ABSTRACT

AFIF, 666 2081117 IMAGE PROGRAM DAHSYAT AFTER NEWS PARTY DRUGS RAFFI AHMAD (Survey on Student Communication Science Untirta Forces 2008-2012)

The purpose of this study is the authors conducted to determine the image of the music program reports the arrest of powerful post-emergence Raffi Ahmad who is one of the presenters at the program by BNN (National Narcotics Agency) have been caught doing drugs at his own party. To answer the above problems then stacking the credibility of some of the principal sub Raffi Ahmad, Content powerful music program and the latter is the image of her powerful music program itself.

This study uses the basic theory of image with image analysis coupled grid model of Philip Kotler, in which the image is divided into four (4) points. Point A, a grade imagery in an ideal position or positive, and very well known by everyone, customers or audiences to be targeted. Point B, grade quite positive, and concerned only preferred or known amongst certain audiences (less well known). Point C, grade or assessment of image quality is poor. But the question is less known by everyone or audience. Point D, a grade or rating of the names are well known to the level of quality is not good, and has a bad image in the eyes of any person or audience.

The method used in this research is quantitative research methods. While the withdrawal from the study sample using random sampling, which provability sampling technique that gives an opportunity/equal opportunities for every element or a selected member of the population to be sampled. Study conducted by researchers from the findings and analysis of the data that comes with the presentation of the data are summarized in tabular form-frequency tables.

The conclusion of this study that the credibility Raffy Grade Ahmad is in very good position, as well as with the image of powerful music program, both have a good image in the eyes of respondents.