ABSTRACT
THE INFLUENCE OF FASCINATION OUTSIDE BROADCAST VAN MGT RADIO 101.1 FM 'MGT-MV' (MGT-MOBILE VAN) BY PUBLIC RELATIONS & PROMOTIONS ON THE ATTITUDE OF LISTENERS ON AIR IN ISTANA PLAZA AND CIHAMPELAS WALK BANDUNG

***By* :**
Muhammad Riefki
NIM. 41807060

***This research under the guidance* :**
Iin Rahmi H.. S.Sos., M.I.Kom

This study aims to determine The Influence of Fascination Outside Broadcast Van MGT Radio 101.1 FM 'MGT-MV' (MGT-Mobile Van) by Public Relations & Promotions on the attitude of Listeners On Air in Istana Plaza and Cihampelas Walk Bandung. So to be able to see how much influence, researchers tried to analyze the strength and appearance of MGT-MV, and the extent of cognitive, affective aspects as well as conative aspects of listeners on air against MGT-MV.

This type of research is quantitative, while the research method used is method survey with descriptive analysis techniques. Data collected through interviews, questionnaires or questionnaires, literature, study the documentation and searching the internet. The population in this study are all listeners MGT Radio 101.1 FM in the city based on AC Nielsen survey in November 2010, which later obtained the sample of 100 people. Sampling technique used Accidental Sampling. Data analysis techniques used data selection, data classification, coding book and coding sheets, tabulating data, with Likert scale data analysis and data processing using SPSS 14.

The results of these studies show that strength, appearance MGT-MV is important to shape attitudes listeners on air, so the magnitude of the influence of the strength influences attitudes MGT-MV of 36.97%. MGT-MV Influence of appearance that can shape the attitudes of listeners on air at 9.55%. Influence of MGT-MV Fascination of the cognitive aspects of 27.65%. Influence of MGT-MV Fascination of the affective aspects of 28.3%. Influence of MGT-MV Fascination of conative aspect of 23.04%. So that the general Influence of Attraction MGT-MV ¬ Against Listener Attitudes On Air is quite meaningful. This can be seen from thes magnitude relationship between the Influence of MGT-MV appeal to listeners on-air attitude that is equal to 0.605 or 36.48% which means a significant relationship and significant.

Conclusion of a study conducted by researchers, thus Ho was rejected by H1 accepted or mean there The Influence of Fascination Outside Broadcast Van MGT Radio 101.1 FM 'MGT-MV' (MGT-Mobile Van) by Public Relations & Promotions on the attitude of Listeners On Air in Istana Plaza and Cihampelas Walk Bandung.

Advice of researchers after conducting the research should be the Public Relations & Promotions MGT Radio 101.1 FM broadcasts on the water adds to the MGT-MV in the mall segment other adults in the city apart from the Istana Plaza and Cihampelas Walk like in the Lucky Square and Metro Indah Mall to attract the number of listeners more and MGT-MV can be better known in the city of Bandung.