

ABSTRAK

Nabila Nailly Sa'adah, NIM 210531100008, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Budaya, Komunikasi Persuasif Organisasi Perangkat Daerah Dalam Meningkatkan Akselerasi Sertifikasi Halal Di Kabupaten Sumenep (Studi Komunikasi Persuasif Pada Disperindag Dan Dinkop) Dosen Pembimbing : Rio Kurniawan, S.Ikom., M.Ikom.

Penelitian ini mengkaji efektivitas komunikasi persuasif yang dilakukan oleh Organisasi Perangkat Daerah (OPD), khususnya Dinas Perindustrian dan Perdagangan (Disperindag) serta Dinas Koperasi (Dinkop), dalam mempercepat akselerasi sertifikasi halal di Kabupaten Sumenep. Metode penelitian deskriptif kualitatif dengan paradigma konstruktivis digunakan untuk memahami dinamika komunikasi dan tantangan yang dihadapi. Hasil penelitian menunjukkan bahwa konsep komunikasi persuasif, seperti teknik fear arousal, efektif meningkatkan kesadaran dan partisipasi UMKM dalam sertifikasi halal. Namun, sejumlah hambatan seperti keterbatasan anggaran, kompleksitas prosedur, dan rendahnya kesadaran pelaku usaha tetap menjadi kendala. Rekomendasi yang diajukan meliputi peningkatan anggaran, simplifikasi prosedur, edukasi berkelanjutan, dan penguatan kerja sama dengan berbagai lembaga. Implementasi strategi ini diharapkan dapat mempercepat sertifikasi halal, meningkatkan daya saing UMKM, serta mendukung pertumbuhan ekonomi lokal.

Kata Kunci: *Komunikasi Persuasif, Sertifikasi halal, UMKM*

ABSTRACT

Nabila Nailly Sa'adah, NIM 210531100008, Communication Studies Program, Faculty of Social and Cultural Sciences, Persuasive Communication of Regional Apparatus Organizations in Increasing the Acceleration of Halal Certification in Sumenep Regency (Persuasive Communication Study at Disperindag and Dinkop).

Advisor: Rio Kurniawan, S.Ikom, M.Ikom.

This study examines the effectiveness of persuasive communication carried out by Regional Apparatus Organizations (OPD), especially the Industry and Trade Office (Disperindag) and the Cooperative Office (Dinkop), in accelerating halal certification in Sumenep District. A descriptive qualitative research method with a constructivist paradigm is used to understand the dynamics of communication and the challenges faced. The results show that persuasive communication concepts, such as fear arousal techniques, are effective in increasing awareness and participation of MSMEs in halal certification. However, a number of obstacles such as budget constraints, complexity of procedures, and low awareness of business actors remain an obstacle. The proposed recommendations include increasing the budget, simplifying procedures, continuing education, and strengthening cooperation with various institutions. The implementation of this strategy is expected to accelerate halal certification, improve the competitiveness of MSMEs, and support local economic growth.

Keywords: *Halal certification, Persuasive Communication, UMKM*