ABSTRACT

THE ATTRACTION OF SALES PROMOTION GIRL COMMUNICATION COSMETICS POND'S IN PLAZA BANDUNG ENDORSE THE MARKET'S BUYERS

By:
Mulqy Munawar Firdaus
NIM 41805088

This thesis under the guidance,
Drs. Manap Solihat M.Si.

This study aims to determine " The Attraction Sales Promotion Girl Communication Cosmetics Ponds At Istana Plaza Bandung Endorse the buyers" To be able to answer the above problems, the researchers took the indicators that have been determined from variable Attraction namely: Attraction of Rational and Attraction of Emotional. This study used a qualitative approach, with Descriptive analysis method.

Data collection techniques used in-depth interviews, observation, library research and internet searching. The subjects in this study is the product of cosmetic Ponds and informants in this study is Sales Promotion Girl Cosmetics Ponds at Istana Plaza Bandung and Prospective Buyers. How to capture the informant used purposive sampling technique. To analyze the research data through several stages, with data reduction, data presentation, drawing conclusions and verification.

The result of this study indicate that the attractiveness of Rational such as knowledge, understanding and benefits of the product ponds owned by a sales promotion girl, very involved in providing exposure to prospective buyers so that the meet the information needs for them and finally decided to buy a product which is subject of ponds in emotional appeal sales promotion girl cosmetics ponds.

The conclusion showed the attraction communication sales promotion girl that there are two elements in that forming Rational and Emotional attractions is very important and related to one another, it is argued that developing the assumptions that physical appearance is a sales promotion girl dominant factor in any communication activities undertaken sales promotion girl. That someone will be affected by exposure to the information conveyed, it is there fore rational appeal that reinforces the information by unsure element therein an emotional appeal to the final stage by recognizing the needs and consumer desires.

Suggestions are expected to Sales Promotion Girl Cosmetics Ponds mastered how to communicate well in order to eliminate the errors in the field so as to provide the best service to consumer.