

## ABSTRAK

Penelitian ini bertujuan memahami peran pesan persuasif dalam *tagline* “Pulang ke Layana” terhadap keputusan berkunjung konsumen Generasi Z ke Layana Kopi Purwokerto. Fokus penelitian pada Generasi Z dipilih karena karakteristiknya yang responsif terhadap pesan autentik, bermakna, dan relevan secara emosional. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus, melalui wawancara mendalam, observasi, dan dokumentasi pengalaman konsumen. Analisis data mengacu pada kerangka *Elaboration Likelihood Model* (ELM) untuk mengevaluasi pemrosesan pesan melalui jalur sentral (rasional) dan periferal (emosional). Hasil penelitian menunjukkan bahwa *tagline* “Pulang ke Layana” dimaknai sebagai simbol kenyamanan, ketenangan, dan keakraban, yang memengaruhi keputusan berkunjung baik secara rasional maupun emosional. Jalur periferal terbukti lebih dominan, karena konsumen lebih dipengaruhi makna emosional, pengalaman personal, dan suasana yang diasosiasikan dengan konsep “pulang”. Temuan ini menegaskan bahwa *tagline* yang menekankan makna emosional berperan signifikan dalam membentuk keputusan berkunjung Generasi Z, khususnya pada industri kafe lokal.

Kata kunci: pesan persuasif, *tagline*, *Elaboration Likelihood Model*, keputusan berkunjung, Generasi Z.

## **ABSTRACT**

*This study aims to understand the role of the persuasive message in the tagline “Pulang ke Layana” on the decision to visit Layana Kopi Purwokerto among Generation Z consumers. The research focus on Generation Z was chosen because of its characteristics of being responsive to authentic, meaningful, and emotionally relevant messages. The study used a qualitative approach with a case study method, through in-depth interviews, observations, and documentation of consumer experiences. Data analysis refers to the Elaboration Likelihood Model (ELM) framework to evaluate message processing through the central (rational) and peripheral (emotional) channels. The results show that the tagline “Pulang ke Layana” is interpreted as a symbol of comfort, calm, and familiarity, which influences the decision to visit both rationally and emotionally. The peripheral channel proved to be more dominant, because consumers were more influenced by emotional meanings, personal experiences, and the atmosphere associated with the concept of “pulang”. These findings confirm that taglines that emphasize emotional meaning play a significant role in shaping Generation Z’s decision to visit, especially in the local cafe industry.*

*Keywords: persuasive message, tagline, Elaboration Likelihood Model, visiting decision, Generation Z.*