ABSTRACT

ATTRACTIVENESS CONTENTS RUBIK MOTIVATION INTERNAL BULLETIN KSG (KRAKATAU STEEL GROUP) IN MOTIVATING EMPLOYEES PT.KRAKATAU STEEL (PERSERO) TBK.

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This research under guidance,
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This research intent to know attractiveness contents rubik motivation internal bulletin KSG (Krakatau Steel Group) in motivating employees PT.Krakatau Steel (Persero) Tbk. The purpose of this study namely to find out attractiveness rational, attractiveness emotional , and attractiveness moral of the internal bulletin KSG (Krakatau Steel Group).

This observational type is qualitative. Meanwhile research method that is utilized is descriptive method. Largely data is gathered through interview and observation and backed up by study literature. Informant that is gotten as much five person, two person of the key informant that is managing editor and deputy chief editor and three other is employees PT.Krakatau Steel (Persero) Tbk. After been done interview, researcher does analyze of every question that proposed by ala descriptive to terminological observation and interview for internal bulletin KSG (Krakatau Steel Group) has attractiveness.

Observational result that on internal bulletin KSG (Krakatau Steel Group) have rational affinity, informant gives that statement internal bulletin KSG (Krakatau Steel Group) had given the usability for the reader internal bulletin. Internal bulletin KSG (Krakatau Steel Group) affinity emotional proven capable of providing to the reader to employees. Internal bulletin KSG (Krakatau Steel Group) able to influence the employees to be motivated. The appeal of moral already exist in the internal bulletin sometimes writing about motivation is that the reader of employees.

The conclusion of this study was to internal bulletin KSG (Krakatau Steel Group) has a rational and emotional appeal because it has been able to attract the attention, have an interest, also motivating the reader. The attraction in this moral internal bulletin KSG (Krakatau Steel Group) have a moral appeal in writing news which sometimes touches the hearts of his readers.

Suggestions for editorial KSG (Krakatau Steel Group) as responsible for the internal bulletin KSG (Krakatau Steel Group) of motivation on the rubik interesting motivation, good, it is easy to understand. so that internal bulletin KSG (Krakatau Steel Group) would be read by employees.

keyword : Attractiveness, Bulletin, Motivation