ABSTRACT

EFFECTIVENESS OF COMMUNICATIONS ACTIVITIES ROADSHOW "BIO FARMA GOES TO SCHOOL" BY PUBLIC RELATIONS PT BIO FARMA (PERSERO) ATTITUDE AGAINST HIGH SCHOOL STUDENTS IN SUKABUMI

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This study aims to determine the extent of effectiveness of Communications Activities Roadshow "Bio Farma Goes To School" by Public Relations PT Bio Farma (Persero) Attitude Against High School Students in Sukabumi. So the researchers tried to analyze of the gauges will be achieved, namely: the credibility of the communicator, message, media, cognitive component, affective component, and conative components of high school students in Sukabumi.

This study uses a quantitative approach to research methods used are surveys. Most of the data collected through questionnaires and supported by interviews, and book study. For the sample are high school students of SMK Negeri 1 and 2 Sukabumi, a sample of one hundred respondents. Sampling technique used is total sampling. Data analysis techniques to look at the relationship between variables is rank spearman coefficient.

The results of this study indicate that, the influence of communicator credibility Roadshow activities on the attitudes of high school students with a fairly strong correlation and significant, the influence of the message in the Roadshow activities on the attitudes of high school students with a fairly strong correlation and significant, the influence of media on attitudes in the activities Roadshow high school students with a fairly strong correlation and significant, As well as the influence the effectiveness of communication Roadshow activities on the cognitive component of students high school with a fairly strong correlation and significant, the influence of the effectiveness of communication Roadshow activities on the affective component of students high school with a fairly strong correlation and significant, the influence the effectiveness of communication Roadshow activities on the conative component of students high school with a fairly strong correlation and significant, and the influence the effectiveness of communication Roadshow activities on the attitudes of students high school with a fairly strong correlation and significant.

The conclusion from these studies show that the influence of the Effectiveness of Communication Activities Roadshow "Bio Farma Goes To School" by Public Relations PT Bio Farma (Persero) Attitude Against High School Students In Sukabumi by having a fairly strong correlation and significant.

Suggestions researcher for the company, this roadshow activities should not only be targeted to high school students, but the general public such as community mothers PKK, so hopefully through them, the public becomes more knowledgeable about Bio Farma and the importance of vaccination for health, especially the health of infants and children as the future generation.