

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pendekatan komunikasi persuasif yang diterapkan oleh Pemerintah Kota Padang dalam kebijakan relokasi pedagang kaki lima (PKL) di Kawasan Pasar Raya Padang pada periode 2024-2025. Menggunakan metode kualitatif deskriptif, penelitian ini mengevaluasi pendekatan komunikasi melalui tiga pilar utama retorika Aristoteles: *ethos*, *logos*, dan *pathos*. Hasil penelitian menunjukkan bahwa pemerintah membangun *ethos* dengan melibatkan tokoh masyarakat dan data kredibel dari Dinas Perdagangan untuk meningkatkan kepercayaan publik. Pendekatan *logos* dilakukan melalui argumen logis berbasis data ekonomi dan penyediaan fasilitas modern di Pasar Raya Fase VII untuk meminimalisir kerugian pedagang. Sementara itu, aspek *pathos* disentuh melalui narasi emosional dan dialog empatik guna meredakan kekhawatiran pedagang terhadap keberlangsungan mata pencaharian mereka. Meskipun telah dilakukan pendekatan persuasif, tantangan berupa resistensi budaya dan kekhawatiran ekonomi masih menjadi hambatan dalam implementasi kebijakan ini.

**Kata Kunci:** komunikasi persuasif, relokasi PKL, *ethos logos pathos*, Pasar Raya Padang, kebijakan publik, studi kualitatif.

## **ABSTRACT**

*This study aims to describe the persuasive communication approach of the Padang City Government in the relocation policy of Street Vendors (PKL) in the Pasar Raya Padang area during 2024-2025. The policy was driven by the need for the revitalization of the Phase VII building to address urban clutter and congestion in the city center. Using a qualitative method, this research finds that the government implemented three elements of persuasive communication—ethos, logos, and pathos—through cross-sectoral coordination and intensive dialogue with merchant associations. The results show that administratively, the relocation was 100% successful in clearing roadsides and sidewalks. However, the main obstacles identified were the decline in merchant turnover post-relocation and psychological resistance due to changes in trading locations perceived as less strategic by some vendors. The study concludes by emphasizing the need for more aggressive promotional strategies for the relocation area to ensure the economic sustainability of the merchants.*

**Keywords:** *persuasive communication, street vendor relocation, ethos logos pathos, Padang Supermarket, Phase VII, public policy, qualitative study.*