ABSTRACT

THE APPEAL OF THE MESSAGE WWW.COCA-COLAAMATIL.CO.ID IN THE ACQUISITION OF INFORMATION FOR VISITORS WEBSITE

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This study aims to find "How to allure the message www.coca-colaamatil.co.id by Public relation coca-cola amatil indonesia in the acquisition of information for visitors in the city of Bandung So to answer the problem, researchers analyzed the content of messages that appeal conducted by the by Public relation coca-cola amatil indonesia the rational appeal, emotional appeal and moral appeal of the message in accordance with www.coca-colaamatil.co.id identification problems that investigators carefully.

Type of research is a qualitative research method used is descriptive. Informants who earned as much as five people, two of the PT.Coca-Cola Amatil Indonesia Bandung and three others were visitors. After the interviews, the researchers conducted an analysis of each question asked descriptively according to observations and interviews for the content of the message-www.coca-colaamatilco.id appeal.

The results showed that by using sub focal attraction of the message content includes rational appeal, emotional and moral. Rational appeal indicates that these activities result in benefits, while the emotional appeal of trying to raise the motivation for an activity or product, and moral appeal directed to the feelings that are often used to encourage people to support social issues.

Conclusion The information provided through the attraction www.coca-colaamatil.co.id message content as a medium of information submitted by the public relations company to introduce widely to visitors who seek the information needed.

Advice from researchers, the development of corporate websites, the public relations Coca-Cola Amatil Indonesia. For improvement in terms of technical content of the message in the presentation menu more attention again to make it look more attractive
certainly that way would add to the interest of the visitors to access the website.

Keyword The Appeal Of The Message www.coca-colaamatil.co.id