

## **ABSTRACT**

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***Persuasive communication of counseling (BK) teachers in improving students' self-confidence in facing the national exam at SMP Negeri 1 Sedayu Academic Year 2016/2017***

*Year of undergraduate thesis : 2017, 84 Page, 28 Pendices, 19 books, 2 Journals, 4 Websites*

*The research and writing of this undergraduate thesis aim to describe the persuasive communication conducted by counseling (BK) teachers to students in improving the confidence facing the national exam. Some backgrounds for this research are: the national exam is still a frightening threat for the students, the fear of failing in the test makes the students depressed or lack confidence even in certain cases to cause the students to commit suicide.*

*The methodology of this research is descriptive by basing itself on data collected and arranged systematically, factually and accurately. The sources obtained by the researcher were obtained from in-depth interviews with informants and students. Selection of informants as a source of data in this study was based on the principle of the subject who mastered the problem, have the data, and willing to provide complete and accurate information. The population in this research is students of class IX SMP Negeri 1 Sedayu academic year 2016-2017. The sample was chosen using purposive sampling method. This research uses source triangulation analysis.*

*The results of this study indicate that persuasive communication conducted by counseling teachers using some techniques, such as: Integrity Technique, and pay-off technique. In this study, it is also found the approach of counseling teachers in delivering persuasive message.*

*Keywords: Persuasive Communication, Confidence, National Exam*