

Persuasive Communication Strategy of the Purwakarta District Attorney's Office in Increasing Legal Awareness Among Students Through the Prosecutor Enters School Program

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ABSTRACT

Keywords

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The Attorney General's Office of the Republic of Indonesia is one of the law enforcement agencies responsible for carrying out the mission in the nation's development continuation and State, including realizing order and legal tranquility within society. This research aims to determine the implementation of the School Prosecutor Program conducted by the District Attorney's Office of Purwakarta through persuasive communication. This outreach serves as a non-penal policy to prevent criminal acts involving student perpetrators in the city of Purwakarta. The method used in this study is qualitative, gathering data through interviews and observations conducted by the researcher among students to validate data. The findings of this research indicate that the School Prosecutor Program educates students on legislation officially enacted by the Government, effectively employing Persuasive Communication and Psychodynamic Strategy. This approach involves engaging students with messages that are not monotonous but instead intriguing, making it easier for them to understand the information conveyed. The results of the School Prosecutor Program have led to changes observed in indicators of adolescent delinquency such as student brawls and drug use, which have declined significantly.

1. Introduction

The Attorney General's Office of the Republic of Indonesia is a governmental institution responsible for judicial power that executes state authority in the field of prosecution. It undertakes the mission to continue the nation's development, including creating conditions that support and ensure development towards achieving a just and prosperous society. This is regulated through written regulations and other provisions that are mandatory to maintain and enforce in order to promote increased legal awareness within society.

In this era, issues concerning the younger generation often become a concern for the nation's future sustainability, such as drug use, bullying, violence, and others. Some teenagers are unaware that they have become involved in activities that violate Indonesian laws and regulations. Therefore, adherence to laws and regulations will determine what is best for the public interest.

Understanding of the law among students is not just about avoiding violations but also about instilling positive values such as justice, freedom, and responsibility. Legal education needs to start early, aiming to provide students with an understanding of how the law affects their daily lives, from basic rights such as the right to quality education to responsibilities as citizens.

Law Number 35 of 2014 concerning Amendments to Law Number 23 of 2002 on Child Protection states that child protection involves all activities to ensure and protect children and their rights so that they can live, grow, develop, and participate optimally according to human dignity, and are protected from violence and discrimination. Many cases of juvenile delinquency occur in various regions,

including Purwakarta, a city in West Java. There have been numerous cases of juvenile delinquency in Purwakarta, with many teenagers daring to engage in criminal activities.

Efforts by the Purwakarta District Attorney's Office are inseparable from persuasive communication. Persuasive communication is about convincing others to accept a particular understanding or belief and to perform specific activities (Effendi, 2001). In this context, persuasive communication strategies play a crucial role in transparent activities, requiring careful planning to ensure these strategies are targeted and effectively implemented. With effective persuasive communication, trust between the Purwakarta District Attorney's Office as the communicator and the community in Purwakarta can be established, making it easier for the community to accept the information provided by the communicator regarding legal awareness issues. Thus, the goal of persuasive communication conveyed by the Purwakarta District Attorney's Office is to cultivate legal awareness among students.

Gold and Petronio (Sarwono, 2011) state that juvenile delinquency is an act by someone who is not yet an adult, deliberately violating the law, and if caught by law enforcement officers, they can be subject to punishment. Juvenile delinquency, with all its complexity, has the potential to lead to serious criminal actions. Alongside social changes, daily pressures, and environmental influences, adolescents may engage in behaviors that harm themselves and the community.

The Purwakarta District Attorney's Office recognizes the importance of increasing legal awareness among students as a preventive step to reduce crime rates and juvenile delinquency. Therefore, the Purwakarta District Attorney's Office introduced the "Jaksa Masuk Sekolah" (Prosecutors Enter Schools) Program as an effort to achieve this goal. This research aims to delve deeper into the persuasive communication strategies used by the Purwakarta District Attorney's Office in the Prosecutor Admission Program to raise legal awareness among students. Thus, this study is expected to provide valuable contributions to stakeholders.

In this research, the researcher employs the Persuasive Communication Strategy theory according to Melvin L. DeFleur and Sandra J. Ball-Rocheach (1979), which includes several strategies to solve a problem.

Theory of Persuasive Communication Strategies. Etymologically, "persuasive" comes from the Latin word "persuasio." The verb is "persuader," which means to persuade, convince, or entice. According to the Kamus Besar Bahasa Indonesia (KBBI, 2016), "persuasif" means "inviting someone" by providing reasons and prospects that convince or gently coax them. According to Widjaja (2002), persuasive communication aims to convince others to behave as expected by persuading them without coercion. Meanwhile, according to A.W. (2005), persuasive activities encourage the communicant to change their behavior as desired without resorting to violence.

To achieve the goal of changing attitudes, opinions, and behaviors of individuals or audiences, persuasive communication strategies combine persuasive communication management and planning. Melvin L. DeFleur and Sandra J. Ball-Rocheach provide several persuasive communication strategies, namely: **Psychodynamic Strategy.** Communication message delivery in the psychodynamic model is considered persuasive if it has psychological ability to change people's interests or attention in this way so that people can respond to communication messages as desired by the communicator. **Sociocultural Persuasive Strategy.** The behavior of sociocultural persuasive strategies is influenced by external forces on individuals. Effective sociocultural strategies are needed because persuasive messages emphasize social rules or cultural conditions for action regulation, where communicators try to obtain them or, if understood, the next task is to redefine these terms. Sociocultural persuasive strategies are often used together with interpersonal pressures for compromise. **The Meaning Construction Strategy.** This strategy is characterized by learning by doing, where knowledge shapes behavior. Persuaders seek to provide knowledge about something to the prospective persuadable person. In addition, with the knowledge received by the persuadable person through the surrounding environment or circulated news, an understanding is formed in the minds of the community which must be followed, certainly as desired by the persuader. In this strategy, persuaders strive to manipulate meaning to provide an easily understood and comprehended understanding to the persuaded person.

Elements of Persuasive Communication. According to Soemirat (2004), there are several elements of persuasive communication, including: **Source (Persuader)**. The persuader is an individual or group who delivers a message with the intention of influencing the attitudes, opinions, and behaviors of others, both verbally and non-verbally. To be an effective persuader, several criteria are necessary: knowledge and expertise, credibility, communication skills, empathy, ethics, creativity, adaptability, and confidence. **Receiver of the Message (Persuadee)**. The persuadee is someone who receives the message, whether verbally or non-verbally, through persuasive channels. A message receiver can be influenced by the credibility of the message sender, as they are more likely to believe if the sender is seen as credible or authoritative on the topic. In addition to credibility, the message sender can be influenced by evidence or facts, logic and arguments, communication style, emotions, and the relevance of the message. **Message**. The message is something that conveys meaning to the receiver. Messages can be verbal or non-verbal. Verbal messages consist of intentional and unintentional verbal messages. A good persuasive message needs to have clear objectives, understand the audience, use logic and facts, employ appropriate emotions, leverage the credibility of the message sender, and use an engaging language style.

Channel or Media. Channels are influenced by persuaders to communicate with various individuals, formally or informally, face-to-face or through media. Examples of channels or media include social media (Facebook, Instagram, etc.), Email (Gmail, Outlook, etc.), Websites and Blogs (Personal Blogs, Blogger, etc.), Mass Media (Television, Radio, Newspapers), Mobile Apps (shopping apps or communication apps like WhatsApp, Line, Telegram), Podcasts (platforms like Spotify), Face-to-Face Communication (Meetings, Conferences, Seminars, Workshops, Socialization). **Feedback**. Feedback is a response to communication, which can be internal or external. Internal feedback is the persuader's reaction to the message given, while external feedback is the receiver's reaction to the message received. **Effects of Persuasive Communication**. The effects of persuasive communication are changes that occur in the persuadee as decisions are made and messages are accepted through the communication process. The resulting effects can manifest as changes in attitudes, opinions, and behaviors (cognitive, affective, conative).

2. Method

This study aims to understand the Persuasive Communication Strategies of the Public Prosecutor's Office of Purwakarta in Enhancing Legal Awareness among students through the School Prosecutor Program, employing a qualitative descriptive research approach. According to Meleong (2017), qualitative research seeks to comprehend phenomena such as behaviors, perceptions, motivations, actions, and others holistically through descriptive forms of words and language, within specific natural contexts, utilizing various naturalistic methods. Qualitative research, as described by Hendryadi (2019), is a naturalistic investigation process that seeks deep understanding of social phenomena in their natural settings.

Data collection techniques included interviews, observations, and documentation. According to Sugiyono (2012), the most crucial stage of research is data collection, as the primary goal of analysis is to obtain data. Interviews were conducted with (1) representatives from the Public Prosecutor's Office of Purwakarta and (2) a student from a school visited by the prosecutor's office as a supporting informant. The collected data were then analyzed using qualitative methods. Following analysis, the researcher organized and categorized the data obtained from interviews and observations.

3. Result and Discussion

Results and discussions in this research refer to existing theories, adjusted based on the researcher's interviews with the intended informants, namely the Public Prosecutor's Office of Purwakarta and students from schools who have participated in the School Prosecutor Program.

3.1 Presenting the Result



Figure 1. Public Prosecutor's Office Logo

Source: kejari-pagaralam.kejaksaan.go.id

The Republic of Indonesia's Public Prosecutor's Office, known simply as the Prosecutor's Office, is a governmental institution that exercises state authority in the field of prosecution and other powers based on legal regulations. The Prosecutor's Office has the duty to execute state authority in prosecution and other duties based on legal regulations, as well as to supervise the implementation of governmental tasks and development in the legal field. The Public Prosecutor's Office has a Legal Information Section (PenKum) tasked with bridging internal communications within the Prosecutor's Office and external parties, aimed at providing information through planned communication activities to create an orderly, safe, and conducive societal environment.

The Prosecutor's Office has authority in the field of Public Order as stipulated in Article 30 paragraph (3) letter a of Law Number 16 of 2004 concerning the Republic of Indonesia's Prosecutor's Office, which states "In the field of public order and tranquility, the prosecutor's office also organizes activities: a) increasing legal awareness of the community." In enhancing legal awareness, the Prosecutor's Office conducts outreach efforts, including the School Prosecutor Program (JMS). Given the increasing prevalence of juvenile delinquency cases in Purwakarta, the School Prosecutor Program was initiated (Setyaningrum, 2018).

The goal of the School Prosecutor Program (JMS) is to provide guidance, education, and understanding of the law to students from an early age, with the hope that students not only understand the law but also comply with and obey it. Additionally, the state aims to introduce existing legal products such as laws to students, providing them with an understanding of regulations enforced by the state upon its citizens.

Although the School Prosecutor Program (JMS) is intended for students from elementary to tertiary education levels, the Public Prosecutor's Office of Purwakarta currently implements the School Prosecutor Program (JMS) specifically for students in Junior High School (SMP) and Senior High School (SMA) or equivalent levels only.

Below is the School Prosecutor Program conducted by the Public Prosecutor's Office of Purwakarta, which has visited several schools. Attached are the program data and details of the School Prosecutor Program conducted by the Public Prosecutor's Office of Purwakarta.

Table 1. Data of the School Prosecutor Program

YEAR	PLACE OF ACTIVITIES
2020	SMP Negeri 8 Purwakarta SMP Negeri 6 Purwakarta SMK Negeri 1 Purwakarta
2021	SMA Negeri 1 Purwakarta SMK Negeri 1 Purwakarta SMP Negeri 1 Bungursari SMP Negeri 1 Pondok Salam SMP Negeri 1 Babakancikao SMP Negeri 1 Purwakarta
2022	SMK Taruna Sakti SMK Negeri Cibatu SMA Negeri 2 Purwakarta SMAN 1 Darangdan SMKN 2 Purwakarta SMK Purnawarman
2023	SMA Negeri 3 Purwakarta SMA Negeri 1 Purwakarta SMK Negeri 1 Purwakarta

Source: Public Prosecutor's Office of Purwakarta

Based on interviews with the Public Prosecutor's Office of Purwakarta, the education provided to students is a legal product legislated by the government to reduce juvenile delinquency. According to the informant, during the implementation of the School Prosecutor Program (JMS), there were no instances of negative behavior among students. If any such behavior occurred, a humanistic approach was used to provide explanations and perspectives related to various issues faced by students, offering insights and positive motivation.

In this study, the theory used is the Elements of Persuasive Communication according to Soemirat (2004), which includes several elements:

1. Source (Persuader)

The source analyzed in this study is the Public Prosecutor's Office of Purwakarta, which conducts the School Prosecutor Program.

2. Message Receiver (Persuadee)

The message receivers in this study are students from elementary, junior high, and senior high schools participating in the School Prosecutor Program.

3. Message

The message conveyed in the School Prosecutor Program includes education on Indonesian laws and the effects of negative behavior.

4. Channel or Media

In this study, the media or channels used are face-to-face interactions. Prosecutors visit schools to socialize and provide education through the School Prosecutor Program.

5. Feedback

Feedback in communication consists of internal and external responses. In this research, feedback from students during the education sessions was positive, as students actively participated in question-and-answer sessions.

6. Effect of Persuasive Communication

The effect of persuasive communication in this study is the reduction of criminal activities or negative behaviors among adolescents.

3.2. Discussion



Figure 2. School Prosecutor Program

Source: Instagram @kejaripurwakarta

In delivering the material, prosecutors must use persuasive communication to be effective, aligned with the goal of Persuasive Communication, which is to change someone's behavior, making persuasive communication a strategic step towards achieving audience success. Prosecutors can change students' perspectives on juvenile delinquency and increase legal awareness. Based on interviews with two students who attended the School Prosecutor Program (JMS), the material presented was very engaging, providing real-life examples such as the effects of drug abuse, bullying, proper use of social media, and interaction in a legal-free environment, thus having a positive impact by enhancing legal knowledge and insight applicable to daily life.

Several factors can drive someone to commit crimes and legal violations, including internal factors such as psychological conditions or a lack of understanding of the law, and external factors such as unfair law enforcement or insufficient socialization by institutions, resulting in low awareness levels. According to interviews with informants from the Public Prosecutor's Office of Purwakarta, the School Prosecutor Program (JMS) is one of the steps or efforts undertaken by the State through the Prosecutor's Office to build a legal culture by creating law-conscious younger generations.



Figure 3. School Prosecutor Program

Source: Instagram @kejaripurwakarta

To analyze the results of this study, the theories used are Persuasive Communication Strategies according to Melvin L DeFleur and Sandra J. Ball-Rocheach (1979) and Elements of Persuasive Communication. Based on the above interview data, the message delivery strategy should utilize Psychodynamic Strategy. This theory depicts the psychic structure consisting of ego and superego. Individuals are part of the unconscious mind containing basic impulses and drives. Psychodynamic theory provides a profound insight into how unconscious mental processes and internal conflicts influence human behavior. The approach to students with engaging, non-monotonous message delivery from prosecutors aims to foster change. The method of message delivery is tailored to the audience's characteristics because the target audience of junior high and senior high school students and university students in the JMS program differs significantly from other mentoring programs such as legal education programs (luhkum) targeting rural communities and legal information programs (penkum) targeting audiences in urban institutional, agency, and organizational settings.

Considering the data provided by the Public Prosecutor's Office and analyzing the interview results, the School Prosecutor Program will be further explored in-depth through the theory of elements of persuasive communication.

1. Source (Persuader)

In this context, the source aiming to influence the attitudes, opinions, and behaviors of others is the Public Prosecutor's Office of Purwakarta, which executes the School Prosecutor Program. The Outreach Team from the Public Prosecutor's Office of Purwakarta, mandated according to the letter of instruction from the head of the Public Prosecutor's Office of Purwakarta, is selected based on their ability to deliver material, mastery of legal and legislative matters, proficiency in public speech, and knowledge of legal products and legislation.

2. Message Receiver (Persuadee)

In this research, the message recipients are junior and senior high school students, who are the target audience of the "Jaksa Masuk Sekolah" (Prosecutor Goes to School) program through persuasive communication. In implementing the "Jaksa Masuk Sekolah" program, the Purwakarta District Attorney's Office consistently considers audience characteristics, including demographic characteristics such as age and gender. The target audience is tailored to the content provided. Next, the population, the number of audience members, determines the location, content, and delivery pattern. Then, the location, whether rural or urban, determines the appropriate content and delivery pattern for the "Jaksa Masuk Sekolah" program. Language choice will determine the delivery pattern, whether in local or mixed language.

Furthermore, religion and ideology also determine the appropriate content and delivery pattern for the "Jaksa Masuk Sekolah" activities. Psychological characteristics, emotional communication of "Jaksa Masuk Sekolah," where the average young minds of students play an important role in the smooth running of the "Jaksa Masuk Sekolah" process because they must be guided so that a pleasant and interactive legal counseling atmosphere is created so that the goal of legal insight counseling is achieved. Then there are individual characteristics, communicants including things that can be elements that make interactions between presenters and communicants more lively, among others, including incorporating hobbies and communicant mobility activities that can be material among other things, utilization of time into positive things from living activities towards criminal or other negative things. So by paying attention to these various characteristics, the output is produced that is able to understand various legal and legislative materials and insights provided by the presenter for application in real life.

3. Channel or Media

The delivery of messages through the School Prosecutor Program is done face to face, commonly known as direct communication, as prosecutors visit schools in the city of Purwakarta and engage in dialogues regarding real-life examples. This approach can be considered effective because it allows direct interaction and informative message delivery. Films and videos are included to discuss various teenage crimes such as the causes and negative effects of narcotics and psychotropic substances, reasons and effects of gang fights, violations of the Electronic Information and Transactions Law (UU ITE), bullying, and appropriate use of social media to align with contemporary developments in technology.

4. Feedback

According to the School Prosecutor Program, feedback from students is highly positive and responsive. Question-and-answer sessions and interactive message delivery contribute to receiving feedback. The feedback from the JMS program includes enhanced understanding among students regarding Indonesian laws and legislation, leading to reduced juvenile crime rates such as narcotics, psychotropics, gang fights, UU ITE violations, bullying, etc.

5. Effects of Persuasive Communication

The persuasive communication effect of the School Prosecutor Program is that messages delivered by prosecutors are accepted by students, resulting in positive behavioral changes and a decrease in criminal activities among young children. Thus far, the educational outreach conducted by the Public Prosecutor's Office of Purwakarta has successfully employed persuasive communication with flexible, humanistic delivery of materials interspersed with humor to prevent monotony in both material presentations and Q&A sessions. Body movements are used to emphasize points, illustrate ideas, and express emotions, including happiness, sadness, anger, and confusion. This approach aids listeners in better understanding the conveyed messages.

4. Conclusion

The Prosecutor's Office is one of the law enforcement agencies selected by the state to participate in programs aimed at increasing legal awareness in society. In carrying out these legal awareness tasks, the Public Prosecutor's Office employs efforts such as the "School Prosecutor Program" (JMS). The regulations used in the School Prosecutor Program (JMS) refer to Law Number 16 of 2004 concerning the Republic of Indonesia Prosecutor's Office. Based on the research conducted, it is concluded that the Public Prosecutor's Office of Purwakarta has effectively utilized persuasive communication in schools through the School Prosecutor Program.

The implementation of the School Prosecutor Program (JMS) to enhance legal awareness in the community is carried out by all Public Prosecutor's Offices in Indonesia. One of these offices, the Public Prosecutor's Office of Purwakarta, has implemented the School Prosecutor Program (JMS) in most junior high and senior high schools in Purwakarta city. The outcomes of the School Prosecutor Program conducted by the Public Prosecutor's Office of Purwakarta have provided positive insights and motivations to students, resulting in beneficial impacts and a reduction in juvenile delinquency prevalent in the Purwakarta area.

In this study, the School Prosecutor Program is considered quite effective, but there is a need for ongoing engagement with students through Periodic Counseling. Besides direct school visits, periodic counseling should be conducted to ensure continuous understanding. Establishing a regular schedule to remind students about the importance of complying with the law would help monitor their development.

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