ABSTRACT

APPEAL MESSAGE CONTENT OF WALL MAGAZINE "LAYANAN INFORMASI" BY PUBLIC RELATIONS PUSAT PENGEMBANGAN DAN PEMBERDAYAAN PENDIDIK DAN TENAGA KEPENDIDIKAN ILMU PENGETAHUAN ALAM (P4TK IPA) BANDUNG THE ACQUISITION OF INFORMATION FOR THE EMPLOYEES MOTIVATION.

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The aim of this research is to know *appeal content of wall magazine "Layanan Informasi" by public relations P4TK IPA Bandung the acquisition of information for the employees motivation. To answer that problem researcher use indicator of rational appeal, emotional appeal, and moral appeal to measure of appeal variable. While to measure the motivation using indicators of hope, value, and the affinity .*

Research type is *quantitative. Method use in this research with survey method with the analyze correlation technique. The data collecting are intervie, spreading questioner, book study and internet searching. Population of this research are P4TK IPA employees which 195 people. The sampling technique is Stratified Random Samplingwith total sample 66 respondents. The data analyze using data selection, validity test, data reliable, data classification, coding sheet, data tabulation, data analyze, with IBM SPSS 20.00 method and processed by using likert scale.*

Result of research *about the influence of rational appeal and motivation is equal 0,733. The influence of emotional appeal and motivation is equal 0.689. the influence of moral appeal and motivation is equal 0.781. the influence of appeal message content and hope is 0,720. The influence of appeal message content and value is equa 0.697. the influence of appeal message content and affinity is equal 0.727. the influence of appeal messege content and motivation is equal 0.852.*

Conclusion of the research is *to shown the influence of appeal message content wall magazine "Layanan Informasi" by public relations P4TK IPA bandung the acquisition of information for the employees motivation is equal 0.852 that's meaning is strong, significant, and unidirectional. H1 accepted and Ho Refused.*

Researched suggest *that a public relations P4TK IPA Bandung more can process and display information outside the office P4TK IPA Bandung, so that employees can also find out other information.*