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Persuasive Communication Strategies in Islamic Guidance and Counseling Programs in the Community

**Sulvi Ramah Hadi¹, Amanda Khofifah FG², Aura Adinda Putri³,
Nurfatmah⁴**

^{1,2,3} Study Program Guidance Counseling Islam, Faculty Da'wah And
Knowledge Communication of UIN Syarif Hidayatullah Jakarta,
Indonesia

⁴ MA Ghoyatul Jihad Karawang

*sulviramahhadi@gmail.com , amandakfg18@gmail.com auraadinda26@gmail.com
nurfatmahfk@gmail.com*

Abstract

The increasingly complex mental health issues in society demand a support approach that is not only psychological but also spiritual. This research aims to study process And stages implementation strategy communication persuasive in the Islamic Guidance and Counseling program in the community. This study used a qualitative approach with a literature study method, through a review of various books, scientific journals, and relevant previous research. The results of the study indicate that the implementation of persuasive communication strategies in Islamic Guidance and Counseling (BKI) needs to be carried out systematically through several stages, namely audience analysis, determining persuasive objectives, implementing communication strategies using the AIDA (Attention, Interest, Desire, Action) model, and evaluation and feedback. These stages enable guidance messages to be delivered more effectively, accepted voluntarily, and encourage changes in attitudes and behavior. public in accordance with values Islam.

Keywords : *Persuasive Communication, Islamic Guidance and Counseling , Communication Strategy, Society*

Introduction

In recent years, the issue of mental health has become increasingly important and has received widespread attention in society. Various mental health issues, including psychological, emotional, and social issues, have become serious problems that impact individuals' quality of life. Which complex, lack of understanding religious, as well as The weak ability of individuals to manage emotions often causes confusion in determining attitudes and steps in life, even giving rise to feelings of loss of direction.

In such circumstances, the Islamic Guidance and Counseling (BKI) Program plays a strategic role in helping individuals strengthen themselves psychologically and spiritually. Cholil explained that Islamic Guidance and Counseling is a mentoring effort aimed at helping individuals develop positive attitudes, recognize their potential, and understand their environment so they can face and resolve life's problems more wisely. Based on Islamic values, BKI is expected to be able to become means empowerment individual And public in achieve prosperity born and inner¹

However, in practice, the implementation of Islamic Guidance and Counseling programs in the community has not been fully optimal. One of the obstacles frequently encountered is communication between counselors and the community. Counselors' delivery of guidance messages is often not appropriately tailored to the conditions, characteristics, and needs of the target community. As a result, the counseling messages delivered are not fully received, understood, and effectively internalized by the community. In this regard, persuasive communication is a crucial element that needs to be considered in the implementation of Islamic Guidance and Counseling. Soemirat stated that persuasive communication is an effort to influence people's perspectives, attitudes, and behavior through a flexible, dialogical, and humane approach. The application of appropriate persuasive communication strategies is believed to help counselors build emotional closeness, increase message acceptance, and encourage voluntary changes in people's attitudes and behavior.²

Several previous studies have discussed the role of Islamic Guidance and Counseling as a form of individual support based on Islamic values, such as the

¹Cholil. 2024. *Guidance And Counseling Islam* . Publisher KBM Indonesia

² Ayu Hendrati Rahayu, et al. 2024. *Business Communication: Effective and Modern* . CV. Gita Lentera

research of Siregar et al., which emphasized Islamic guidance and counseling in building adolescent character.³ On the other hand, the research of Setiawan et al. examined persuasive communication strategies in the context of promotion and education. However, studies that specifically integrate persuasive communication strategies in the implementation of Islamic Guidance and Counseling programs in the community are still relatively limited.⁴

Based on these conditions, this research is important to examine the process and stages of implementing persuasive communication strategies in Islamic Guidance and Counseling programs in the community. This research aims to understand the stages of persuasive communication that counselors can use. in convey message guidance in a way effective, start from audience analysis, determining persuasive objectives, implementing communication strategies, and evaluating public responses.

Communication can understood as something process interaction Which involving The delivery and reception of various forms of messages, such as information, ideas, attitudes, feelings, opinions, and instructions, both between individuals and between groups. This process aims to build understanding, create shared meaning, and organize and coordinate certain activities. Meanwhile, the term persuasive comes from the Latin *persuasio*, which means to persuade or convince. Based on this understanding, persuasive communication is the process of conveying messages that is carried out consciously and planned to influence the attitudes, thoughts, and behavior of individuals or groups through voluntary invitation or persuasion.

According to Burhan in Finandia Agustina, communication aims to produce various forms of change, including changes in attitudes, views, behavior, and change in order social⁵ For reach objective In this regard, persuasive communication involves important elements, including communicator, communicant, persuasive message, media, and feedback as an

³ Syamsiah Defalina Siregar, et al. 2024. "Accompaniment" Guidance Counseling Islam In Building Adolescent Character." *Journal of Community Service: Empowerment, Innovation and Change* 4

⁴Teddy Setiawan, et al., "Persuasive Communication Strategies of Communication Science Students at Muhammadiyah University of Kotabumi in Promoting Study Programs Through Social Media," *Jurnal Komsospol* 2 (2022)

⁵Agustina, F. 2020. *Know Communication Persuasive* . Jakarta: Program Studies UI Public Relations Vocational Program

indicator of the success of message delivery.⁶

Islamic Guidance and Counseling is understood as an effort to provide assistance Which based on belief that man is creature creation of Allah SWT who bears the responsibility as caliph on earth. This guidance activity aims to cultivate and develop human nature by strengthening aspects of faith, reason, and will so that individuals are able to implement teachings Al-Qur'an And Hadith in life everyday life ⁷. This approach enables the realization of a balance in human relations with Allah SWT, fellow humans, and the environment.⁸

strategies in Islamic Guidance and Counseling play a crucial role in helping counselors guide clients toward behavioral changes aligned with Islamic values. Effendy explains that persuasion is achieved through building trust and the communicator's credibility, as well as the audience's motivation. ⁹Furthermore, Rakhmat emphasizes that effective persuasion requires empathy and an understanding of the audience's psychological state. In the context of Islamic Guidance and Counseling, this strategy is realized through a spiritual approach, fostering worship, strengthening morals, and using relevant and easily understood arguments for clients.¹⁰

In its implementation, persuasive communication strategies in Guidance and Counseling Islam Also emphasize approach personal. Amen mentions that counselors need to build rapport , adjust their communication style with level understanding religion counselee, as well as convey motivational messages Which in harmony with values Islam so that counselee can accept voluntary advice a¹¹

Based on the background and conceptual analysis, this research focuses on the application of persuasive communication strategies in Islamic Guidance and Counseling programs in the community. This research aims to examine the process and stages of persuasive communication used by counselors in delivering guidance messages, including audience analysis, determining

⁶Masruroh, L. 2021. *Communication Persuasive In Da'wah Context Indonesia* . Scopindo Media Pustaka

⁷Marsudi. 2003. *Educational Psychology and Guidance* . Malang: UNM Press

⁸Anwar Sutoyo. 2003. *Islamic Guidance & Counseling* . Jakarta: Pustaka Belajar

⁹Onong Uchjana Effendy, *Knowledge Communication Theory And Practice*, (2003), 45- 60

¹⁰Jalaluddin Rakhmat. 2007. *Communication Psychology* . Bandung: PT Remaja Rosdakarya

¹¹Hidayatul Treasures, et al. 2016. "Method Guidance And Counseling Islam Instilling the Discipline of Dhuha Prayer in Hyperactive Children at MI Nurul Islam Ngaliyanm Semarang," *JOURNAL OF DAKWAH SCIENCE* Vol. 36, N:1–15

persuasive objectives, implementing communication strategies, and evaluating community responses. Therefore, this research is expected to provide theoretical contributions to the development of value-based persuasive communication studies. Islam, as well as contribution practical for implementation program Guidance and Islamic Counseling to be more effective and appropriate to the needs of the community.

Research Methods

This research uses a qualitative approach with a literature review method. The qualitative approach was chosen to gain a deeper understanding of the concepts, forms, and strategies of persuasive communication in the implementation of Islamic Guidance and Counseling. The research data was obtained through the exploration and analysis of various source library, like book, journal scientific, And results study relevant past. The data that has been collected is then analyzed descriptively to obtain a comprehensive picture of the application of persuasive communication in BKI.

Results and Discussion

A. Process And Stages Implementation Strategy Communication Persuasive in the Islamic Guidance and Counseling Program in the Community

In the application of persuasive communication strategies in the Guidance program And Counseling Islam in public, required the stages that systematic so that message Which delivered can accepted in a way effective. This process includes understanding the audience, planning messages, selecting method communication Which appropriate, until evaluation to public response. Stage beginning in process This is analysis audience, Which m emphasize importance adjustment message with characteristics and the needs of the target community.

Each individual or group has a different social background, educational level, experience, and needs. Therefore, persuasive planning requires considering the primary target audience, the desired change in attitude or action, the desired needs, and the communicator's credibility in influencing the message's reception. Therefore, persuasive communication

cannot be conducted spontaneously; it must be based on an understanding of the conditions and problems of society.¹²

The next step is determining persuasive objectives, which serve as the primary direction of the communication process. In the context of Islamic Guidance and Counseling in the community, persuasive objectives are aimed at helping individuals or groups become aware of the problems they face, fostering religious awareness, and encouraging the application of Islamic values in daily life. Establishing clear and realistic objectives allows counselors to tailor messages to the community's needs, making the guidance process more effective and meaningful.

Next, Islamic Guidance and Counseling counselors can apply the AIDA (Attention, Interest, Desire, Action) model in persuasive communication strategies. In the *attention stage*, counselors strive to attract the community's attention through approaches relevant to local social and cultural conditions, for example by directly engaging in community activities or using language that is easy to understand. In the *interest stage*, counselors develop messages that can foster the audience's interest in the guidance material. In the *desire stage*, counselors foster the community's desire to change by emphasizing the psychological and spiritual benefits of guidance services. And Counseling Islam. Stage end, that is *action*, directed on change real, like willingness follow program BKI, practicing Islamic values, or changing behavior according to counseling goals¹³

The final stage in implementing a persuasive communication strategy is evaluation. And giving bait come back. Evaluation understood as a process to assess the extent to which planned goals can be achieved. Through evaluation, counselors can determine the level of success of the persuasive message delivered, especially in influencing attitudes, understanding, as well as behavior public target. Response audience, Good Demonstrated through verbal responses and real behavioral changes, evaluation is an important indicator in assessing the effectiveness of the

¹²Pizza Havira, B. S. 2025. *Communication Business: Write Effective For World Work*. Harmonious Media Technology

¹³Purwanto, D. 2010. *Business Communication: 3rd Edition*. Jakarta: Erlangga Publisher

communication strategy used. In the context of Islamic Guidance and Counseling programs in the community, evaluation serves as a basis for reflection and improvement of the methods and approaches applied, so that the implementation of the guidance program can be more relevant and appropriate to the needs of the community.¹⁴

B. Form Communication Persuasive Which Dominant Used in Islamic Guidance and Counseling

Communication persuasive in Guidance And Counseling Islam (BKI) occupies an important position because it functions as the primary means of fostering attitudes, understanding, and behavioral changes in clients. This form of communication Which dominant in context coaching religious tends to lead to interpersonal communication that emphasizes emotional closeness, empathy, And connection dialogic between counselor And counselee. Communication patterns This allows awakening flavor believe so that Clients are more open to receiving guidance messages in depth. Interpersonal communication also provides counselors with a more comprehensive understanding of their clients' psychological and social conditions. In the context of education and values development, communicative, attentive, and dialogic communication has been shown to be effective in gradually influencing individual attitudes and behaviors

The next dominant form of persuasive communication is interactional communication, namely two-way communication that provides space for counselee For involved active in process guidance. In In this communication pattern, the counselor not only conveys messages, but also listens. experience, view, And response counselee as part of the persuasion process. Purwanto explains that interactional communication allows for feedback so that the meaning of the message is not one-sided, but is constructed together through dialogue. sustainable. Pattern This in line with practice BKI Which placing clients as subject active in process coaching, No sekada rp enerima advice. With involvement active the, message persuasive become more easily accepted and internalized by the client¹⁵

¹⁴Abdullah Bill Huda, et al. 2023. "The essence Evaluation In Education Islam." *Journal Of Education* 3:96

¹⁵Abdullah Bill Huda, et al. 2023. "The essence Evaluation In Education Islam." *Journal Of*

Apart from interactional communication, transactional communication also becomes form communication persuasive Which dominant in Guidance and Counseling Islam. Communication transactional marked by involvement active simultaneously between both parties, where the counselor and client influence each other in the message exchange process. In religious guidance, this pattern allows the meaning of the message to develop dynamically according to the client's response, emotions, and situation. Purwanto emphasized that transactional communication strengthens the persuasion process because meaning No determined in a way unilateral, but formed through interaction Which sustainable. Matter This show that persuasi in BKI it takes place through a dialogical and reflective process, not through one-way communication that is instructive in nature.

The dominance of persuasive communication in Islamic Counseling is also evident through the delivery of contextual and easy-to-understand religious messages. Islamic messages are delivered in simple, communicative language, and adapted to the realities of the clients' lives, so that religious values can be accepted rationally and emotionally. Research Manik & Muktaruddin shows that Islamic counselors are more effective when using a personal and family-like approach in conveying religious messages. This approach prevents the message from feeling patronizing, but rather serves as an invitation that touches the clients' awareness. Thus, persuasive communication in Islamic Counseling can encourage voluntary changes in attitudes and behavior.

These findings are reinforced by research on the communication patterns of Islamic Community Guidance counseling at the Ministry of Religion, which shows that that extension worker religion tend use Direct and interpersonal communication is essential in guidance activities, particularly in family and marriage development. This communication pattern is considered effective because it allows for intense interaction between counselors and participants. Through direct communication, religious messages can be delivered persuasively and tailored to the audience's needs. This strengthens participants' understanding and increases their involvement in the religious development process

Apart from verbal messages, the role model of counselors or religious instructors is also important. become form communication persuasive Which dominant in Islamic Guidance and Counseling. The counselor's attitudes, behavior, and interactions reflect Islamic values, which indirectly influence the client. Dewi emphasized that a caring, friendly, and consistent communication style can increase the client's trust in the communicator. In the context of Islamic Guidance and Counseling (BKI), the counselor's exemplary behavior serves as a nonverbal message with high persuasive power, as clients are more likely to accept advice from figures who demonstrate congruence between words and actions.

C. Challenge And Effort Overcome Obstacle in Implementation Persuasive Communication Strategies in Islamic Guidance and Counseling

Results study show that implementation strategy Persuasive communication in Islamic Guidance and Counseling (BKI) in society faces challenges in the form of communication disorders, especially psychological disorders in counselees, such as unstable emotional conditions, prejudice against counselors, and differences in perception in understanding messages. These conditions cause persuasive messages to not be received optimally, making it difficult to achieve the communication goal of changing the counselee's attitude and behavior. This finding is in line with Abdul Malik's research. confirm that obstacle psychological is Wrong One A form of communication barrier that can disrupt the process of interpreting messages and reduce the effectiveness of interpersonal communication. Therefore, implementing empathetic, adaptive, and dialogic communication is an important effort to overcome these barriers to ensure persuasive messages in BKI. can accepted with more Good And relevant with condition counselee.¹⁶

In addition to psychological factors, research also shows that the challenges of persuasive communication in BKI are influenced by weak interpersonal relationships between counselors and clients. Lack of trust and clients' resistance to self-disclosure are obstacles. main in build relation

¹⁶Abdul Malik, "Communication Barriers in Online Lectures During the Covid-19 Pandemic," LONTAR : *Journal of Communication Studies* 9, no. 2 (2021): 80–82, <https://doi.org/10.30656/lontar.v9i2.4037>

counseling Which effective. When the counseling relationship is not well-established, persuasive messages tend to be difficult for clients to accept and internalize. This finding is reinforced by research by Widiawati, Mudjiran, and Karneli, which states that the success of counseling communication is highly dependent on the quality of the relationship. interpersonal Which built in a way open And participatory. By Because That, strengthening relation counseling through approach communication warm and dialogical communication is an important effort in overcoming barriers to persuasive communication in Islamic Guidance and Counseling.¹⁷

Another challenge relates to the diverse emotional states of clients and the complex backgrounds of their problems, which require counselors to adapt their communication approaches. Counselors often struggle to convey messages effectively. appear when counselee is at in condition emotion Which No Stable. Efforts to overcome these obstacles can be made through the application of empathetic, adaptive, and contextual communication. This approach allows the values conveyed to be received in a more humane manner and relevant to the realities of the client's life.¹⁸

Conclusion

Based on the results and discussion, it can be concluded that persuasive communication strategies play an important role in the implementation of the Islamic Guidance and Counseling Program (BKI) in the community because it functions as a means main in convey message guidance in a way effective And meaningful. The application of persuasive communication in BKI is carried out through systematic stages, covering analysis audience, determination objective persuasive, implementation communication strategy like model AIDA (Attention, Interest, Desire, Action) as well as Evaluation and feedback are used

¹⁷Lika Widiawati, et al. 2024. "Barriers to Building Relationships in Counseling." *Journal of Psychology, Counseling and Education* Volume 2:4-7

¹⁸Ashari Mahfud Aulia Dyah Kurnia Dewi, Fimma Meiriansza Taqwaranti, Shalsabilla Putri Handini, Muslikah, "Challenges and Strategies of Community Counselors: Analysis of the Dynamics of Emotional Intelligence of Children from Broken Homes," *Journal of Psychology and Counseling Guidance* Vol 11 No (2025): 9-12.

to assess community response. The dominant forms of persuasive communication used are interpersonal, interactional, and transactional communication, which emphasize emotional closeness, empathy, two-way dialogue, and active client involvement . In addition to verbal communication, the counselor's role model is also a powerful persuasive element in encouraging voluntary changes in attitudes and behavior. Because that, communication persuasive in BKI need supported by approach Which empathetic , adaptive, and contextual so that the guidance process can run more effectively and be relevant to the needs of the community

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