

This high level of
cognitive involvement
with

Psychology



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This study uses the Model Elaboration Likelihood (ELM) developed by two Social Psychologists Richard E Petty and John T.

Cacioppo expert from Ohio State University US, in 1980. Based on this model, there are two types of processes namely Central and Peripheral. Both processes are effective to persuade the audience to change attitudes and behaviors, but they occur in two different contexts or situations. The Central process occurs when individuals are at a high level of cognitive involvement with high thinking and knowledge about an issue. Peripheral processes occur when individuals are at a low level of cognitive involvement, a high degree of affective involvement and accompanied by a lack of level of thinking and knowledge. Booth-Butterfield and Welbourne (2002) state that in the central process, individuals usually have high levels of knowledge, motivation and interest in issues. For example, when a person has high information on an issue it is an impulse for the individual to judge in detail the message received is also high.

This process is categorized as a central process. When the individual has little information about the issue and is less interested in the issue, the level of motivation to deeply assess the receiving message is decreasing. The process of persuading is categorized as a peripheral process.

While according to Bryant and Oliver (2009), a central process occurs when a memorial message involves a very close or important issue to the recipient of the message. When the issue is important to the recipient of the message, the individual will act with attention in evaluating the information obtained. In addition, the individual will think repeatedly about the messages received.

The peripheral process occurs when the issue being addressed is not important to the person receiving the message. Hence, indirectly, the individual is less attentive to think of a received message.

Itself influenced by secondary factors, such as source credibility, visual appeal, presentation, and incentives like food, sex, and humor. Attitudes formed or reinforced this way are thought to be less continuing, subject to change through counter-arguments, and in need of continual reinforcement.