

ABSTRAK

Permasalahan tunawisma di Kabupaten Banyumas masih menjadi tantangan karena sebagian tunawisma menolak mengikuti program pembinaan dan memilih tetap hidup di jalanan. Kondisi tersebut menunjukkan bahwa keberhasilan penanganan tidak hanya ditentukan oleh penyediaan fasilitas sosial, tetapi juga oleh efektivitas strategi komunikasi Dinas Sosial Kabupaten Banyumas. Penelitian ini bertujuan untuk menganalisis strategi komunikasi, peran komunikasi persuasif, serta faktor pendukung dan penghambat dalam penanganan tunawisma. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Informan ditentukan secara *purposive sampling*, sedangkan data dikumpulkan melalui wawancara, observasi, dan dokumentasi. Analisis data menggunakan model Miles, Huberman, dengan uji keabsahan melalui triangulasi. Hasil penelitian menunjukkan bahwa strategi komunikasi dilakukan secara persuasif melalui penjangkauan, asesmen, konseling, pembinaan, pelatihan keterampilan, dan pelayanan rumah singgah. Berdasarkan Teori Perubahan Sikap Carl Iver Hovland, komunikasi mampu mendorong perubahan sikap sebagian tunawisma melalui tahapan perhatian, pemahaman, penerimaan, dan tindakan. Namun, efektivitas strategi masih dipengaruhi oleh resistensi tunawisma, keterbatasan sumber daya, dan belum optimalnya program pemberdayaan. Penelitian menyimpulkan bahwa strategi komunikasi yang humanis dan empatik mampu mendukung keberhasilan pembinaan, meskipun masih memerlukan penguatan koordinasi dan pemberdayaan yang berkelanjutan.

Kata kunci: Dinas Sosial Kabupaten Banyumas, Komunikasi Persuasif, Strategi Komunikasi, Teori Perubahan Sikap, Tunawisma

ABSTRACT

Homelessness in Banyumas Regency remains a significant social challenge, as some homeless individuals refuse rehabilitation programs and choose to continue living on the streets. This condition indicates that the success of homelessness intervention depends not only on the provision of social services but also on the effectiveness of the communication strategy implemented by the Banyumas Regency Social Services Office. This study aims to analyze the communication strategy, the role of persuasive communication, and the supporting and inhibiting factors in handling homelessness. This research employed a descriptive qualitative approach. Informants were selected using purposive sampling, while data were collected through in-depth interviews, observations, and documentation. Data were analyzed using the interactive model of Miles, Huberman, and Saldaña, with data validity ensured through source, technique, and time triangulation. The findings reveal that the communication strategy was implemented through persuasive approaches, including outreach, assessment, counseling, rehabilitation, vocational skills training, and temporary shelter services. Based on Carl I. Hovland's Attitude Change Theory, the communication process encouraged changes in the attitudes of some homeless individuals through the stages of attention, comprehension, acceptance, and action. However, the effectiveness of the strategy was constrained by resistance from homeless individuals, limited resources, and the lack of sustainable empowerment programs. The study concludes that a humanistic and empathetic communication strategy contributes to the success of rehabilitation programs, although stronger inter-agency coordination and sustainable empowerment initiatives are still required.

Keywords: *Attitude Change Theory, Banyumas Regency Social Services Office, Homelessness, Persuasive Communication, Communication Strategy.*