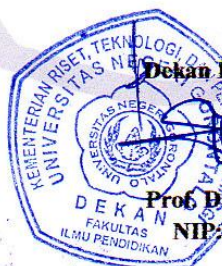
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ABSTRAK

Mursid Manoppo, 121414015. “Pengaruh Komunikasi Persuasif Terhadap Motivasi Belajar Peserta Didik Paket C Di PKBM Patriotik Kabupaten Bone Bolango Kota Gorontalo”. Program Studi S1 Pendidikan Luar Sekolah, Jurusan Pendidikan Luar Sekolah, Fakultas Ilmu Pendidikan, Universitas Negeri Gorontalo. Bimbingan dari Bapak Dr. Abd Hamid Isa, M.Pd sebagai pembimbing I, dan Bapak Dr. Mohamad Zubaidi , M.Pd sebagai pembimbing II.

Tujuan penelitian ini adalah: “Untuk mengetahui seberapa besar pengaruh antara komunikasi persuasif terhadap motivasi belajar warga belajar Paket C di PKBM Patriotik Kecamatan Suwawa Kabupaten Bone Bolango”.

Metode yang digunakan pada penelitian ini adalah metode kuantitatif, yaitu metode secara sintesis menggambarkan pengaruh komunikasi persuasif terhadap motivasi belajar warga belajar Paket C. Sampel dalam penelitian ini adalah seluruh warga belajar Paket C di PKBM Patriotik berjumlah 68 warga belajar (sampel jenuh).

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan komunikasi persuasif terhadap motivasi belajar warga belajar Paket C di PKBM Patriotik. Hal ini dapat dilihat dengan diterimanya hipotesis yang menyatakan bahwa komunikasi persuasif mempengaruhi motivasi belajar warga belajar Paket C di PKBM Patriotik Kecamatan Suwawa Kabupaten Bone Bolango. Hasil penelitian menunjukkan bahwa komunikasi persuasif berpengaruh terhadap motivasi belajar Paket C di PKBM Patriotik dan sisanya dipengaruhi oleh variabel lain. Maka dengan ini penelitian dapat dikatakan diterima.

Kata Kunci: Komunikasi Persuasif, Motivasi Belajar, Paket C, PKBM

ABSTRACT

Manoppo, Mursid. Student ID: 121414015. "The Influence of Persuasive Communication towards Senior High School Equivalency Learners' Learning Motivation in Patriotik Community Learning Center of Bone Bolango Regency, Gorontalo." Undergraduate Thesis. Department of Non-Formal Education, Faculty of Education, Universitas Negeri Gorontalo. Principal Supervisor: Abd Hamid Isa, M.Pd. Co-supervisor: Dr. Mohamad Zubaidi, M.Pd.

The purpose of this study is: "To identify how much the influence between persuasive communication towards Senior High School Equivalency Learners' Learning Motivation in Patriotik Community Learning Center of Suwawa District, Bone Bolango Regency."

The methodology used in this study is a quantitative method which is a method synthetically describes the influence of persuasive communication towards Senior High School Equivalency Learners' Learning Motivation. The sample of this study was that all of High School Equivalency Learners in Patriotik Community Learning Center amounted to 68 people (saturated samples).

The results indicate that there is a positive and significant influence of persuasive communication towards Senior High School Equivalency Learners' Learning Motivation in Pusat Patriotik Community Learning Center. It can be reviewed from the acceptance of the hypothesis which states that persuasive communication affects the learning motivation of the Senior High School Equivalency Learners' learning motivation in Patriotik Community Learning Center of Suwawa District, Bone Bolango District. The results of the study show that persuasive communication affects Senior High School Equivalency Learners' Learning Motivation in Patriotik Community Learning Center and the rest is influenced by other variables. Therefore, it is accepted.

Keywords: *Persuasive Communication, Learning Motivation, Senior High School Equivalency, Community Learning Center*



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