

## **Persuasive Communication Strategies in Consensual Families for Building Family Resilience During Covid-19 Pandemic**

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### **ABSTRACT**

Persuasive communication is part of family communication that parents usually use to persuade family members, especially children, to direct children to have good personalities and characters. Persuasive communication is in line with the type of consensual family, which is a family that has high conversation and conformity. The application of good persuasive communication in consensual families will lead to solid family resilience, namely families that are resistant to external threats. At the beginning of 2020, Indonesia experienced a national disaster with the COVID-19 pandemic. Data from the DKI Jakarta Health Office in February 2022 stated that the most significant contributor to COVID-19 was the family cluster. In this condition, family resilience is tested by the threat of COVID-19, resulting in dissonance or imbalance in a family. Therefore, this study wanted to look at persuasive communication strategies in consensual families in forming solid family resilience from the threat of COVID-19 using cognitive dissonance theory. The informant in this study was a consensual family domiciled in the South Petukangan sub-district, South Jakarta. The results showed that the strategies used by the informant's family to maintain family resilience during the COVID-19 pandemic were maintaining a persuasive communication pattern, namely directing, advising, and discussing, parents listening more, spending time together, and playing roles well for all family members. , maintain a caring attitude and mutual understanding, make threats from outside as a form to increase family solidarity, and maintain the parenting pattern that has been carried out so far.

**Keywords:** Persuasion Communication; Resilience; Consensual Family

### **INTRODUCTION**

The family will create individuals throughout life, and family communication is the basis of life and family function. Through this communication, the family is defined, and family members learn how to manage each other's roles. Families vary widely across cultural, social, and political levels. However, what all these family concepts have in common is that families are maintained through communication.

Each family member tells a story to form an identity. Through family communication, families will be able to manage, understand, accept and potentially resolve challenges faced during the journey of life.

Persuasive communication is a form of family communication. Persuasive communication is interpersonal communication that aims to influence the behavior of children or other family members in the family. Fatma Nur explained that persuasive communication with children can influence children's positive behavior as early as possible. This communication pattern will protect children from destructive things that they can encounter outside the home (Nur, 2005).

Persuasive communication within the family will be evident in the consensual type of family. A consensual type of family is a family that has a high level of conversation and conformity. Rumata's 2016 study regarding family communication stated that communication that occurs in consensual families would lead to parents making the right decisions in accordance with their family conditions. (Rumata, 2016).

Effective persuasive communication within a consensual family will form a solid family resilience. It is due to the role of parents as role models for children with the task of directing and shaping the child's personality. This process of direction and personality formation can only occur if parents have good persuasion skills towards their children. Good persuasive communication from parents will produce children's self-confidence. To make this happen, a strategy is needed so that persuasive communication carried out by parents can achieve the goal.

At the beginning of 2020, Indonesia experienced a national disaster with the emergence of the COVID-19 virus. The COVID-19 task force at the beginning of 2021 stated that there was a new cluster in the spread of COVID-19 with quite significant numbers, and that cluster was a family cluster. Data from the DKI Jakarta Provincial Health Service on February 8, 2021, stated that family clusters contributed to the most significant increase in COVID-19 cases in Jakarta, namely 4,231 cases. Families that are successful in implementing health protocols are families with good parental roles. Parents are required to be able to provide the best persuasive communication to their children so that children whose psychological conditions are vulnerable due to limitations during this pandemic are able to understand the importance of staying at home. Based on the background of this problem, this research aims to determine persuasive communication strategies in consensual families in building family resilience during the Covid 19 pandemic.

## **LITERATURE REVIEW**

### **Family Communication**

Rae Sedwig defines family communication as an organizing concept using words, gestures, and actions to create a desired image, voice intonation, and expression of feelings, followed by sharing attention (Sedgwick, 1981). Friendly explained that the definition of family communication is a form of readiness to talk openly about

things in the family, whether information is pleasant or otherwise. In this context, they are also ready to find solutions to existing problems in the family. The foundation is patience, openness, and honesty in expressing something (Friendly, 2002). Hess and Handel explain the function of family communication as "(a) managing separateness and connectedness, (b) constructing family images or metaphors, (c) constructing family themes, and (d) constructing boundaries." The primary function of family communication is to increase meaning in the family system, such as telling stories, creating family rituals, communicating rules and roles, communicating intimacy and communicating control (Handel, 1959).

### **Persuasive Communication**

Dedy Mulyana views persuasive communication as a communication process in which there is an element of effort to convince other people so that the communication partner takes action and behaves as expected by the communicator. One way is to persuade without forcing our will (Mulyana, 2005). According to Mc Guire, persuasion or changing people's attitudes and behavior through the spoken and written word, constitutes one of the more interesting uses of communication (1975:261). In the definition above, persuasive communication is defined as the aim of changing a person's behavior both in writing and speaking. Information processing theory by Mc Guire explains that there are six stages in the context of changing an individual's attitude, and each stage will become the basis for the next stage. furthermore (J, 1975):

- a. Communicate persuasive messages;
- b. The message recipient will pay attention to the message received;
- c. The recipient of the message will then try to understand the message;
- d. The recipient of the message begins to be influenced and convinced by the arguments given;
- e. The desired behavior occurs.

### **Persuasive Communication Strategy**

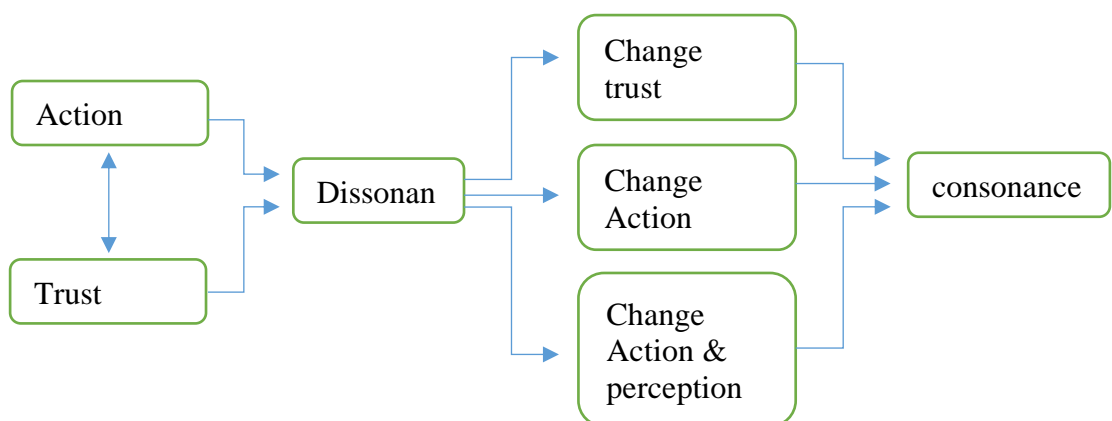
If we focus on persuasive communication strategies, the success of persuasive communication is primarily determined by the planned strategy. A persuasive communication strategy is a combination of persuasive communication planning and communication management to achieve a goal, the aim of which is none other than to influence the attitudes, opinions and behavior of the communicant. Based on this, a strategy created must describe operational tactics, such as determining who is the target of sending the message, what information (message) you want to distribute, the reason for conveying the message, the location of the message delivery, and the appropriate use of time. Things that need to be considered in implementing a persuasive communication strategy include the specification of persuasion goals, identification of target categories, formulation of communication strategies, and persuasion methods. In a persuasive communication strategy, some principles need to be given primary attention, such as the principle of identification, the principle of action, the principle of familiarity and trust, and the clarity principle. Meanwhile, several characteristics of a persuasive communication strategy can be described as follows: The message and information to be conveyed must be based

on the needs or interests of the target community. The messenger, in this case, the communicator, also acts as a mediator, trying to form positive opinions and attitudes through stimulation of the audience. Facilitate the community to play an active role in organizational activities so that changes occur regarding assessments and attitudes. If changes related to community assessments and attitudes have occurred, further development and guidance will continue to be carried out so that this participation can be well maintained (Ruslan, 2010).

### Cognitive Dissonance Theory

This theory was further introduced by Leon Festinger in 1957 and, after that, was very influential in the history of social psychology, namely Littlejohn 2009. Griffin groups cognitive dissonance theory in the sociopsychological tradition or what is usually called the sociopsychological tradition (Griffin, 2009). Grammatically, dissonance is a condition of imbalance. (the opposite of consonance, which means balanced). This dissonance or state of imbalance occurs because there are two or more elements of cognition that are incompatible or contradictory. The elements that form cognition that cause dissonance, according to Festinger, can be an accumulation of knowledge and beliefs (opinions) about the environment, as well as about oneself or human behavior. Specifically for knowledge, Brehm Cohen stated that knowledge is related to feelings, behavior and opinions. For example, knowledge related to placing objects correctly, how to get them, and whether people can trust them. If someone has a mismatch of cognitive elements, then he will be in tension, so there will be an imbalance within him (Mar'at, 1982).

**Chart 1. Cognitive Dissonance Process**



### Mary Anne Fitzpatrick's Family Relationship Schema Theory

This theory explains the types of families in the ways family members as individuals view the family itself. Therefore, Fitzpatrick and Corner called this way of thinking "relationship schema"(Fletcher, 1993). Your relationship schema basically consists of your knowledge about yourself, other people, and relationships, along with your knowledge about how to interact in relationships. Based on this, a family scheme will include the following things(Littlejohn, 2009): what we know about relationships in general, what we know about family relationships as a type of relationship, and what we know about relationships with other family members.

This research will focus on the consensual family type. In the consensual type of family, there are high levels of conformity and conversation. Consensual families are basically very eager to talk, and the family leader is one of the parents (father usually) who will have a role in decision-making. Consensual families experience an intensity in valuing open communication, and on the other hand, they also want clear parental roles and authority. Parents will usually be good listeners to other family members, especially to their children. In the decision-making process, parents will try to influence their children to agree to their decision. In influencing parents, they will not be forceful and repressive but will try to influence the child's mindset or mindset so that it is in line with what will be decided (Kantor, 1975). Parents in consensual families tend to have a relatively traditional marriage orientation. They are basically very dependent on each other and tend to have many friends. Consensual families are not too firm in conflict. They do not avoid conflict and tend to resolve it together and avoid dragging it out. Consensual families try to make time to do activities together (Fitzpatrick, 2006).

### **Family Resilience**

The initial thought about family resilience was put forward by Antonovsky in 1988, saying that stressors are part of human existence and successful coping is vital for health. Resilience is associated with salutogenesis oriented towards psychological health (Hawley, 2004). In another sense, family resilience is a combination of individual characteristics that contain basic relationship patterns and interactions between members of a family so that strong and positive relationships are formed within the family. (Patterson, 2002). Family resilience is centered on a positive perspective in seeing the family as a collective unit, from several people who interact with each other and have their strengths. Family resilience will develop by placing the family as a functional unit that becomes a resource for each family member to survive (Walsh F., 2012). In contrast to Chapman, Martinez 2003 provides an understanding of family resilience as having the following criteria and indicators: resilience in health with indicators of physical, mental and spiritual health; resilient in the economy, with job opportunity indicators; having savings, having a certain amount of assets; resilient in education, children can study at home and school, and are able to achieve education at the highest level; endure social life, social relationships, support from friends; resilience in responding to cultural differences in society, with indicators of interaction with other cultures researcher refers to Hurlock's development theory (1973) eight determinants influencing the development of a person's personality: physical, intellectual, emotional, social, aspiration and achievement, sex, educational, and the last family.

The first determinant is physical. While discussing the physical determinant, we are referring to the extent to which external factors shape an individual's character. The body impacts personality traits in both obvious and subtle ways. What people can and cannot do is directly influenced by their physical bodies. Indirect factors include a person's ideal, the opinions of others about their physical abilities and disabilities, and how the person's body is perceived compared to others' bodies. Personality is impacted when a person goes through a physical transformation since it changes how they typically respond to change. The reactions of others and the

roles the social group will allow the individual to play due to their changed appearance contribute to the impact of physical transformations.

The second determinant is intellectual. Intellectual capacity has a direct and indirect impact on a person's personality. It has an immediate effect on personality because of the kind of life adjustments that an individual makes. It indirectly impacts their personality because of the judgments that others make of them based on their intellect. It is necessary to be aware of the typical course of intellectual growth to comprehend the consequences of intellectual capacities on behavior. The capability of finding solutions to difficulties is tied to the intellectual component. The degree of the person's success in adjusting will be directly proportional to how they use their intelligence.

The third determinant is emotional. Because it influences both a person's personal and societal adjustments, emotion is a significant factor in determining their personality. The ability of a person to form emotional connections with other people and social judgments based on how well that person manages their feelings are two examples of how emotions can directly impact a person's personality. The fourth is social determinants. A person's genetic disposition does not determine whether they become social, unsocial, or antisocial. However, it is their early social experiences at home and in the broader world. These formative experiences allow the individual to learn how to interact with others and the virtual drive to do so. The extent to which a person's social group impacts the development of their personality is not only determined by how well-accepted the individual is but also by how much the individual values being well-accepted by others.

The fifth determinant is aspirations and achievement. People are evaluated at every stage of life based on how their accomplishments stack up against their contemporaries. The social group will have a favorable opinion of the individual whose accomplishments in highly valued areas are deemed outstanding in quantity and quality. Aspirations are self-focused objectives that a person establishes for themselves in the form of goals. The more their ambitions are focused on their ego and the more they connect to aspects of behaviour that are significant to them, the more significant an impact those aspirations will have on their personality. The type of goals that a person aspires to achieve is heavily impacted by a variety of factors, including a person's intelligence, sex, personal interests and values, family pressures, group expectations, cultural traditions, competition with others, prior experience, the mass media, and personal characteristics.

The sixth is the sex determinant. This factor in a person's life has both a direct and an indirect impact on the formation of their personality. The impacts of a person's sexual hormones, which affect the structure and function of the body and how a person acts, are directly responsible for the influence that sexuality has on a person's personality. The degree to which a person is interested in their sexuality is a crucial factor in determining the extent to which their sexuality will shape their personality.

The seventh determinant is the educational determinant. The environment of the house, as well as the children's interactions with their parents, has a significant role

in developing their personalities. How a student feels about going to school and college, the people who teach them, and the importance of getting an education all play a significant role in determining how much of an impact an educational establishment has on the development of a person's personality.

The final determinant is the family determinant. A person's relationship with their family is undoubtedly the most crucial component in developing that individual's personality. Everyone, regardless of age, benefits significantly from the guidance provided by their family. The amount of time that is spent in the home, the amount of control that family members have over the person's behavior, the emotionally charged relationship that a person has with their family, and the sense of security that the home environment provides are the primary contributors to the family's prominent influence.

## **METHOD**

The context in this research is the perpetrators of communication, namely parents as independent individuals who have responsibilities towards other humans (family members). The communication tradition used in this research is the sociopsychological tradition. The sociopsychological tradition will significantly influence how we think about communication actors as individuals. This research uses a qualitative approach. The paradigm used is postpositivist because, basically, humans cannot always get the truth if they are always at a distance from reality, so the interaction process is critical. The method used is a case study. This case study research uses a "single case intertwined" design (Yin, 1996). The determination of informants was carried out using non-probability sampling with a purposive sampling technique. Purposive sampling was chosen because only a few families were willing to be interviewed for safety and health reasons. Mr. S's family was selected from 3 families who were willing to be interviewed during the research process. There are two sources of the data in this research as follows:

### **1. Primary data**

This research obtained primary data from interviews conducted with six informants. Observations were also carried out to obtain supporting data.

### **2. Secondary Data**

To support the primary data, a literature study was carried out from several references.

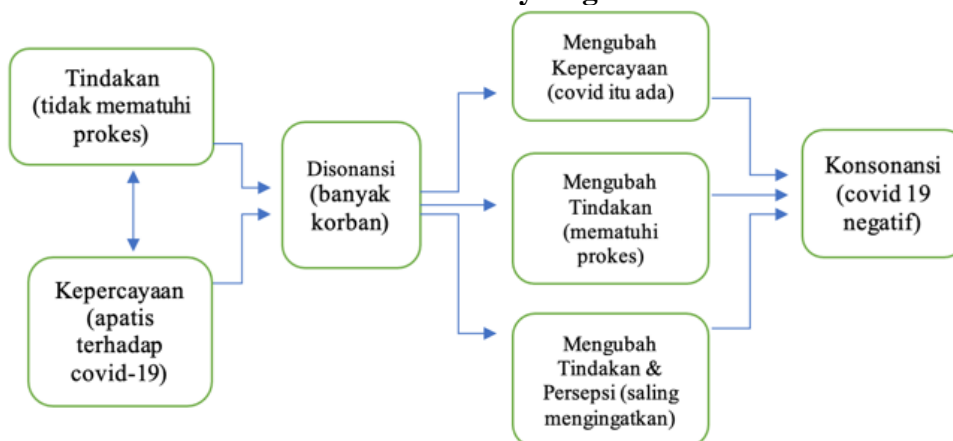
## **RESULT AND DISCUSSION**

### **Condition of Dissonance in Mr "S" Family**

Mr. S's family can be categorized as having carried out persuasive communication within the family. There is a reason why persuasive communication is used as a reference in this family. It is because their family type is consensual, namely a family with high levels of conversation and conformity so they will bond with each other. The interaction that is built is relatively high so that, in the end, the level of communication is also high. Persuasive communication within the family is used to maintain trust and dependence between family members. The head of the family

uses persuasive communication to direct his children to uphold the values of the family and society.

**Chart 1**  
**Informant Family Cognitive Dissonance**



The Covid 19 pandemic, which started in early 2020, changed the structure and function of the family. Families were forced to adjust to the current pandemic conditions, which were in stark contrast to their previous daily lives. At the beginning of the pandemic, Mr. S's family tended to ignore COVID-19 because they thought this virus was still far away and would not infect the area and his family. Most families still carried out their activities as usual even when news related to Covid 19 began to spread widely in the mass media. Not wearing masks, the intensity of washing hands and maintaining cleanliness still needs to be improved, children are still playing freely with their friends, and fathers are still working in the field.

At that time, dissonance began to occur in Mr. S, especially. It is due to Mr. S's work, which is always in the field and in contact with many people. The condition of imbalance (dissonance) in a person essentially occurs due to differences in cognitive elements. In simple terms, it is reflected in the existence of cognitive, applied, variable elements, the magnitude of the imbalance, and a person's responsibility (Hendry, 2019). Mr. S is starting to know that COVID-19 is a threat to him and his family, so as head of the family, he must be responsible for his family to avoid this virus.

It is in line with information that continues to be conveyed by the government through the COVID-19 task force, both on a national and regional scale. Mr. S's family is starting to realize the importance of protecting the family from COVID-19, namely by complying with health protocols. There is starting to be a change in belief here. He and his family believe that the COVID-19 virus exists and is dangerous. After that, supported by the home school policy for children, slowly, as the head of the family, Mr. S began to invite all family members to comply with health educators, such as going out wearing masks, staying at home if there is no urgent need, and always keeping a distance from other people. So, during the health program and several times, family members carried out tests, both SWAB and Rapid,



which showed negative results. Here changes in attitude (behavior) gradually change the response or reinforcement received by the individual (Mar'at, 1982).

### **Consensual Family in Forming Family Resilience**

Mr. S's family is a consensual type of family. The conversation units and agreement from the interview results are pretty high. This family has quite a strong dependence on each other because the intensity of their interaction is relatively high. Mr. S's family tends to be of the consensual type because each parent continues to carry out and maintain the traditional form of marriage. So, they tend to be conservative in maintaining their values. The average economic level of the family in question is also a factor that strengthens this family to be consensual. It is because each family member becomes dependent on the other, understands each other, comprehends and helps each other to achieve family goals. The family goals that have not been achieved in the end become the main reason for the family's solidarity to achieve them together.

The condition of Mr. S's children during the COVID-19 pandemic was that their mental condition tended to be more disturbed. Children's stress levels increase as teaching and learning take place from home. It is because the media used for online schools (PJJ) needs to allow them to understand the lessons well. Plus, the assignments that teachers tend to give a lot. Children have to struggle on their own to understand the lessons and fulfil all the tasks given. They have no place to ask if there are things related to the lesson that they do not understand. Plus, they must stay in the house to do group work with their school friends.

Another characteristic of strong family resilience is ownership of assets. However, it cannot be denied that the family's external conditions greatly influence asset ownership or maintaining assets. Let us say the current pandemic conditions. Consideration of asset ownership should arise and be maintained throughout the family's existence because the concept of assets itself is savings that can be used at any time by the family, especially when conditions are urgent. (Kalil, 2003). Asset ownership is considered to be a solution to meeting current needs. In other words, the assets are used by Mr "S" to survive the difficult economic conditions faced by the family.

Education is one of the family needs that must be met by the head of the family. A family that allows all family members to become educated individuals will have a view and vision for the future of the family. This vision will make the family a facilitator and life tutor for family members in achieving success in the future (Black, 2008).

In Indonesia, especially in Jakarta, education is borne by the state and provincial governments. Even if children attend private schools, there are KIP (Smart et al.) facilities for students from low-income families. However, the need for education is not only sufficient at school; children need additional supplements to help them complete their educational needs. One of them is tutoring or study guidance.

However, tutoring and study guidance for some families is a tertiary need. For Mr. S's family, tutoring is a tertiary need that must be fought.

Every individual in the family will definitely socialize with other individuals outside the family. It is a form of maintaining individual existence in the social environment. This social interaction, under certain conditions, can also strengthen family members. Social interaction will form collective care, and collective care will indirectly protect the family from external threats (Martinez, C, 2003). From the context of family resilience, on the contrary, limiting socialization in the midst of a pandemic is to strengthen the resilience of the family itself. Even though it feels difficult, socialization must be limited to keep all family members safe.

When family members socialize with other individuals, they will inevitably interact with other cultures. Each individual must face these cultural differences with two consequences. Firstly, another individual's culture will strengthen the individual's character, or secondly, it may damage the individual. Mawarpury, in his dissertation, stated that in social interactions, we will clearly meet other cultures that are different from our culture. In this case, acculturation and even cultural friction may occur. It will depend on how strong the values the individual brings to face other individuals with different cultures (Mawarpury, 2017). In this case, Mr. S's children still interact with friends from different cultures, but they can still protect themselves from destructive interactions.

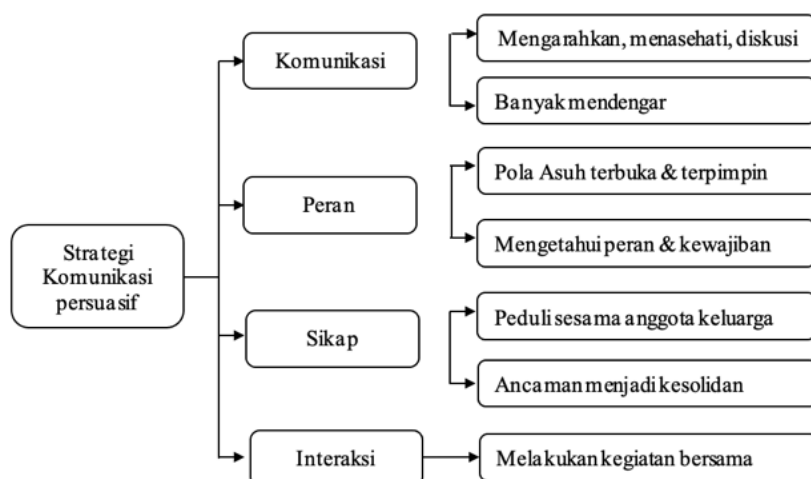
The resilience of Mr. "S"'s family during the pandemic can be said to be quite good. Even though they are in a state of concern due to the COVID-19 pandemic, this family can still carry out their obligations as members of their respective families. The COVID-19 pandemic has become a real threat to this family over the past year. All family members are required to be able to adapt and carry out their daily lives side by side with this pandemic. Many things have changed in the family during this year, especially economically and socially. Economic demands, which are limited by pandemic conditions, are increasingly making daily life difficult for this family to face.

However, behind it all, with this pandemic, the family's resilience is being tested. Furthermore, from the data obtained, this family is actually becoming more solid in facing conditions during this pandemic. All family members work together so that they can live as everyday life as possible, like before the pandemic occurred. With the demand to comply with health protocols, inevitably, the intensity of interaction becomes higher at home. Mr. S's family used this condition to strengthen interaction and communication between all family members. One indication that this family has had good family resilience during the pandemic is that none of them has been infected with the Covid-19 virus.

## **Persuasive Communication Strategies in Consensual Families in Building Family Resilience**

### **Chart 2**

#### **Mr S's Persuasive Communication Strategy**



### 1. Persuasive Communication in Communication Aspects

Based on the data obtained and planning communication strategies for Mr. S.'s family, we can determine the steps to be taken to maintain the family's solidity. Mr. S.'s family has basically carried out persuasive communication in his family. The form of communication commonly used is providing direction, inviting discussion, and giving advice. Both the father and mother can implement this. For routine matters, relationships with neighbors, children's friends, and children's activities, whether playing or reciting the Koran, school mothers usually play an essential role in providing direction and advice to children. The directions given are usually related to things that children need help understanding, and advice is usually given if children make mistakes. Mothers also usually hold discussions with their children to determine choices that involve all family members, such as food menus, choices to buy children's clothes or equipment and family needs. In this case, the father plays a role in carrying out this function (directing and advising) in a more enormous (essential) scope, such as if the child has done too much wrong and the mother's advice needs to be heeded. So, the father takes a role here to advise with a higher emotional intensity than the mother. Regarding discussions, fathers do this more often to mothers because the mother has already discussed it with the children.

Efforts to listen to the child's wishes or complaints are also part of the effort to maintain good communication so that one day if persuasive communication in a direction effort must be carried out, family members can accept and carry out these instructions because they feel that many of their wishes have been heard. Both fathers and mothers basically really like it if their children want to tell them about anything. However, in terms of the intensity of interaction, mothers have more time to listen to stories from children. On the other hand, fathers have limitations in this regard because fathers work and often come home at night. To keep up to date with the children's development, the father will usually ask the mother to tell him what happens at home while the father is not there (working) so that the father remains aware of the children's development and the things they are experiencing.

### 2. Persuasive Communication in Role Aspects

Parenting style is an important thing in the family, and the parenting style that has been implemented so far is the key to success in maintaining the resilience of Mr. "S's" family. Parents who are democratic, firm, and responsible will make other family members feel comfortable and protected. An open parenting style means that parents provide opportunities for children to make friends with anyone, do any activity, and make any choices as long as they are responsible and do not deviate from the norms that have been maintained in the family. In terms of education, for example, fathers and mothers free their children to take any major, even if possible, they can go to a state school. Dad gives more input regarding the majors that should be taken to suit current work needs. Mothers give their children more freedom to choose majors that make them comfortable and not burdened. In guided parenting, this very often happens when the family has to decide something related to the interests of all family members. If there is no father, and a decision must be made, usually the mother decides by first contacting the father as best she can (via chat). On the other hand, when the father makes a decision, it is usually discussed first with the mother the day before.

Furthermore, all family members need to know their respective roles and obligations in the family. The father is the head of the family, earning a living. The challenges faced during this pandemic mean that the head of the family must make more efforts to meet the family's needs in these difficult times. So, efforts to find additional income will significantly influence the intensity of father interactions within the family. As the head of the family, the father will be fully responsible for the family regarding external matters such as health needs, education, as well as matters that are crucial to be resolved. Mothers are responsible for household needs and children's routines. In this family, the mother can also make the primary decisions regarding the child's daily matters. It is done as a form of sharing roles between father and mother. However, every decision made by the mother must be informed to the father, too, as well as children who carry out their duties and roles as children in the family, such as helping parents, providing input, and helping fellow siblings.

### **3. Persuasive Communication in the Attitude Aspect**

When families receive threats from outside, they need mutual care and understanding towards each other. It is so that fellow family members who are struggling and trying for their family feel supported by all family members. Support does not have to be material or efforts to replace the role of family members, for example, a mother who has to work to support the family economy. However, support can also take the form of not demanding too much, especially regarding material things. So, if this attitude of caring and mutual understanding is well maintained within the family, it will have an impact on family solidarity in facing external threats.

A change in attitude, which is an indicator of achieving the goal of persuasive communication, is a form of persuader's efforts so that the persuadee wants to believe and follow what is directed. Family members who provide support to each other are an accumulation of attitudes because persuasive messages have been

embedded from persuaders (in this case, the parents). Being able to provide support can only be created with the willingness of the individual to participate in feeling what other people feel. Achieving this willingness to act definitely requires massive (continuous) persuasive efforts at the beginning of its formation.

#### **4. Persuasive Communication in the Interaction Aspect**

Good communication can be created if there is high interaction; therefore, always making time to do activities together is the key to successful communication within the family because a family is a collection of individuals who build interactions and ultimately create relationships. This interaction is built through communication. The achievement of a family is a collective achievement, so the success of a family in achieving something is the success of the family members within it. On the other hand, the achievement of something by one of the family members is the success of the family in leading that individual to achieve an achievement.

A solid and resilient family is the result of good cooperation between family members. Cooperation in achieving something, cooperation in avoiding threats, and cooperation to maintain stable and harmonious conditions. This collaboration clearly must be carried out through intensive interaction and communication. The level of intensity of this interaction will significantly influence the quality of family solidarity and resilience. The higher the interaction, the stronger the solidarity and resilience will be, and conversely, the lower the interaction intensity, the family solidarity and resilience will be considered weak. It will become increasingly clear if the family is facing threats. If they walk alone to face threats (in their own ways) then it will be very easy for these threats to attack them. On the other hand, if all family members face this threat together, then they can face and overcome this threat stronger, more prepared and more solid to survive.

Parents, both fathers and mothers, must initiate and provide examples of what interaction patterns will be used in the family. All approaches taken to create an interaction (with the child) must be based on the child's condition. Even though children's conditions are very diverse (characteristics, attitudes, behavior), parents must be able to find a middle ground so that all the interests of family members (especially children) are met without distinction. In the beginning, it takes work. However, because families are maintained through experience, over time, the family will find the best formula to apply to their family to create good, healthy interactions and have solid resilience.

#### **CONCLUSION**

Based on the data obtained, it can be concluded that Mr. S's family is of the consensual type because it has high levels of conformity and conversation. By focusing on the consensual family type and implementing persuasive communication, Mr. S's solid family resilience was formed. It is characterized by the physical condition of family members being said to be healthy and having never been infected with Covid-19. Based on the results and analysis regarding Mr. S's consensual family type, the persuasive communication that was built, and the

family resilience that was created. So, the ideal persuasive communication strategy for Mr. S's family was formulated as follows. Firstly, in terms of communication, to maintain the persuasive communication pattern, which has been carried out using the pattern of directing, advising and discussing. Try to listen more to the wishes of each family member. In terms of role, they must maintain and maintain their roles and obligations as part of the family. Apart from that, it is also necessary to maintain the implementation of parenting patterns in the form of openness and a leadership role in the family. In terms of attitude, maintaining an attitude of caring and mutual understanding between family members is very important to maintain family integrity and make external threats a form of maintaining family solidarity. Moreover, in terms of interaction, as much as possible, make time for fellow family members to do activities together. It is essential, considering that the intensity of face-to-face meetings will greatly influence the quality of communication between family members.

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