

ABSTRAK

Tingginya angka persentase tingkat pendidikan masyarakat Kalimantan Tengah yang belum menamatkan Sekolah Dasar (SD) sebesar 23,60%, menimbulkan kekhawatiran bagi Pemerintah Kalimantan Tengah, kemudahan masyarakat mendapatkan layanan pendidikan menjadi tolok ukur tingkat keberhasilan Pemerintah Kalimantan Tengah dalam memberantas buta aksara melalui program Kalteng Harati dengan mendirikan Huma Harati.

Penelitian ini bertujuan untuk mengetahui efektivitas *Facebook* Huma Harati sebagai media promosi bagi Huma Harati Kalteng menggunakan metode *EPIC (Empathy, Persuasion, Impact, and Communication)* dan untuk menganalisis kuesioner digunakan metode PLS . Variabel penelitian terdiri dari 6 (enam) yaitu Kunjungan di Facebook Huma Harati, *Empathy, Persuasion, Impact, Communication* dan Kunjungan di Huma Harati.

Hasil Penelitian diperoleh hipotesis yang signifikan adalah Kunjungan di *facebook* Huma Harati berpengaruh terhadap *Empathy, Persuasion dan Impact*, sedangkan yang tidak signifikan adalah Kunjungan di *facebook* Huma Harati terhadap *Comunication, Persuasion dan Impact* terhadap Kunjungan di Huma Harati, nilai *EPICrate* 3,978 hal ini menunjukkan bahwa *facebook* Huma Harati cukup efektif sebagai media promosi.

Kata Kunci: Empati, Persuasi, Dampak dan komunikasi.

ABSTRACT

The high number of percentage level of public education in Central Kalimantan which have not completed elementary school, i.e. of 23.60%, raises the the Government of Central Kalimantan concern, the ease of obtain educational services strongly support the achievements of the Central Kalimantan Government in combating illiteracy Through Kalteng Harati programs by establishing Huma Harati.

This study aims to determine the effectiveness of Huma Harati Facebook as a promotional medium that uses the EPIC (Empathy, persuasion, Impact, Communication) methods. To analyze the questionnaires used PLS method. The research variabes consisted of six (6) ie Visition in Huma Harati Facebook, Empathy, Persuasion, Impact, Communication and Visit in Huma Harati.

The significant hypothesis results are the visitation to Huma Harati facebook effect on Empathy, Persuasion and Impact, where Communication is not significant to Huma Harati facebook page visitation. The value of Persuasion and Impact of the visitation in Huma Harati in EPIC rate is 3,978 indicates that Huma Harati facebook is quite effective as a promotional media.

Keywords: Empathy, Persuasion, Impact and Communication