

ABSTRACT**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 primary health care. Puskesmas Kenjeran still referred hypertension patient to hospital. Elaboration Likelihood Model of Persuasive Communication which is a communication that have aim to change attitude the communicant, hoped can solve this problem. ELM models of persuasive communication have two route. There is central route which happen if the communicant in high elaboration level. And in this route, argument is the persuasive message. There is peripheral route which happen if the communicant in low elaboration level. And in this route, peripheral sign is the persuasive message. The design of these experiment was experimental quasy. These experiment used simple random sampling for choosing the sample. In this experiment, we found the effect of ELM persuasive communication with compare between two group. The groups is intervention group which ELM persuasive communication done and control group which communication without specific method done. Before communication done, the intervention group measure their elaboration level to choose the route of communication. And the result find that all patient in intervention group have high elaboration. So, the route for that group is central route which give argument as persuasive messege. The attitude change from asking referral to hospital become ready to treat in puskesmas measure in four indicator. Indicators is cognition, affective, conation and action. After measure, result in Chi Square and Mann Whitney Test find that there is significant difference between two groups in affective, conation and action, but no in cognition indicators. From this experiment find that ELM persuasive communication is one of the solution to decrease reference of hypertension to hospital.

Keywords: Elaboration Likelihood Model of Persuasive Communication, cognition, affective, conation, action.