ABSTRACT

APPEAL OF INTRODUCTORY TRAIN PROGRAM BY PUBLIC RELATIONS* PT. KERETA API (PERSERO) DAOP 2 BANDUNG *TOWARD COMPANY IMAGE ON THE PARTICIPANTS.

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The aim of this research is to know *Appeal of Introductory Train program toward company image on the participant. To answer that problem, researcher use indicator of rational appeal, emotional appeal and moral appeal to measure of appeal variable. While to measure the image variable using indicators cognition, perception, motivation, and attitude.*

Research type is *quantitative . Method used on this research is survey method with the analyze correlation technique. The data collecting are interview, spreading questioner, book study and internet searching. Population (N) of this research are participant of INTRODUCTORY TRAIN PROGRAM total population 914 participants. The sampling technique is Stratified Random Sampling with total sample (n) are 90 people. The data analyze using data selection, validity test, data reliable, data classification, coding sheet, data tabulation, data analyze with SPPS 13.0 method and processed by using likert scale.*

Result of research *shown that connection between rational appeal and company image is equal to 0,599 meaningful. Emotional appeal and Image is equal to 0.436 meaningful. Moral and Image is equal to 0.416 meaningful. Appeal and cognition is equal to 0.588 meaningful. Appeal and perception is equal to 0.582 meaningful. Appeal and motivation is equal 0.626 meaningful. Appeal and attitude is equal to 0.626 meaningful.*

Conclusion of this research *shown connection between Appeal of Introductory Train program toward company image on the participants is equal to 0.672. H1 accepted and HO refused.*

Researched suggested *that Public Relations of* PT. Kereta Api (Persero) Daop 2 Bandung *shows the documentation of the railways to participants of the activities of short duration film to further enhance knowledge of participants.*