

**ABSTRAK****PESAN PERSUASIF MENGENAI KESADARAN KESEHATAN JIWA  
(ANALISIS ISI BUKU *LOVING THE WOUNDED SOUL* OLEH REGIS  
MACHDY)****Oleh****SHAFIRA RAMADHANI**

Masyarakat Indonesia belum menyadari pentingnya kesehatan jiwa, tidak sebaik kesadaran mereka akan kesehatan fisik. Hal tersebut menimbulkan stigma terhadap penderita gangguan jiwa, salah satunya adalah gangguan jiwa depresi. Buku *Loving The Wounded Soul* merupakan media massa yang digunakan sebagai alat sosialisasi untuk meningkatkan kesadaran masyarakat akan kesehatan jiwa. Penelitian ini bertujuan untuk menemukan frekuensi pesan persuasif yang digunakan penulis dalam buku *Loving The Wounded Soul*. Metode analisis isi digunakan untuk menganalisis 123 bagian bab buku *Loving The Wounded Soul* berdasarkan teori segitiga retorika Aristoteles; *logos* (*logical argument*), *ethos* (*argument based on credibility*), dan *pathos* (*psychological/emotional argument*). Hasil penelitian menunjukkan buku *Loving The Wounded Soul* menggunakan pendekatan persuasif *logos* sebanyak 75%, *ethos* 15%, dan *pathos* sebanyak 10%.

**Kata Kunci:** Kesehatan mental, analisis isi, pesan persuasif, buku.

**ABSTRACT*****PERSUASIVE MESSAGES ABOUT MENTAL HEALTH AWARENESS  
(CONTENT ANALYSIS OF THE BOOK LOVING THE WOUNDED SOUL  
BY REGIS MACHDY)******By*****SHAFIRA RAMADHANI**

*Indonesian people do not aware the importance of mental health, not as well as their awareness of physical health. This creates a stigma against people with mental disorders, such as depression. Loving The Wounded Soul is a book that has been used to socialize the importance of mental health awareness. This study aims to find the frequency of persuasive messages that had been used by the author in Loving The Wounded Soul. The content analysis method was used to analyze 123 chapters of the book based on Aristotle's rhetorical triangle theory; logos (logical argument), ethos (argument based on credibility), and pathos (psychological/emotional argument). The results show that Loving The Wounded Soul use logos persuasive messages with percentage of 75%, ethos persuasive messages with percentage of 15%, and pathos persuasive messages with percentage of 10%.*

***Keywords:*** *Mental Health, Content Analysis, Persuasive Messages, book.*