

Persuasive Communication Of The Ruang Pangan Community In Food Rescue Programs

Rosa Destriani¹, Hanindyalaila Pienrasmi², Noning Verawati³

^{1,2,3} Communication Studies Program, Faculty of Social and Political Science,
Bandar Lampung University, Indonesia
Email : rosadestri15@gmail.com

ABSTRACT

Food waste has become a serious environmental and social issue in Indonesia, encouraging the emergence of community-based initiatives focused on food rescue. This study was conducted to examine how persuasive communication is implemented by the Ruang Pangan community in the Food rescue program to build awareness and understanding among partners and beneficiaries. The research employed a qualitative descriptive approach. Data were collected through in-depth interviews with key informants, including founders, campaign teams, partners, and beneficiaries, as well as observation and documentation. The findings show that persuasive communication in the Food rescue program is carried out through a gradual and contextual process that emphasizes clarity of messages, audience-oriented language, and direct interaction. Communication with partners focuses on introducing the program's concept, work mechanism, and social benefits, supported by the use of social media as an initial communication medium and followed by direct meetings to strengthen understanding and trust. Meanwhile, communication with beneficiaries is conducted through face-to-face interaction accompanied by simple educational messages that explain the purpose of food rescue, the origin of surplus food, and its environmental impact. As a result, beneficiaries do not merely receive food assistance but also gain awareness of the value of food and the importance of reducing food waste. Overall, the study concludes that persuasive communication plays a significant role in shaping shared understanding and meaningful participation in community-based food rescue initiatives, contributing to the development of communication studies in the context of social and environmental campaigns.

Keywords: Persuasive Communication, Food Rescue, Ruang Pangan, Food Waste.

I. INTRODUCTION

The issue of food waste, commonly referred to as food loss, has become one of the largest contributors to the composition of waste generation in Lampung Province. This condition not only causes environmental problems due to the increasing volume of organic waste, but also has social implications, considering that the discarded food could actually be utilized to support communities in need.

Amid the growing problem of food waste, various local initiatives have emerged to reduce food waste and redistribute it to those in need. Lampung has its first food bank, namely Ruang Pangan, a community founded in September 2020 that focuses on food waste management and the distribution of surplus food that is still suitable for consumption through the Food Rescue program.

The implementation of Food Rescue does not only require operational coordination, but also effective communication. The Ruang Pangan community must be able to establish relationships with two main target groups, namely food partners as food providers and beneficiaries as recipients of assistance, by using a persuasive communication approach to build trust, raise awareness, and ensure the sustainability of cooperation.

Theoretically, studies on persuasive communication are mostly found in the contexts of politics, marketing, health campaigns, and social marketing. However, studies on persuasive communication in the context of food rescue remain very limited. This condition indicates an important academic gap that needs to be addressed, so that research on persuasive communication in the Food Rescue program can contribute new insights to the development of communication studies, particularly in the field of community-based social communication.

II. LITERATURE REVIEW

A. Persuasive Communication

According to Widjaja in Ngalimun (2022), persuasive communication originates from the word persuasion, which is derived from the Latin word *persuasio*, with the verb to persuade meaning to coax, persuade, or convince others to accept a particular idea or appeal. Bettinghaus in Hendri (2019) explains that persuasive communication should be based on an individual's intention to change behavior, which is carried out through a continuous process of message delivery. This view is reinforced by DeVito in Harianto (2022), who defines persuasive communication as a process aimed at influencing the beliefs, values, and behaviors of others.

B. Food Communication

Food Communication is closely related to nutritional intervention efforts aimed at increasing public knowledge and influencing food consumption behavior for better health (Hadi, 2022). Food communication serves various purposes, including building trust and consensus, creating awareness, providing education, influencing perceptions, attitudes, and beliefs, as well as promoting action and changing consumer behavior (Felicetti et al., 2023).

C. Ruang Pangan and the Food Rescue Program

Ruang Pangan is a social community that focuses on food security, particularly in food waste management and the distribution of surplus food that is still suitable for consumption. One of the main programs implemented and also the focus of this research is the Food Rescue program. This program involves collecting surplus food from food partners by inviting various stakeholders in the food sector to collaborate in food rescue efforts and distribute the food to beneficiaries.

III. RESEARCH METHODOLOGY

In this study, the researcher employed a qualitative method with a descriptive approach to obtain an in-depth understanding of the research phenomenon. The study was conducted at Jl. Tj. No.15, Rw. Laut, Tanjung Karang Timur District, Bandar Lampung City. The research was carried out over a period of eight months, from May 2025 to January 2026.

A. Informants

Informants were selected using purposive sampling: one community leader (key informant), six active online loan users (main informants), and one supporting informant affected by the lending practices.

B. Data Collection Techniques

Data were collected through observation, in-depth interviews, and documentation. The validity of the data was ensured through source and method triangulation.

C. Data Analysis

Data analysis followed the interactive model of Miles and Huberman (1994): data reduction, data display, and conclusion drawing.

IV. RESULT AND DISCUSSION

A. Persuasive Communication of Ruang Pangan in the Food Rescue Program

The form of persuasive communication observed in the implementation of the Food Rescue program tends to be carried out through interpersonal communication and group communication. Ruang Pangan relies heavily on direct communication, including face-to-face meetings, field visits, and interactions during food collection and distribution activities. The persuasive communication process in the Food Rescue program begins with the message planning stage. At this stage, Ruang Pangan formulates clear communication objectives, namely to raise awareness about food waste issues and encourage active involvement from all relevant parties.

In practice, the persuasive communication carried out by Ruang Pangan is adjusted to the characteristics of the communication targets. For beneficiaries, messages are delivered by considering the social and cultural background of the audience to ensure they are easily understood and relevant to daily life. Message delivery is conducted directly through face-to-face interaction, allowing two-way dialogue and deeper understanding. Meanwhile, for food partners, the persuasive communication process is carried out by building shared understanding and confidence regarding the Food Rescue concept. Ruang Pangan explains the program's objectives, activity flow, and social impacts openly and communicatively. This process helps partners perceive the Food Rescue activities as a form of social concern with meaningful value, rather than merely surplus food distribution.

B. Persuasive Communication of Ruang Pangan toward Food Partners in the Food Rescue Program

In the context of this study, persuasive communication is understood as a process of message delivery aimed at voluntarily influencing the attitudes and responses of food partners. This communication goes beyond the transmission of technical information and encompasses efforts to build trust, a sense of involvement, and shared perspectives on the importance of food rescue. Through this approach, food partners are positioned as integral contributors to a collective effort in preventing

food waste and redistributing food to communities in need. The research findings indicate that persuasive communication with food partners takes place through various interrelated forms of interaction.

1. Communication Process between Ruang Pangan and Food Partners

Based on the research findings, communication does not occur instantly, but begins with efforts to build initial recognition and understanding of Ruang Pangan as an organization engaged in food rescue. At this stage, communication is directed toward introducing the organization's identity and the objectives of the Food Rescue program.

2. Delivery of Persuasive Messages to Food Partners

The delivery of persuasive messages to food partners by Ruang Pangan emphasizes a comprehensive understanding of food rescue and the strategic position of partners. Messages are not conveyed in a general or uniform manner, but are tailored to the characteristics and type of each partner's business, particularly in relation to the potential surplus food generated from their operational activities. Through this approach, partners are encouraged to view surplus food not merely as production leftovers, but as resources that can still be utilized and managed responsibly.

3. Media Used in Communication with Food Partners

Based on the research findings, communication with partners does not rely on a single medium, but combines direct or face-to-face communication with supporting media as tools to reinforce messages and build trust. The selection of media is adjusted to the characteristics of partners, the level of formality of the collaboration, and the need for information to be conveyed clearly and accountably.

C. Persuasive Communication of the Ruang Pangan Community toward Beneficiaries in the Food Rescue Program

In the context of this study, persuasive communication directed toward beneficiaries is understood as a process of message delivery aimed at voluntarily influencing attitudes and understanding. The messages conveyed include explanations regarding the origin of the food, its suitability for consumption, and the environmental impacts of food waste. By using simple language and examples closely related to everyday life, Ruang Pangan seeks to ensure that the messages are easily understood and accepted by beneficiaries.

1. Communication Process between Ruang Pangan and Beneficiaries

Based on the research findings, communication with beneficiaries does not only occur during food distribution, but begins from the moment the team arrives at the activity location. At this stage, communication is directed toward introducing Ruang

Pangan, explaining the objectives of the activity, and providing initial understanding that the distributed food is surplus food that is still suitable for consumption.

2. Delivery of Persuasive Messages to Beneficiaries

The messages delivered do not only function as information about food distribution activities, but also contain educational values and moral appeals to encourage greater appreciation of food. In this context, persuasive messages are designed to influence the perspectives, attitudes, and behaviors of beneficiaries toward food waste practices. The content of the persuasive messages delivered by Ruang Pangan is prepared contextually by adjusting to the social conditions and backgrounds of beneficiaries.

3. Media Used in Communication with Beneficiaries

Based on the research findings, the media used in communication with beneficiaries is direct or face-to-face communication. This direct communication is conducted through in-person meetings between the Ruang Pangan team and beneficiaries at activity locations, such as orphanages or public spaces. Through this medium, messages are delivered orally and without intermediaries, allowing direct interaction between both parties.

V. CONCLUSION

Based on the research findings, it can be concluded that the persuasive communication of the Ruang Pangan community in the Food Rescue program plays an important role in building understanding and awareness among both partners and beneficiaries regarding surplus food issues. The communication process is carried out through the delivery of clear, easily understood messages that are tailored to the characteristics of the target audience, enabling the objectives and meaning of the program to be well received.

For food partners, persuasive communication focuses on explaining the concept, operational mechanisms, and benefits of the Food Rescue program. The communication process takes place gradually through the use of social media, digital communication, and direct meetings, which help build understanding, trust, and partners' willingness to engage in food rescue collaboration.

Meanwhile, persuasive communication toward beneficiaries is conducted through direct interaction in the field using an educational approach. Message delivery does not only focus on food distribution, but also on fostering understanding of the values, objectives, and environmental impacts of Food Rescue activities. Thus, beneficiaries are not only positioned as recipients of assistance, but also gain an understanding of the meaning of food rescue activities carried out by Ruang Pangan.

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