ABSTRACT

ATTRACTIVENESS CONTENTS OF EVENT PAMPHLET BY PUBLIC RELATIONS (PR) SCORE BANDUNG AS MEDIA OF PUBLICATION (Study Descriptive About Event Pamphlet By PR Score Bandung In Pervading Information For Visitor)

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This research intent to know affinity of event's pamphlet by public relations (PR) Score Bandung as media of publication. To reach to the effect that therefore researcher arises to identify how rational affinity event's pamphlet, pamphlets emotional affinity event, pamphlets moral affinity event, and event's pamphlet affinity as media of publication.

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 side Bandung's Scores and three another is visitors. After been done interview, researcher does analyze of every question that proposed by ala descriptive to terminological observation and interview for event's pamphlet Score Bandung has affinity.

Observational result that on event's pamphlet have rational affinity, informant gives that statement event's pamphlet have given information accomplishment benefit for pamphlet reader. Pamphlets emotional affinity which evident can give or arouses reader motivation to visits. Pamphlet can become conspicuous publication media reader. Pamphlets moral affinity event Score Bandung was contained on pamphlet because Score Bandung pamphlet just gets character to comfort and haven't led reader feel about what do good and right and to support social problems.

Conclusion of this research is on event's pamphlet Score Bandung have rational affinity and emotional because have can noise about, can give benefit, also arouse motivation its reader. Pamphlets moral affinity event Score Bandung consisted in pamphlet because Score Bandung pamphlet just gets character to comfort.

Tips for public relations that Score Bandung makes a abode can present event's pamphlet interesting and positive. That elect designs, color and font could more maximal, so pamphlet will more attractive