

ABSTRACT

Educational awareness is the state of a person realizing about the value of educational efforts. Educational awareness arises from all parties that encourage awareness such as government, community awareness of prosperity, parents and spirituality. A weak economy societies have low educational awareness, they think more about the needs of life than educational needs. The Foster Child Scholarship Program is a program of the Sauyunan Blessing Foundation. It purposes to provide educational awareness for low economic communities (duafa). This study purposes to explain and understand how the persuasive communication approachment taken by the foundation to socialize educational awareness for children and poor families, and to give understanding whether there are persuasive communication barriers during the socialization. This research was conducted by using a qualitative method of case study approachment and using the concept by Yukl, namely IBQ (Influence Behavior Questionnaire) which is in the research found there were seven techniques approachment consist of rational persuasion, consultation tactics, ingratiation tactics, personal appeals tactics, exchange tactics, coalition tactics and legitimizing tactics. On obstacle's research, the researchers used the concepts of Hick and Gullet and the researcher also found obstacles of dogmatism (behavioral factors) and also got obstacles from outside the foundation.

Keywords: *Education Awareness, Persuasive Communication, Society, Socializing*