***ABSTRACT***

*This research entitled “****PERSUASION THE FUNCTION OF COMMUNICATION MOTHER IN SHAPING BEHAVIOR SERVE CHILDREN****”. Communication persuasion mother against children the weakening can affect the motivation to study of worship children and can affect behavior serve children. Hence, the role of communication persuasion done by you so important, to can form behavior serve children.*

*The purpose of safety this research to know that the function communication persuasion mother in form behavior serve children, know barriers whatever experienced mother especially as communicating persuasion to one, efforts mother in convey a message appeal (solicitation to children based on purport mother over worship), and response children the handling of worship (prayer fardhu) in a message appeal (solicitation is mother, and the implement worship consistently over his own).*

*The methodology used is the methodology descriptive analysis, while turnaround technique is a study literature, observation, interview, and the distribution of the survey. In this study, researchers used sample probability, while sample techniques used is sampling saturated or a total of with the number of respondents not too much, namely 37 students. Engineering the determination of this sample withdrawn after all members of the population used as samples.*

*Based on the results of research, we can conclude that the function of communication persuasion mother in shaping behavior may serve children basically already going well. However, there are some things to do is at the time of persuasion do communication with child. This shows the necessity of increasing quality komunikas and the message delivered to a child, in order to form the behavior serve children.*

*Suggestions that can be given researchers, the mother should be more intense in communicate with the with regard to the situation and condition , that communication a persuasion mother did against children do not get many obstacles and communicative. The need to give rewards (return) lord , challenging, or motivate. Rewards this we give in recognition of willingness and ability. Rewards this is unnecessary of material, a sincere or expression can give him a also includes rewards. Does not mean that rewards it is always rendered because it could also have a negative impact on the independence.*