ABSTRACT
THE RELATION OF AUTOMOTIVE SECTION ATTRACTIVENESS IN GALAMEDIA DAILY NEWS PAPER TO THE FULFILMENT OF INFORMATION FOR THE MEMBERS OF VESPA ANTIQUE CLUB (VAC) BANDUNG RAYA
by.
Algi Muhamad Gifari
Reg. Number: 41807138

COUNSELLOR:
Dr. Hj. Ani Yuningsih, Dra. M.Si

The aim of this research is to find out "The Relation of Automotive Section Attractiveness in Galamedia Daily News Paper to the Fulfillment of Information for the Members of Vespa Antique Club (VAC) Bandung Raya". So, to see how large the connection, the researcher analyzes the message content, visual appearance, knowledge, entertainment, social interest and escape.

The method used is the correlation method. The sampling technique is using disproportional sampling strata. These research data was collected by distributing questionnaires, interviews, and literature studies. The technique of data analysis which is used to find out the relationship between the variables is Spearman Rank correlation coefficient using SPSS 12.

The result shows the correlation between the message content with the fulfillment of information is at the rate of 0.700, it means the correlation value as big as it indicates the relationship between the message contents and information fulfillment of VAC members are classified to middle relationship, the correlation between visual appearance with the information fulfillment is at the rate of 0.756, it means the correlation value as big as it indicates the relationship between the message contents and information fulfillment of VAC members are classified to strong relationship, the correlation between the attractiveness with the knowledge is at the rate of 0.763, it means the correlation value as big as it indicates that the relationship between the attractiveness and the knowledge are classified to strong relationship, the correlation between the attractiveness with the entertainment is at the rate of 0.793, it means are classified to strong relationship, the correlation between the attractiveness with the social interest is 0.778, it means classified to strong relationship, the correlation between the attractiveness and the escape is 0.537, it means classified to middle relationship. The correlations between X and Y variables is 0.783, the correlations value as big as it shows that the relationship between the Attractiveness (X) with the Information Fulfillments (Y) are classified as strong relationship.

Thus, it can be concluded that from processing data and hypothesis testing shows that H_o is refused H_i is accepted. This research shows that there is relationship of Automotive Section Attractiveness in Galamedia Daily News Paper to the Fulfillment of Information for the Members of Vespa Antique Club (VAC) Bandung Raya are Valid and Significant with 10% mistake level. The suggestion which presents from this research for the company are; the clarity of message contents, vocabularies, font size, illustrations, photos and Automotive section should be improved.