



**THE DESCRIPTIVE STUDY OF COMMUNICATION
RESULT OF “INDOASIA NEWSLETTER” AS
INTERNAL COMMUNICATION MEDIA IN PT.
CHEVRON INDOASIA BUSINESS UNIT**

By

Aulia Putra

009200800004

**A thesis presented to the Faculty of Communication President
University in partial fulfillment of the requirement for Bachelor
Degree in Communication Major in Public Relations**

January 2012

PANEL OF EXAMINERS

APPROVAL SHEET

The panel of examiners declare that the thesis entitled“ **The Descriptive Study of Communication Result of IndoAsia Newsletter as Internal Communication Media in PT. Chevron IndoAsia Business Unit**”.that was submitted by Aulia Putra majoring in Public Relations from the Fcaulty of Communication was assessed and approved to have passed the Oral Examinations on October 31th ,2011.

M.Raudy Gathmyr, S.Sos, M.Si.

Chair – Panel of Examiners

Ir.Zinggara Hidayat, M.Si.

Examiner I

Hendra Manurung, S.I.P, M.A.

Examiner II

DECLARATION OF ORIGINALITY

I declare this thesis, entitled “ **The Descriptive Study of Communication Result of IndoAsia Newsletter as Internal Communication Media in PT. Chevron IndoAsia Business Unit.**” is, to the best of my knowledge and belief, and original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, October 23th , 2011

Aulia Putra

ABSTRACT

This thesis entitled 'The Descriptive Study of Communication Result of IndoAsia Newsletter as internal communication media in PT. Chevron IndoAsia Business Unit. 'is a research that tried to find out the communication result printed communication media called "IndoAsia" Newsletter, an internal communication media in PT. Chevron IndoAsia Business Unit. Base on the theory from Tradwell Jill B. about Result of Communication theory, the researcher tried to apply the K-A-B Typology Result of communication to the result of IndoAsia Newsletter as the internal communication media among PT. Chevron IndoAsia Business Unit employees. Using quantitative approach in research methodology, the researcher was able to find out that IndoAsia Newsletter successfully creates awareness on the employee's mindset, create an interest in them and finally change the behavior of the employees.

ACKNOWLEDGEMENT

First and foremost, I want to give thanks to Allah SWT who has given me opportunity and health every single day of my life especially 3 years of my study in President University.

My big gratitude to my lovely parent, Mr. Sabirin, M.D and my wonderful and super woman in the world, Mrs.Maryani, I would like to carry my greatest thanks for 22 years of everlasting care and love in my life. Especially my mom for your struggle, faithfulness, love in your smile and tears, in every step that I take. Thank you for being my mom no matter what happens, I will stand by you.

To my greatest brothers, Ardiansyah S.STP, M.Si and Syamsul Rizal. I want to thank you for your support, spirit, faith, love and for being my only reasons to stand on.

A special thanks to Mr.Raudit who always support me although your condition still recovery but you always have a great spirit for motivating me and changing my wrong paradigm about thesis. In this addition, to my thesis advisers, Mr.Reza Budiman and Mr.Hendra Manurung, and for all my lectures during my study in President University many thanks for taking care me on as a student late into the thesis and helping me get to the point.

For all care and love from lovely people surround me Mrs.Dara, PR Student Batch 2008,2007.2009,it such a great and memorable moment with all of you and I'm happy being a part of you. Wish you all the best.

To PT. Chevron IndoAsia Business Unit, thanks for allowing me to have the opportunity to do this research, especially to Mr. Rudy Husdyana, Mrs Sri Rahbandini, Mrs.Pradyamiralfi, Mr.Haris,Mr.Suyanto,Mrs.Dian Dene Lestari,Mrs Puah Anastasia and everyone in Chevron that I can't mention one by one who takes part and always support me during my intern and research period.

TABLE OF CONTENTS

PANEL OF EXAMINERS APPROVAL SHEET.....	i
DECLARATION OF ORIGINALITY	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS.....	v
<u>CHAPTER I: INTRODUCTION</u>	1
1.1 Background of the Study	1
1.2 Company Profile.....	2
1.3 Problem Identified	11
1.4 Statement of the Problems	12
1.5 Research Objectives.....	12
1.6 Significance of Study.....	12
1.7 Theoretical Framework	13
1.8 Scope and Limitations of the Study	14
1.8.1 Scope	14
1.8.2 Limitations	14
1.9 Definition of Terms	14
<u>CHAPTER II: LITERATURE REVIEW</u>	20
2.1 Internal Communication.....	16
2.2 Persuasive Theory	16
2.3 Models and Theories of Behavior and Social Change.....	18
<u>2.2.1 K-A-B Model and Its Limitation</u>	18
2.4 Result of Communication	19
2.2 Motivation	20
<u>CHAPTER III: METHODOLOGY</u>	22
3.1 Research Methodology	23
3.2 Research Instrument	23
3.2.1 Primary Data Collection	23
3.2.2 Secondary Data Collection	24

3.3 Sampling Design.....	24
3.2.1 Size of the Population.....	24
3.2.2 Sampling Technique.....	24
3.2.2 Research Sampling.....	24
3.4 Statistical Treatment.....	25
3.5 Research's Stages.....	27
3.5.1 Preparation Stage.....	27
3.5.2 Research Execution Stage.....	27
3.5.2 Post – Research Stage.....	27
3.6 Limitation of Study.....	27
<u>CHAPTER IV: ANALYSIS OF DATA AND INTERPRETATION OF RESULTS....</u>	20
4.1 Respondents Data.....	29
<u>4.1.1 Sex</u>	29
<u>4.1.2 Age.</u>	29
4.2 Awareness Test Result.....	30
4.3 Attitude Test Result.....	33
4.4 Behavior Test Result.....	36
<u>CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS</u>	40
<u>5.1 Conclusion</u>	40
<u>5.1.1 Statement of the Problem 1</u>	40
<u>5.1.2 Statement of the Problem 2</u>	40
<u>5.1.3 Statement of the Problem 3</u>	40
<u>5.2 Recommendation</u>	40
<u>REFERENCES</u>	42
<u>APPENDICES</u>	44

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Communication, defined as the transfer of information from a sender to a receiver (Wehrich and Koontz, 2005, 2004, 443), is vital to every company's success. In any organization, commercial or non-commercial, there are two types of communication; internal and external communication, where both can contribute the same amount of profit to the organization. In general, a good internal communication will increase an organization's productivity because employees will not only work harder, but will also be more eager and efficient. It is because people will work better when they understand what their company is doing and why. Moreover, good internal communication will result in a decrease in the frequency of absenteeism, a sign of a low work motivation level.

The organizational behavior point of view argued that the organizations cannot exist without communication. If there's no internal communication, coordination of work is impossible, and the organization will collapse for lack of it. Cooperation also becomes impossible, because people cannot communicate their needs and feelings to others. In other words, every act of communication influences the organization in some way. Effective internal communication depends on the establishment of a positive organizational culture, through clear communication policies, programs, and assistance of with organizational change. Internal communication will help employees become well informed about their organizations and encourage them to express their views to management. (Lattimore, Baskin, Heiman, Toth and Van Leuven, 2004, 203).

When internal communication programs are ineffective, the costs are immeasurable. Inefficiency, Waste, Higher costs, Low morale, absenteeism, strikes, turnover, and accidents are just some of the ways poor internal communication can adversely affect sales, profits, productivity, public image, and the individual employees. Some reasons for ineffective communication are unclear corporate images, negative organizational culture, lack of internal communication policies, and lack of mutual trust and respect between employee and the management. Internal communication too often attempts to sell management's line to employees. Communication program must have as their goal the building of mutually beneficial relationship (Lattimore et al,2004,210).Therefore, establishing good internal communication is a must for every management, because it relates to the organization's basic needs.

In this opportunity the researcher would like to do a research regarding the internal communication which take place in PT. Chevron IndoAsia Business Unit, a company that provide the internship opportunity to the researcher. In this research, the researcher will focus on the internal newsletter named "IndoAsia News". IndoAsia News is a weekly newsletter that published by PT. Chevron IndoAsia Business Unit as a tool to communicate from management to employee, from employee to management and employee to employee. In other words "IndoAsia News". Is an internal communication tool in PT. Chevron IndoAsia Business Unit.

1.2. Company Profile

1.2.1 Chevron at a Glance

- Chevron Is one of the largest revenue contributors to Indonesia's economy.
- The company produces nearly half of Indonesia's crude oil production, achieving in 2006 a total average daily production of 540,000 barrels of liquids.
- Chevron is the world's leading geothermal energy company, with two

geothermal projects in Indonesia that generate over 650 megawatts of clean, reliable and affordable energy for the nation's growing economy.

- Chevron has been active in Indonesia for over 80 years and manages more than 7,000 employees and 30,000 business partner employees.
- More than 98 percent of employees and managers are Indonesian nationals.
- Chevron businesses in Indonesia received several national awards in 2006. Among them were honors in the areas of excellence in employee career development, HIV-AIDS prevention, worker safety, environmental protection, and being the nation's best and most admired company

a. What Chevron Do

Chevron is a major partner in Indonesia's economy and active member of the community. Chevron, through its subsidiary PT. Chevron Pacific Indonesia (CPI), produces nearly half of Indonesia's crude oil production. CPI actively pursues the search for oil and gas from central Sumatra to offshore East Kalimantan.

Through its subsidiary PT. Chevron Oil Products Indonesia, Chevron markets and sells lubricants throughout Indonesia. In the 1990s, the company expanded its operations to include electric power generation, relying on geothermal and other forms of clean power production. Chevron is now the world's largest producer of geothermal power.

In 2006, as in many years past, Chevron's companies were honored for the way they operate, receiving several national awards.

CPI was recognized as Indonesia's Most Admired Company; received the BPMIGAS Gold Award for Excellence in National Employee Career Development; and the Jamsostek award, which is given for excellence in administering the worker insurance and protection program and work-related safety performance. CPI also won the Gold Award for its HIV-AIDS prevention program from the government of Indonesia. Chevron Geothermal Indonesia was honored with the Aditama Gold Award for Safety and the Environment. Chevron Geothermal Salak won the Utama Silver Award for Safety and the Environment.

Chevron's enduring relationship with Indonesia reaches back to the 1920s. The company's first significant step in Asian exploration and production came in Indonesia in 1924, when Chevron's predecessor Standard Oil Co. of California (Socal) dispatched a geological expedition to the island of Sumatra. In 1936, the as-yet unproductive holdings became part of N.V. Nederlandsche Pacific Petroleum (later, CPI), a joint venture between The Texas Co. (later, Texaco) and Socal. Five years later, the company drilled into the formation that would become the Dun i Field, which today is the site of the world's largest enhanced recovery steam flood. In 1944, a well near the village of Minas — over which company explorers had placed a rig at the outbreak of World War II — became the largest oil field ever discovered in Southeast Asia. Production began after Indonesia won its struggle for independence in 1952.

b. Exploration and Production

Chevron operates in partnership with Indonesia's Executive Agency for Upstream Oil & Gas Business Activities (BPMIGAS) as formalized through production sharing contracts (PSCs).

Chevron's total daily production in Indonesia averages more than 540,000 barrels per day of liquids, making Chevron the country's largest oil producer. Total production of natural gas in 2006 was 660 million cubic feet (302 million net).

CPI has interests in and operates in four PSC areas in Sumatra. The company also holds no operated working interests in South Natuna Sea Block B and additional interests in seven offshore Indonesian PSC areas covering approximately 4 million acres (16,000 [sq. km](#)).

The majority of Chevron's production in 2006 came from fields under primary or secondary recovery, including both water flood and steam flood. Chevron continues to solidify development plans for its deepwater natural gas projects and also continued work on several shelf developments in 2006. During these operations, a new technology for deepwater exploration called controlled source

electromagnetic survey was conducted for the first time in Indonesia.

c. Marketing and Retail

PT Chevron Oil Products Indonesia (COPI) markets and sells lubricants to the consumer, commercial and industrial sectors throughout Indonesia. COPI is headquartered in Jakarta, West Java, with branch offices in Medan, Sumatra; Jakarta; Surabaya, East Java; and Balikpapan, Kalimantan.

COPI is currently assessing the impact of proposed deregulation, which could increase opportunities for refining, distribution and marketing of Chevron products. Chevron Products Co. supplies hydro processing technology, catalysts and technical service to Pertamina's refining sector. In addition, Chevron Phillips Chemical Company LLC markets aromatic chemicals for Pertamina under a long-term contract.

d. Community

In Indonesia, the expression gotong royong means offering assistance, sharing burdens and working with others. Chevron has a long history of embracing gotong royong. Over the years, the company and its employees have contributed in many ways to education, vocational training, health and human services, and small business and micro-enterprise development.

➤ Education and Vocational Training

In Sumatra, CPI provides educational assistance in the form of scholarships, tuition fees for more than 70 master's and doctoral degrees, and apprenticeship programs for more than 200 university graduates. CPI has also helped developed coursework at the university level. CPI has long been active in supporting the education of Sakai people, an indigenous tribe in Riau. CPI supplies books, provides incentives for teachers and offers educational grants to thousands of Sakai children. One member of the Sakai people, Syahril, who was a recipient of CPI grants from the moment he started primary school until his graduation from a

university, is now a member of the Bengkalis Regency House of Representatives.

In Riau, CPI built and continues to sponsor the Riau Caltex Polytechnics (PCR), the province's first elite polytechnic university. Course curriculum was designed to match the province's business needs and contribute to its economic growth. As many as 330 students have graduated from the PCR, more than 80 percent have obtained jobs with within three months. In the Darajat Area of Java, Chevron helped train nonskilled workers so they could participate in the construction of the new geothermal power plant. As part of the training programs, workers recycled and transformed scrap material into furniture and distributed the finished pieces to the needy within the local communities.

➤ Health and Human Services

In Sumatra, CPI's mobile health services support 30 remote villages and provide health services and small-scale health and medical training for villagers. Annually, CPI provides vaccination and general health services.

➤ Small Business and Micro Enterprise Development

Chevron supports programs that offer training in agriculture, fisheries and home industries and that provide assistance to businesses. In Local Business Development (LBD), the newest program, resources are used to develop surrounding small companies and cooperatives in Sumatra. More than 600 small local businesses and cooperatives have participated in the LBD workshops. LBD transactions have risen from \$1 million in 2001 to approximately \$19 million in 2006.

In Kalimantan, Chevron Indonesia Company and Permodalan Nasional Madani joined forces and created the Community Enterprise Development Program (CEDP). CEDP aims to improve and strengthen the capacity of local micro finance and business enterprises through two key activities by establishing a micro finance institution as well as providing business management training. The target groups of CEDP are community-based business groups, individuals and small

shop owners. Two micro finance institutions founded in 2006 already have 1,245 members and are operating at a profit with no nonperforming loans.

➤ **Chevron Aceh Recovery Initiative**

Following the December 2004 tsunami, which devastated the coastlines of so many Indian Ocean countries and struck Indonesia particularly hard, Chevron responded to meet the needs of the tsunami victims in Aceh and Nias by providing assistance through the Chevron Aceh Recovery Initiative (CART). One of the initiative's long-term programs is focused on providing vocational skills and economic development opportunities to those who live in Aceh. More than 350 students have completed their studies at the PCR. A three-month program provided training in road and home construction, electrical installation and computer applications.

It is important to note that 268 students have permanent or temporary employment in Aceh. Another 80 graduates were selected to take part in another CARI program, the Business Startup and Establishment Program, which is set to begin in 2007. In the program, which is a joint project between Chevron, Swiss Contact and Mercy Corps, graduates are assisted in starting and maintaining their own businesses.

e. Health, Environment and Safety

Protecting people and the environment and conducting our operations reliably and efficiently is an integral part of the Chevron Way. Chevron and its employees place the highest priority on the health and safety of our workforce and protection of our assets and the environment.

In the area of environmental protection, the company supports revegetation, nature parks, conservation areas and many other environmental programs around the country.

f. The Economy

Chevron's day-to-day operations and capital investments make a sizable economic impact in Indonesia. Salaries and wages paid to Chevron workers exert an important "multiplier effect" on the region's economy. In Indonesia, more than 7,000 employees and 30,000 business partner employees work for Chevron. More than 98 percent of employees and managers are Indonesian nationals.

In addition, the millions of dollars Chevron pays in taxes helps governments at all levels provide important services and finance development programs.

In the past 60 years alone, Chevron has invested tens of billions for products, supplies and services required to develop and produce 100 company-operated fields in central Sumatra, East Kalimantan and West Java.

More than 1,000 Chevron Indonesian national employees have completed U.S.-based assignments to further develop their professional and technical skills. Like the development of human resources, transfer of technology is an integral part of Chevron operations. A small group of expatriate employees help mentor Indonesian employees, exposing them to new technologies from around the world.

B. The Chevron Way

- Values

Our company's foundation is built on our values, which distinguish us and guide our actions. We conduct our business in a socially responsible and ethical manner. We respect the law, support universal human rights, protect the environment and benefit the communities where we work.

- Integrity

We are honest with others and ourselves. We meet the highest ethical standards in all business dealings. We do what we say we will do. We accept responsibility and hold ourselves accountable for our work and our actions.

- **Trust**

We trust, respect and support each other, and we strive to earn the trust of our colleagues and partners.

- **Diversity**

We learn from and respect the cultures in which we work. We value and demonstrate respect for the uniqueness of individuals and the varied perspectives and talents they provide. We have an inclusive work environment and actively embrace a diversity of people, ideas, talents and experiences.

- **Ingenuity**

We seek new opportunities and out-of-the-ordinary solutions. We use our creativity to find unexpected and practical ways to solve problems. Our experience, technology and perseverance enable us to overcome challenges and deliver value.

- **Partnership**

We have an unwavering commitment to being a good partner focused on building productive, collaborative, trusting and beneficial relationships with governments, other companies, our customers, our communities and each other.

- **Protecting People and the Environment**

We place the highest priority on the health and safety of our work force and protection of our assets and the environment. We aim to be admired for world—class performance through disciplined application of our Operational Excellence Management System.

- **High Performance**

We are committed to excellence in everything we do, and we strive to continually improve. We are passionate about achieving results that exceed expectations — our own and those of others. We drive for results with energy and a sense of urgency.

C. Strategy

Strategy

Our Strategic Plan translates our vision into action. It aligns and integrates our organization, inspires confidence, and differentiates us from the competition.

Major Business Strategies

Our major business strategies will develop leading integrated positions in growth areas of the world:

- *Global Upstream* - grow profitably in core areas and build new legacy positions;
- *Global Gas* - commercialize our equity gas resource base while growing a high-impact global gas business;
- *Global Downstream* - improve returns and selectively grow with a focus on integrated value creation;
- *Renewable Energy* - invest in renewable energy technologies and capture profitable positions.

Enabling Strategies

Three enabling strategies apply to all parts of the company:

- *Invest in people* — to achieve our strategies;
- *Leverage technology* — to deliver superior performance and growth;
- *Build organizational capability ("4 + 1")* — to deliver world-class performance in:
 - operational excellence
 - cost management
 - capital stewardship
 - and profitable growth

Underlying and aligned with each of our major business and enabling strategies are more detailed plans, tactics and metrics targeted to guide us to success in each of the specific business areas where we choose to compete. These detailed plans are continually tested against the competition and refreshed to achieve sustained competitive performance.

D. Company Locations Headquarters

- Chevron Park – San Ramon, California, U.S.A, 6001 Bollinger Canyon Rd, San Ramon, CA 94583, U.S.A, phone: 925-842-1000

-Bangkok, Thailand: Tower 3, SCB Park, 19 Ratchadapisek, Chatuchak, Bangkok, phone: 66-2-545-

-Calgary, Canada: Avenue500 5th Ave, Calgary, Alberta, T2P 0L7, Canada, phone: 403-234-5000

-Coral Gables, 2333 Ponce De Leon, Suite 400, Coral Gables, FL U.S.A, phone: 786-552-6000

- Houston, Texas, 1500 Louisiana Houston, TX 77002, U.S.A, phone: 713-752-6000

- Lagos, Nigeria, 2 Chevron Drive, Lekki Peninsula Lagos, Nigeria, phone: 234-1-

- Luanda, Angola, Av. Lenine, #77, C. P. 2950, Luanda, Republica de, phone: 244-2-392646

1.3 Problem Identified

PT. Chevron IndoAsia Business Unit use internal news letter named “IndoAsia News” as their internal communication media. The newsletter is weekly published. The newsletter is used to drive the message from the top management and vice versa. It is one of communication tools in PT. Chevron IndoAsia Business Unit in form of newsletter. The researcher feel attracted to explore more deeply about the magazine itself because the researcher was doing internship in PT. Chevron IndoAsia Business Unit.

1.4 Statements of the Problem

Regarding the K-A-B Typology in Result in Communication Theory

- a. Are the employees aware that “IndoAsia Newsletter” is the internal communication media in PT. Chevron IndoAsia Business Unit?
- b. Do the employees show an attitude change after reading “IndoAsia Newsletter”?
- c. Do the employees show behavioral change after reading “IndoAsia Newsletter”?

1.5 Research Objectives

The research Objectives are:

This study aims to decide and explain aspects within the IndoAsia Newsletter the internal communication media and its effects on the employees.

1.6 Significant of Study

- To The Academic

It will bring awareness to the community about the importance of internal communication and what kind of media can be used as internal communication media.

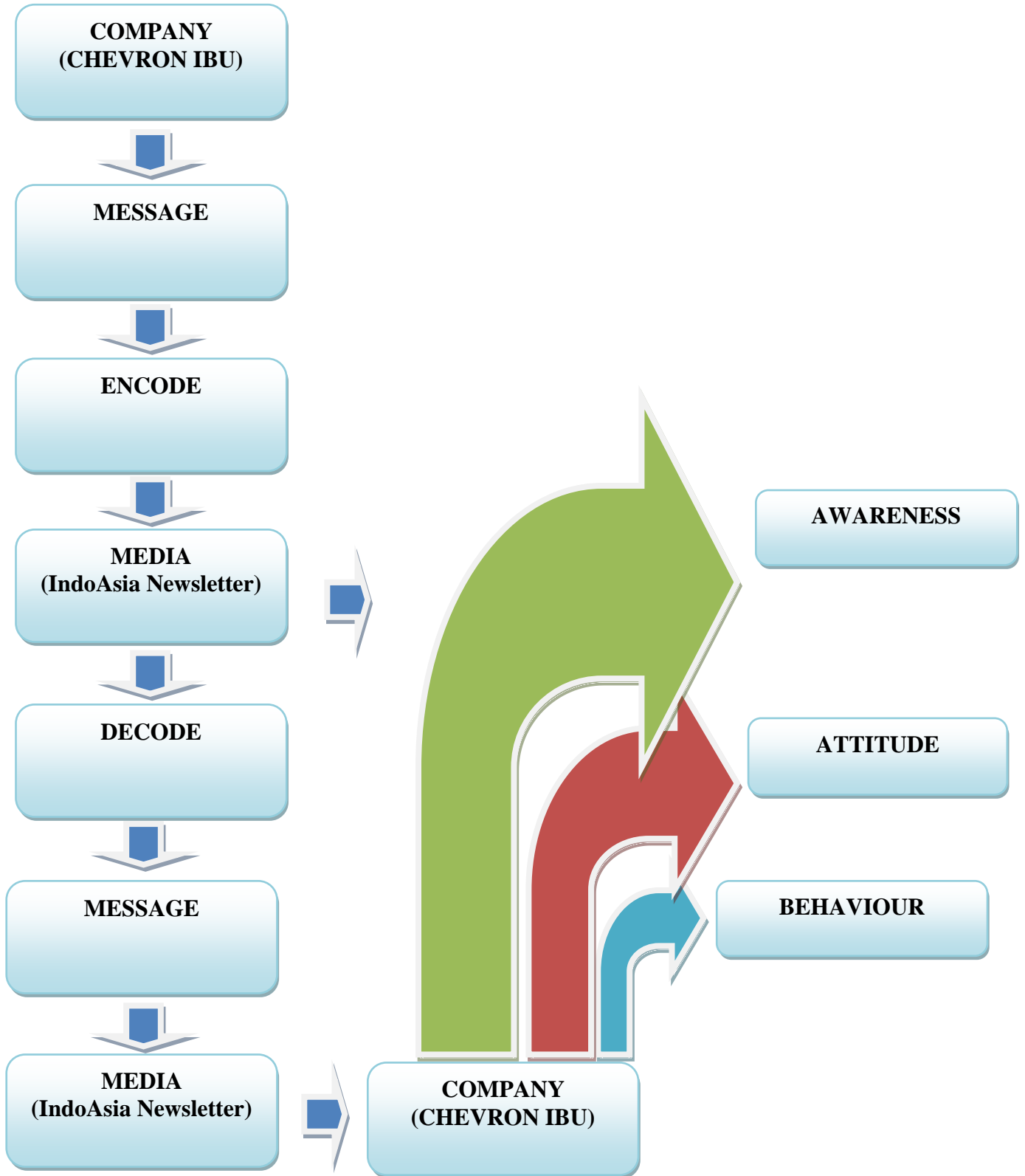
- To the Company

It would help the company to analyze the result factors in communicating the message to the employees and as a referential to provide solution to do better.

- To Other Researches

It would give the idea to about the internal communication within the company and can be used for the next researcher to study deeper about the implementation of internal communication.

1.7 Theoretical Framework



1.8 Scope and Limitation of the Study

1.8.1 Scope of the Study

From the title of this research “The descriptive Study of communication results of IndoAsia Newsletter as Internal Communication Media in PT.Chevron IndoAsia Business unit”. The researcher has limited the study into some specific definition and scopes.

The researcher scope is the IndoAsia Newsletter. the research will take place in PT. Chevron IndoAsia Business Unit At Sentral Senayan I Office Tower – Senayan, Jakarta Selatan.

1.8.2 Limitation of the study

In doing this research, there are some limitations that the researcher faced.

- Place and time

The researcher only has less than six months in doing the whole research. That makes the researcher decided to limit the scope of the research only within six month and take place in the head office only

- Eexpertise

The researcher is an undergraduate student that has limitation in expertise that would limit the researcher ability to explore some other interesting parts in this research. Therefore, references are used to gain more knowledge on the issues.

1.9 Definitions of Terms

In this area researcher would like to explain some terms that been used to the thesis.

Communication is the process of sending and receiving message between two or more individuals.

Internal Communication is patterns of meaning and the human interaction that take place within organizations where the message transmitted is understood by the receiver correctly.

Written Communication is clear expression of ideas in writing, includes grammar, organization, and structure.

Encoding is the process of converting the thought into message during the communication process, done by the sender.

Decoding is the process of converting the message during communication process into thought, done by the receiver.

Feedback is message sent back to the sender concerning to what is said in communication process.

Knowledge/Awareness is having something in one mind or knowing about something as a result of experience, learning or being given information.

Attitude is a way of thinking about something or behaving towards something.

Behavior is the way somebody acts or functions in particular situation especially towards other people.

CHAPTER II

LITERATURE REVIEW

2.1 Internal Communication

Larsson defines internal communication as patterns of meanings and the human interaction that take place within organizations. Other researchers see the concepts of communication as essentially a social affair (Corner & Hawthorn).Further, Fiske (1990) defines communication as a social interaction through message; whereas Rogers(1981) present another definition of communication and perceives it as “a process in which participants create and share information with one another to reach a mutual understanding’.

Internal Communication can serve different purposes for the company. Larsson present four basic functions that internal communication can fulfill in a company; an expressive function ,and informative function, a social function and a control function. In addition, internal communication provides a fundamental incentive in a company that enables and strengthens employees to carry out their tasks. Bertlett and Ghoshal (1989) view internal and information flows as the lifeblood of the organization. The importance of internal communication, the exchange of information and the transmission of meaning is also discussed by Katz(1978) who refers to internal communication as the soul of an organization.

2.2 Persuasive Theory

As Bettinghaus stated in his book, persuasive communication, persuasion can be defined as a conscious attempt by one individual to modify the attitudes, beliefs, or behavior of another individual or group of individuals through the transmission of some message. Persuasion can be as verbal or nonverbal communication forms.

In Communication activities, persuasion is almost intended as a result of communication and frequently the audiences or receivers are aware of the intent. In order persuasion to be successful, the communicator should have some insight into the several conditions.

- Confidence in the source of persuasion, Credibility of source is enhanced if the communicator shares a common background or set of experience audience (s). Further even though it is also true that the audience often remember what was said.
- Confidence in the message itself, the education of the audience/receivers both in general and in the specific field of the communication is important because it affects the range of the audiences' vicarious experience, creating a greater area in which common response can exist. Audiences are likely to believe things which match their information and are likely to doubt things which run contrary to it. Their belief is produced not by actual information but also by the deep ego involvement of their expertise.
- Benefit to audience(s)/receiver(s), Persuasion must serve audience/receiver needs if communication is to occur. The benefits may be quite intangible, such as raising their work motivation which affecting their work performance.

Persuasive communication can lead to change in the opinions, beliefs, or values and these changes in turn lead to changes in perception, affect, cognition or obvious action.

There are three things considered as the internal states that become the first targets of persuasive communication;

- Opinions are verbalized evaluation of people, things or ideas. An opinion may be favorable, neutral or unfavorable.
- A belief is a conviction about truth or falsity. Unlike an opinion, a belief is not

evaluative

- A value is similar to an opinion, but it is more deeply held and more resistant to change.

Changes in these states above can lead to changes in perception. Further, by appealing to emotions, persuasion can alter a person's mood, self concept and state mind. Changes in beliefs, opinions or values can serve to cognitive change. Cognitive change influences a person's rational through processes. People change their behavior partly by considering alternatives and revising their ideas to adapt new information.

2.3 Models and Theories of Behavior and Social Change

Below is a brief overview of some of the underlying models and theories that drive communications campaigns. New theories from sociology, such as social network theory, social network analysis, learning communities, and communities of practice, and from the information technology arena, such as actor-network theory, can also be applied to communications campaigns. For the past several decades, the primary theories or models used to describe behavior change have been the Knowledge-Attitude-Behavior Model and Social Diffusion Theory.

2.3.1 K-A-B Model and Its Limitations

For many years, environmental education and communications campaigns have followed the Knowledge-Attitude-Behavior Model. The K-A-B model asserts that education leads to greater awareness and attitude change and then to responsible behavior. This model has been instrumental in shaping environmental education programs since 1975, yet researchers and educators have noted that an increase in knowledge does not necessarily precipitate an increase in behavior change. At least two kinds of barriers have been identified. The first relates to individual capability, which includes lack of specific skills, illiteracy, low social status, lack

of resources (both time and money), lack of empowerment, and habits and routines.

The second relates to external constraints, such as lack of choices, material costs and rewards, laws and regulations, available technologies, social norms and expectations, and social, economic, and political contexts (Leiserowitz, Kates, and Parris, 2004:32). Researchers are thus beginning to make a theoretical shift from the K-A-B model to more complex models, recognizing that multiple factors affect behavior change. Knowledge, awareness, and attitudes are not enough to effect behavior change. Skill building, self-efficacy, and intentions—the theory of reasoned action and planned behavior described below—have been shown to be better predictors of successful behavior change (Bandura,2001:17; Schneider and Cheslock, 2003:128). Specifically, antecedents, such as prompts or triggers, goal setting and commitment strategies, incentives, and role modeling or demonstrations increase the likely success of creating behavior change (Bandura,2001:15; Schneider and Cheslock, 2003:46).

Other strong predictors of behavior are emotions and moral convictions (Myers, 2003:7). Social contexts and social norms also play a role in changing behavior, as well as personal motivations, religious and cultural beliefs, and knowledge about the consequences of actions (Butler and Mattern, 2001:4).

2.4 Result of Communication

Based on Tradwell Donal & Treadwell Jill B. written in their book called Public Relation Writing(2005) there are three possible outcomes of communication,

1. Knowledge or Awareness (K)
2. Attitude Change (A)
3. Behavioural change(B)

Here, means the use of K-A-B typology of outcomes to decide the basic purposes of writing message for Treadwell Donald & Treadwell Jill B, the message will

gives Knowledge then tend to change the readers attitude after reading the message and also tend to change the behavior of the reader.

2.5 Motivation

Communication encourages motivation by clarifying to employees what is to be done, how well they are doing and what can be done to improve performance if it is not up to par. As employees set specific goals, work toward those goals, and receive feedback on progress towards goals, communication is required. Motivation can be defined as the processes that account for an individuals willingness to exert high levels of effort to reach organizational goals, conditioned by the effort's ability to satisfy some individual need. Although, in general motivation refers to effort toward any goal.

There are three key elements can be seen in motivation:

1. Effort: a measure of intensity or drive. a motivated person tries hard. But high levels to effort are unlikely to lead a favorable job performance unless the effort is channeled in directions that benefit the organization.
2. Organizational goals: the kind of effort that management and employees should be seeking.
3. Need Satisfying Process: Internal states that make certain outcomes appear attractive. An unsatisfied creates tension, which individual reduces by exerting effort.

Anthony Davis in his book *Mastering Public Relations* (2007) stated that Human Resources theory perceives engagement and involvement of employees as being central to motivation that will result in cooperation. This is achieved through more flexible structures and greater autonomy for the individuals based upon a degree of open communication between management and staff, open in the sense that the substantive background decision and their circumstances are explained and discussed. The environment is less about management giving orders and more

about management and staff collectively “taking orders” from their shared situation. In this environment:

- Communication is encouraged, vertically, horizontally, and diagonally, and
- There is less inhibition
- Ideally, messages flow backwards and forwards without regards for status of senders, encouraged in a dynamic atmosphere of collaboration and mutual respect.

CHAPTER III

METHODOLOGY OF RESEARCH

3.1 Research Methods

This research use quantitative approach. Quantitative is considered as scientific approach, which apply statistical model and the result serve as the numeric data then interpret next with explanation. Based on the quantitative approach, this research uses a Descriptive method to Describe, explain and validate findings. Descriptive research answer the question who, what, where, when, and how. That's why researcher conducted descriptive research.

Therefore, researcher realizes descriptive research has advantages for this study because:

- 1 Descriptive research is suitable for the research objective, which is measuring by weighted average.
- 2 Descriptive research explores the problem by describing data and characteristic about the phenomenon in this study.
- 3 Descriptive research is less expensive and efficient way of obtaining large/undefined quantitative of data.
- 4 Descriptive research suitable for this research wants to validate the findings of by experts that being study.

Despite that, this study also adopts a quantitative research in way of structuring the number and interpreting data into number so that researcher may be effective on doing calculation. Also by adopting quantitative research result of this study can be generalized which will convenience for doing further research regarding the problem of this study.

3.2 Research Instrument

During this study, the writer's intention was to gather information from as many different source as soon as possible regarding to the validity of the study. Therefore, the writer decided to divided the data collections into two parts which are the primary data and the secondary data collection. In primary data collection, the writer using questionnaire, while in the secondary data the writer gather information from literature study, the writer consider it to be importance to used different ways of gathering information in the study, since there is no single source information that can provide a comprehensive and complete perspective on the study (Merriam,1998).The collection of data will be discussed in more detail below.

3.2.1 Primary data Collection

The research data instrument that used in this study is questionnaire. Questionnaire is list of question that will be answered by the respondent. The purpose of separation the questionnaire is to search the complete information about any things without worry the respondent will give incomplete with the reality(Kriyantotno,2006).May(2001) state the main strength and weakness using questionnaire. First, they have a lower cost than face to face interviews. Second, if it dealing with political or ethical sensitive issues, their anonymity may be advantageous. Third, people take their own time to fill in the questionnaire and consider their response that will make the answers more objective. Fourth, as interviews are not used to lead to less bias that the results from the way in which different interviews ask questions. Finally, it is possible to cover wider geographical area at lower cost.

The disadvantages, on the other hand, include the need to keep questions relatively simple and straightforward as the researchers to control over how people are interpreting the question once it deliver. Second, the probability of probing beyond the answer that people give is absent. Third, the response rate

may be low; the kind questions that include in questionnaire are close and open questions.

First the close question mean in the questionnaire the writer provides an alternative answer for the respondent. Here the respondent can choose the answer that is compatible with them which based on the reality happened(Kriyantono,2006).Close questions limit the number of possible answer to be given, their analysis is quicker.

The advantages of close question are they cheaper to use and analyze relative to open questions and they also permit compatibility between people's answer. While the disadvantages, they are problematic if people have not thought about the question which is asked.(May,2001).

3.2.2 Secondary Data Collection

The writer studied about literature regarding internal communication which is specialized on the effectiveness of Internal Newsletter as the internal media in a company. The reason for studying literature was that it helped the writer to obtain a deeper knowledge which is become a new concept(Forsberg and Maim,2001)

3.3 Sampling Design

3.3.1 Size of Population

The population being research in this study is PT. Chevron IndoAsia Business Unit, which are 254 employees in total. Since the could not gave a brie detail number of employees from each department, the writer using random sampling design.

3.3.2 Sampling Technique

To decide the size of the sample in this study, the researcher used random sampling.

3.3.3 Research Sampling

This research used 10% for tolerable error. The Tolerable error for each population is not always the same. It can be 1%,2%,3%,4%,5% or 10 %. (Kriyantono 2006: 160). The writer using 10% for tolerable error because 10% has the highest accuracy for counting this sample from population.

Measuring the number of sample, the writer uses Slovin formula with an assumption that the tolerable error in this research is 10%.The formula can be seen as below:

$$n = \frac{N}{1 + Ne}$$

Where, n = the number of sample

N = the number of population

e = tolerable error because of sampling error

Using Slovin formula, the total sample needed for this research from the total population is counting as below:

$$n = \frac{254}{1 + 254(0.1)} = 71,75 = 72$$

Thus, the respondents required as the sample in this research are 72 employees

3.4 Statistical treatment

This study is using arithmetical and inferential as follow:

1. Percentage

This tool is to establish the actual frequency of the response to specific question, specifically, the profile of the participants.

2. Frequency

This tool is used to seek answers to specific problems which determine the values of specific variables.

3. Rank order scaling

This tool is a comparative scaling technique in which respondents are presented with several objects simultaneously and asked to order rank or rank them according to the criteria of Likert Scale. (**Table 3.1**)

Answer	Score
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

The Linkert scale is used the questionnaire because the researcher would like to find out the respondents attitude towards the statements regarding internal communication in the questionnaire. According to Babbie (1992) Likert scaling represents a systematic and refined means for constructing indexes from questionnaire data. Moreover, he argued that the particular value of this format is the ambiguous ordinality of response categories. If respondents were permitted to volunteer or select answers as “sort of agree”, “pretty much agree”, really agree”, and so forth, the researcher would find it impossible to judge the relative strength of agreement intended by the various-respondents. The Likert format resolves dilemma.

The Likert format also lends itself to a rather straightforward method of index construction because identical response categories are used for a several items intended to measure a given variable, each such item can be scored in a uniform manner.

4. Weighted mean

This tool is used to seek the answers of a specific question or statements that the researcher arise which has formula as follows :

$$X = Efx / n$$

Where f : frequent
 X: sample data
 N: sample size

3.5 Research's Stages

This research is divided into 3 stages, they are:

3.5.1. Preparation Stage

- 1 Literature preparation
- 2 Research instrument preparation
- 3 Research instrument testing
- 4 Reviusion of research instrument

3.5.2. Research execution stage

- 1 Asking permission from PT. Chevron IndoAsia Business Unit
- 2 Data Collection, Interview
- 3 Location :PT. Chevron IndoAsia Business Unit
- 4 Time Frame : January – March 2011.

3.5.3. Post – Research stage

- 1 Data Processing
- 2 Literature review
- 3 Analyze and Interpretation of data.

3.6 limitation of Study

The restraint that arose during the research is in the data collection stage. The numbers of samples total 72 employees, which have different job and duties

schedule, and it's require extra time to conduct individual approach and interviewing the employees

CHAPTER IV

ANALYSIS OF DATA AND INTERPRETATION OF RESULT

In this section, Researcher presents the analysis of data then interpret the data using tools stated in the previous chapter based on the specific questions arise by the Researcher.

4.1 Respondents Data

This parts of study elaborates the description of the data which include sex and age.

4.1.1 Sex

The number of female respondents is 24 people or 33% of the total population meanwhile, the number of male respondents are 48 people or 66,7% of total population. From this result we could know that more than half of the respondents are male.

Gender	Frequently	Precentage	Rank
Male	48	66,7%	1
Female	24	33,7	2

4.1.2 Age

The composition of respondent age in his research is 22,2% or 16 person 22-30 years old employees, in the second place 29,2% or 31-40 years old employees, and I the first palce,48,6% or 35 person of 41-50 years old employees. From the result we could know that most of the respondents are from 41-50 years old.

Age	Frequently	Percentage	Rank
22 – 30	16	22,2%	1
31 – 40	21	29,2%	2
41 – 50	35	48,6%	2

4.2 Awareness Tes Result

In this section, the researches briefly explain and analyze awareness aspect towards “IndoAsia”. The analysis will depend on each statement in awareness test section that was provided in the Questionnaire.

	SA	A	N	D	SD
Frequency	21	46	5	0	0
Percentage	29,2	63,9%	16,9%	0%	0%

From the table above, we could see that 21 people or 29,2% strongly agreed, 46 people or 63,9% agreed and, 5 people or 6,9% neither agree nor disagree. From this result, we could say that the most or more than half of the respondents are aware that “IndoAsia Newsletter” is published weekly.

2. The quality of Photography “IndoAsia Newsletter” is really interesting.

	SA	A	N	D	SD
Frequency	48	24	1	0	0
Percentage	66,7	33,3%	1,4%	0%	0%

From the table above, we could see that 48 people or 66,7% strongly agreed, 24 people or 33,3% agreed and, 0 people or 0% neither agree nor disagree. From this result, we could say that most or more than half of respondents are aware that the quality of photography in “IndoAsia Newsletter” is really interesting.

3. The language in “IndoAsia Newsletter” is easy to understand.

	SA	A	N	D	SD
Frequency	23	48	1	0	0
Percentage	31,9%	66,7%	1,4%	0%	0%

From the table above, we could see that 23 people or 31,9% strongly agreed, 48 people or 66,7% agreed and, 1 people or 1,4% neither agree nor disagree. From this result, we could say that most or more than half of respondents are aware that the language in “IndoAsia Newsletter” is easy to understand.

4. The cover of “IndoAsia Newsletter” is attractive.

	SA	A	N	D	SD
Frequency	26	32	12	3	0
Percentage	36,1%	44,4%	15,3%	4,1%	0%

From the table above, we could see that 26 people or 36,1% strongly agreed, 32 people or 44,4% agreed and 11 people or 15,3% neither agree nor disagree and 3 people or 4,1% disagreed. From this result, we could say that the most or more than half of respondents are aware that the cover of “IndoAsia Newsletter” is attractive.

5. The articles in “IndoAsia” are brief and clear.

	SA	A	N	D	SD
Frequency	25	42	5	0	0
Percentage	36,1%	58,3%	6,9%	0%	0%

From the table above, we could see that 25 people or 34,7% strongly agreed, 42 people or 58,3% agreed and 5 people or 6,9% neither agree nor disagree. From this result, we could say that the most or more than half of respondents are aware that the articles in “IndoAsia” are brief and clear.

4.2.1 Awareness Tes Result

No.	SA	SA	A	N	D	SD	WM	RANK
1.	“IndoAsia Newsletter” is published weekly.	21	46	5	0	0	4,22	4
		29,2%	63,9%	6,9%	0%	0%		
2.	The quality of Photography“IndoAsia Newsletter” is really interesting	48	24	0	0	0	4,66	1
		66,7%	33,3%	0%	0%	0%		
3.	The language in “IndoAsia Newsletter” is easy to understand.	21	46	5	0	0	4,31	2
		29,2%	63,9%	6,9%	0%	0%		
4.	The cover of “IndoAsia Newsletter” is attractive.	26	32	11	3	0	4,04	5
		36,1%	44,4%	15,3%	4,1%	0%		
5.	The articles in “IndoAsia” are brief and clear.	25	42	5	0	0	4,27	3
		34,7%	58,3%	6,9%	0%	0%		

Based on the awareness test result above we could see that the most or more than half of the respondents gave positive answers of the awareness result factor of communication. And if we rank the statements, we could see that statement number two have 4,66 as it weighted mean and 66,7% of the respondents showing strong positive agreement towards the awareness of “IndoAsia Newsletter.

4.3 Attitude Test Result

In this section, the researcher briefly explains and analyzes Attitude changes aspect towards ‘ IndoAsia Newsletter’. The analysis will depend on each statement in Attitude test section that was provided in the Questionnaire.

1.I like to read “IndoAsia”.

	SA	A	N	D	SD
Frequency	23	48	1	0	0
Percentage	31,9%	66,7%	1,4%	0%	0%

From the table above, we could see that 23 people or 31,9% strongly agreed,48 peole or 66,7% agreed and 1 people or 1,4% neither agree nor disagree.From this result,we could say that the most or more than half of respondents positively stated that they like to read “IndoAsia”.

2. The article of “IndoAsia” are interesting to read.

	SA	A	N	D	SD
Frequency	10	58	4	0	0
Percentage	13,9%	85%	5,6%	0%	0%

From the table above, we could see that 10 people or 13,9% strongly agreed, 58 people or 85% agreed and 4 people or 5,6% neither agree nor disagree From this result, we could say that the most or more than half of respondents positively stated that the article of “IndoAsia” are interesting to read.

3. The article and information of “IndoAsia” is realiable.

	SA	A	N	D	SD
Frequency	51	13	8	0	0
Percentage	70,8%	18,1%	11%	0%	0%

From the table above, we could see that 51 people or 70,8% strongly agreed,13 people or 18,1% agreed and 8 people or 11% neither agree nor disagree. From

this result, we could say that the most or more than half of respondents positively stated that the article and information of “IndoAsia” is reliable.

4. The information in “IndoAsia” is related to them.

	SA	A	N	D	SD
Frequency	54	12	6	0	0
Percentage	75%	16,7%	8,4%	0%	0%

From the table above, we could see that 54 people or 75% strongly agreed, 12 people or 44,4% agreed and 6 people or 8,4% neither agree nor disagree. From this result, we could say that the most or more than half of respondents positively state that the information in “IndoAsia” is related to them.

5. I like to see the pictures in “IndoAsia”.

	SA	A	N	D	SD
Frequency	26	32	14	0	0
Percentage	36,1%	44,4%	19,4%	0%	0%

From the table above, we could see that 26 people or 36,1% strongly agreed, 32 people or 44,4% agreed and 14 people or 19,4% neither agree nor disagree. From this result, we could say that the most or more than half of respondents positively state that they like to see the pictures in “IndoAsia”.

4.3.1 Attitude Test Result

No.	SA	SA	A	N	D	SD	WM	RANK
1.	I like to read “IndoAsia”.	23	48	1	0	0	4,31	3
		31,9%	66,7%	1,4%	0%	0%		
2.	The article of IndoAsia are interesting to read”	10	58	4	0	0	4,08	5
		13,9%	85%	5,6%	0%	0%		
3.	The article and information of IndoAsia is realiable.	51	13	8	0	0	4,59	2
		29,2%	63,9%	6,9%	0%	0%		
4.	The information in IndoAsia is related to them	54	12	6	0	0	4,66	1
		75%	16,7%	15,3%	8,4%	0%		
5.	I like to see the pictures in IndoAsia	26	32	14	0	0	4,16	4
		36,1%	44,4%	19,4%	0%	0%		

Based on the attitude test result above we could see that the most or more than half of the respondents gave positive answers of the attitude change result factor of communication. And if we rank the statements, we could see that statement number four shows 4.66 as it weighted mean and 75% of the respondents showing strong positive agreement towards the correlation of information in “IndoAsia” with them.

4.4 Behavior Test Result

In this section, the researcher briefly explains and analyzes behavior change aspect towards “IndoAsia”. The analysis will depend on each statement in Behavior test section that was provided in the Questionnaire.

1.”IndoAsia” can motivate me for working more harder

	SA	A	N	D	SD
Frequency	22	36	14	0	0
Percentage	30,5%	50%	19,4%	0%	0%

From the table above, we could see that 22 people or 30,5% strongly agreed,36 people or 50% agreed and,14 people or 19,4% neither agree or disagree. From his result, we could say that most or more than half of the respondents are showing positive attitude that they work hard because of the information in “IndoAsia Newsletter”.

2. The tips column in “IndoAsia” is inspiring and useful.

	SA	A	N	D	SD
Frequency	18	43	11	0	0
Percentage	25%	59,7%	15,3%	0%	0%

From the table above, we could see that 18 people or 25% strongly agreed,43 people or 59,7% agreed and,11 people or 15,3% neither agree or disagree. From this result, we could say that most or more than half of the respondents are showing positively agreed that that the tips column in “IndoAsia” is inspiring and useful.

3. “IndoAsia” is updating the information of Chevron IBU.

	SA	A	N	D	SD
Frequency	51	14	7	0	0
Percentage	70,8%	19,4%	9,7%	0%	0%

From the table above, we could see that 51 people or 70,8% strongly agreed, 14 people or 19,4% agreed and, 7 people or 9,7% neither agree or disagree. From this result, we could say that most or more than half of the respondents are showing positively agreed that that the tips column in “IndoAsia” is updating the information of Chevron IBU.

4. I like to discuss about the information given by “IndoAsia Newsletter”.

	SA	A	N	D	SD
Frequency	24	41	7	0	0
Percentage	33,3%	56,9%	9,7%	0%	0%

From the table above, we could see that 24 people or 33,3% strongly agreed, 41 people or 56,9% agreed and, 7 people or 9,7% neither agree or disagree. From this result, we could say that most or more than half of the respondents are showing positively stated that the employees like to discuss about the information given by “IndoAsia Newsletter”.

5. I always keep the “IndoAsia Newsletter”.

	SA	A	N	D	SD
Frequency	22	32	18	0	0
Percentage	30,5%	44,4%	29,1%	0%	0%

From the table above, we could see that 22 people or 30,5% strongly agreed, 32 people or 44,4% agreed and, 18 people or 19,1% neither agree or disagree. From

this result, we could say that most or more than half of the respondents are showing positively stated that they always keep the “IndoAsia Newsletter”.

4.3.1 Behavior Test Result

No.	SA	SA	A	N	D	SD	WM	RANK
1.	IndoAsia can motivate me for working more harder.	22	36	14	0	0	4,1	3
		30,5%	50%	19,4%	0%	0%		
2.	The tips column in “IndoAsia” is inspiring and useful	18	43	11	0	0	4,09	4
		66,7%	33,3%	0%	0%	0%		
3.	“IndoAsia” is updating the information of Chevron IBU.	51	41	7	0	0	4,61	1
		70,8%	19,4%	9,7%	0%	0%		
4.	I like to discuss about the information given by “IndoAsia Newsletter”.	24	41	7	0	0	4,24	2
		33,3%	56,9%	9,7%	0%	0%		
5.	I always keep “IndoAsia Newsletter”	22	32	18	0	0	4,05	5
		30,5%	4,44%	19,1%	0%	0%		

Based on the attitude test result above we could see that the most or more than half of the respondents gave positive answers of the behavior change result factor of communication. And if we rank the statements, we could see that statement number four shows 4.24 as it weighted mean and 70,8% of the respondents showing positively agreed that that the tips column in “IndoAsia” is inspiring and useful.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In conclusion, answering the statements of the problem of this study that been raised in the first chapter which are:

a. Are the employees aware that “IndoAsia” Newsletter is the internal communication media in PT. Chevron IndoAsia Business Unit?

The result of the research proved that PT. Chevron IndoAsia Business Unit employees are aware of the existence of “IndoAsia” Newsletter. Even the test result shows that every statement given has been answered positively by the respondents.

b. Do the employees show an attitude change after reading IndoAsia” Newsletter?

The result of the research proved that PT. Chevron IndoAsia Business Unit employees do show positive attitude toward of “IndoAsia” Newsletter and the highest rank is on the colleration factor of “IndoAsia” Newsletter to the employees as the reader.

c. Do the employees show behavioral change after reading “IndoAsia” Newsletter?

The result of the research proved that PT. Chevron IndoAsia Business Unit employees do show some behavioral change toward “IndoAsia” Newsletter and the highest rank is on the application of tips in “IndoAsia” Newsletter in their daily life.

5.2 Recommendation

By this research “IndoAsia” Newsletter has proven its function as the internal communication media in PT. Chevron IndoAsia Business Unit. But, there is actually a questions that could not be raised at this research at the moment which is regarding the publishing time. It takes a long time for every edition of

“IndoAsia” Newsletter to be published. Therefore the researcher recommend that PT. Chevron IndoAsia Business Unit do an evaluation about the publishing time frame because it is less effective to the employess as the readers (receiver) if it needs four month to receive the message in “IndoAsia” Newsletter

LIST OF REFERENCES

Books

Babbie. (1992). Communication Research Method. Boston: Pearson Prentice Hall

Bartlett & Ghoshal. (1939). How to Pass Public Relation. Great Britain

Bettinghaus. (1980). Effective Communication, New York

Corner & Hawthorn. (1980). Communication Studies an Introductory Reader.

Devito, A. Joseph. (2001). Essential of Human Communication, 5th Edition. USA

USA: Pearson Education

Devito, A. Joseph. (2009). Communicology: An Introduction To The Study of

Communication. New York: Harper and Row Publication.

Davis, Anthony. 2007. Public Relations, 2' Edition. New York: Palgrave

MacMillan

Dobson. (2003). Business Communication Today. USA: Pearson

Fiske, John. (1990). Introduction to Communication, 2nd Edition. New York:

Routledge

Katz, Richard. (1978). Mass Communication, 6th Edition. Cincinnati: Thomson

South-Western

Kotler, Philip & Amstrong, Gary. (2006). Principles of Marketing, 12th Edition.

New Jersey: Prentice Hall

Kriyantono,Rachmat. (2006). Practical Technique Communication Research.

Jakarta:Kencana Perdana Media Group