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ATTRACTIONS PROGRAMS & EVENTS SMS - PERSIB PISAN ON PT RADIO SINAR MEGA SWARA (SMS) 101.7 FM SUKABUMI INFORMATION NEEDS OF THE GROUP MEETING SUPPORTER KINGDOM OF VIKING SUKABUMI

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This study aims to determine how far the appeal of SMS-persib pisan programs on Radio SMS Sukabumi linings to meet the information needs of Royal Viking Sukabumi. So to be able to see how much influence, researchers tried to analyze the strength of the show that how the program uses the event-persib sms linings. The credibility communicators like those of the speakersat the event program sms-persib pisan in the informant and the extent of knowledge, entertainment and social interests of the Viking kingdom of Sukabumi in sms-Persib Programmes linings.

This type of research is quantitative. While research method used is survey method with Correlation alanalysis techniques. Most of the data collected through questionnaires and interviews and is supported by studies literatur. Uni tsampling is a member of the Viking Kingdom of Sukabumi, with a population of 350 people, the nobtained a sample of 78 people. The sampling technique used is the Simple Random Sampling is a simple random sampling. Prior to doing deployment questionnaire, the researchers first to test the validity and reliability on each item of existing questions in the questionnaire using SPSS 17. The data was obtained from the deployment questionnaire, given score, analyzed and processed using the Likert Scale and Level of Spearman Correlation Coefficient in SPSS 17.

The results showed the power of sms-persib program of the fulfillment of information needs linings of correlation 0.766. Communicator credibility Programmes sms-persib linings of Compliance Information Needs of correlation 0.564.Attractiveness Program Events sms-persib linings of the Viking kingdom of Sukabumi knowledge of correlation 0.760. Fascination Programmes sms-persib linings of entertainment magnitude of correlation 0.785. Fascination Programmes sms-persib pisan linings against social interests magnitude of correlation 0.577.

Conclusionon the study of Attraction Program Events SMS-Persib Pisan on Information Needs Fulfillment 0.825. The result magnitude of correlation data processing and hypothesis testing indicate that Ho refused and Ha accepted. So to beresults showed that the influence of magnetism Program Events SMS-persib pisan at Radio SMS to the fulfillment of the Viking kingdom needs Sukabumi and show that the attraction programs Pisan SMS-persib against the Vikings meet the information needs of the Kingdom of Sukabumi very strong or high.

Suggestions for Radio SMS to improve the quality of packaging the news surrounding Persib Bandung in terms of communicator credibility, because with good communicator, the message conveyed would also be nice so that feedback will occur.