

UNIVERSITAS MERCU BUANA
FAKULTAS ILMU KOMUNIKASI
PROGRAM PASCASARJANA
KONSENTRASI *MARKETING COMMUNICATION*

ABSTRACT

SUHENDRA MULIA
552060120021

Analysis of the Election Media of Popularization "Science Technology" Campaign Programs (Case study of the effects and impact evaluation activities of popularization "Scientech" LIPI's Campaign Programs in radio KBR 68 H).

105 pages + 2 attachments + 27 reference books (1996-2007) + 8 tables + 5 images

Popularization of a business form that can be done by individuals or institutions. Organization of popularization campaigns generally not individuals but institutions or organizations. Campaign or program evaluation is defined as a systematic attempt to assess the various aspects related to the implementation process and the achievement of campaign objectives or programs. Implementation of popularization science and technology by the Indonesian Institute of Sciences (LIPI) through the electronic media with Talk Show program currently often done even if not continuous (through television). Currently, the presence of LIPI's got a place as a source of information in printed media. As a research institution must also follow the trend, it's time to LIPI also penetrated into the electronic media. The medium of radio is the right media as a "stage" for LIPI and researchers in particular, to disseminate research results to the public.

Based on the background of the above problems, the formulation of research problems, how to evaluate the effects and impact of the Popularization Science Tech LIPI's Campaign Program at Radio KBR68H ? With the goal of this research is want to learn, assess, analyze, and the effects of popularization science tech LIPI's campaign program on radio KBR68H , as the evaluation of activities. And want to know, assess, analyze, and the impact of popularization science tech LIPI's campaign program on radio KBR68H, as the evaluation of activities.

To solve the above problems, the authors use the theory model of Nowak and Warneryd campaign stating that the first: the effect to be achieved must be clearly formulated, the second: a campaign to be effective, it needs to be taken into account the potential for interference from the opposing campaign, a third : object campaigns usually focus on one thing, because for different objects require different communication methods, fourth: the recipient is part of the target population, fifth: a

channel that is used can vary depending on the characteristics of the recipient and the type of campaign messages, six: the message can be formed in accordance with the characteristics of groups that receive (awareness function, affect, and reinforce and ensure recipient of the message), seventh: communicators can be selected based on certain considerations, and the eighth: the effect of the campaign include the effects of cognitive (attention, increased knowledge and awareness), affective (related to feelings, moods and attitudes), and konatif (action and implementation of decisions).

Based on evaluation results and impact effects of popularization science tech LIPI's campaign program on radio KBR68H, shows that it is not planning to target the effects and impacts to succeed, because the initial step of the program is performed to determine the level of community interest to science and technology over the radio. And the results of the program that the effects and impact, is the initial program succeeds because it can be said to capture the audience interest in science and technology (can be seen the response from the community). Thus, the LIPI as government agencies engaged in research programs in popularization science tech campaign program gets positive enough response from the public audience, as the campaign becomes a mode for sharing information and technology from researchers, radio station and public.

