

## SUMMARY

### **The Effect of Elaboration Likelihood Model of Persuasive Communication to Attitude Change Patient in Relation with Hypertension Reference**

Based on Permenkes No. 5 Tahun 2014, there are 155 diagnoses must be finished treated in Puskesmas as a primary health care. Unfortunately, there were still many cases include in 155 diagnoses referred to hospital. Puskesmas Kenjeran, one of primary health care in Surabaya, still refer illness include in 155 diagnoses to hospital for about 38,75 %. The most cases was hypertension, which presentation was 21,67 %.

According to early survey in Puskesmas Kenjeran, there were no problem in availability of drugs, medical tools and laboratory to treat hypertension patient. But, many patient still ask referral to hospital. Communication between doctor and patient maybe the problem which want to solved.

Elaboration Likelihood Model of Persuasive Communication is a communication that have aim to change attitude the communicant. So, this method hoped can solve the problem of high referral of hypertension to hospital. This communication change attitude patient from ask referral become ready to treat in Puskesmas. ELM persuasive communication have two route of communication based the condition of communicant. If the communicant in high elaboration, the route is central route which give argument as persuasive message. But, if communicant in low elaboration, the route is peripheral route which give peripheral sign as a persuasive message. High elaboration means communicant have high motivation and high ability to process cognitive to persuasive message.

To find the effect of ELM persuasive message, in this experiment was using quasy experimental which done in two group, intervention group and control group. Intervension group was group which ELM persuasive communication do to patient who ask referral of hypertension to hospital. Control group is group which communication to patient without specific method. Simple random sampling used in this experiment to find sample.

Before ELM communication do to intervention group, patient measured his elaboration using questionnaire of elaboration which measure motivation and ability to process kognitive to persuasive message.

After communication with the doctor, both of group measure result of experiment in three indicator of the attitude changes and action. The indicator is cognition, affective, conation and action. Result of the experiment with Chi Square and Mann Whitney test find that there is significant difference between intervention and control group in affective, conation and action indicators. It means, persuasive message succeed to bring interest of the patient to treat in Puskesmas.

From that, using ELM persuasive communication is rccommended for changing patient attitude from asking referral to hospital become threatening in Puskesmas.