

## ABSTRACT

Halima Alkatiri, 210120080036, the effect of teacher's persuasive communication in the study of Islamic teaching on students' behaviors (an explanatory study of teacher's persuasive communication at SMP Negeri 1 Namlea Kabupaten Buru – Maluku). A thesis for master degree in communication science at padjadjaran university with Dr. Agus Rahmat, M.Pd dan Drs. Pramono Benyamin, M.Pd as advisors.

The theory that is used in this thesis is the theory of behaviorism, the change of students behavior in the study of Islamic teaching at SMP Negri I Namlea Kabupaten Buru is a response and an effort done by the teacher to persuade the students. Besides that, the use of SOR theory is aimed to emphasis the important role of Islamic values in student lives, both in this world and the world after. The message send to the students as the communicant might be accepted or rejected. Communication can run smoothly if the students give their full attention to what the teachers say. The next process is student understandings of what teachers have said, how they process and accept it. So then, attitude change is happened. Source credibility theory sees credibility factor, attraction and power as important factors.

The method used in this research is explanatory survey. Sample technique used is Taro Yamane. The size of the sample is 86 respondents. Data analysis used is path analysis. To use path analysis, the ordinal scale should be changed into interval scale by the use of successive interval. Instrumental validity test use pearson correlation technique and reliability test use Split-Half of Spearman Brown.

The output of the research shows that communicator factor and message is proofed to have effect on student behavior in the teaching of Islamic values. Besides that, communicant factor as the outer effect which include level of attention, level of understanding and level of acceptance, is also proofed to have positive effect on the students. This statement got its manifestation in the increasing enthusiasm shown by the student in accepting the lesson taught by their teachers, this kind of attitude makes it easier for the teacher to do their job: delivering good messages. As the result, student behaviors are getting better after they receive and accept the messages.