ABSTRACT

COMMUNICATION STRATEGY THROUGH BINTARO MAGAZINE IN FULFILLING INFORMATION NEED FOR OCCUPANTS OF BINTARO PURI HOUSING IN TANGERANG

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This research is aimed to elucidate about Communication Strategy. Thus, the researcher analyzes the purpose to be achieved. The researcher also examines the activity and plan to be done. Additionally, the researcher explores the message to be accomplished.

The method of this research is qualitative approach with descriptive study. The subject of this research which is also a key source is Redaksi Kicau and housing occupants. The data are gained through interviews about literature, internet searching and documentation in deepen understanding. The technique of data analysis is organized by using descriptive method. The descriptive method is used by collecting data, analyzing data and editing. The last point of this is the final process of research analysis and the elucidation in which they are based on several theories used.

The result of the research shows that there is the use of sub focus of purpose, plan, activity and message. The analysis of strategy in fulfilling information need for the occupants has worked well. This can be observed by seeing how the purpose to be achieved has worked continuously. There is also a response which is positive from the readers.

The conclusion is observed by sub focus in which the purpose gives information with organized plan. The purpose not only offers activity realization which is related to the manager of Bintaro Magazine, but also offers message which is in persuasive and informative form.

The suggestion from the researcher to the company is to develop quality of Bintaro Magazine by giving information that the readers need. Furthermore, the company should not always give positive news. The company should give the real information in Bintaro area.

Keyword : Communication Strategy, Purpose, Plan, Activity, Message, Information