

Conference Paper

Intercourse of Verbal and Visual Communication with Rock n' Roll Magazine Reader

Naldo

Communication Studies Program, Vocational Program, Universitas Indonesia, Depok, Indonesia

Abstract

This study aims to determine the correlation between the attractiveness of the delivery messages in the Rolling Stone Indonesia magazine with the fulfillment of information about music. This object is 84 respondents of Rolling Stone Indonesia magazine customer in Bandung. Research methods used in this research is method of survey research techniques to examine the relationship correlation among the variables through hypothetical test. Data were collected from the questioner, interview and study of literature. Ordinal data are tested using the coefficient-Spearman Rank correlation. From the data that already collected, the data related to separate the variables and calculated the number of correlation to see the correlation between the data variables. Results of this research is there a correlation between the attractiveness of the delivery messages in the Rolling Stone Indonesia magazine with the fulfillment of information about music about 0.913. Based on the study, it can be concluded that the attractiveness of the delivery messages in the Rolling Stone Indonesia magazine has a significant correlation with the customer fulfillment of information in the Rolling Stone Indonesia magazine.

Keywords: mass communication, magazine, messages, music

Corresponding Author:

Naldo
naldoms@gmail.com

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1. Introduction

The magazine is one type of mass media that are presented in various types of for readers. Although the function as disseminators information magazines also have function educate and entertaining. Such as education and entertainment, it is depend on category of the magazine. Magazines can be categorized in various types, including business magazines, general consumer magazines, periodicals, public relations magazines, literary and scientific magazines, and so on. The need for information for each person is not the same, because it has different interests.

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Since 1999 in Indonesia, after the new order in the reform era, at least 350 new mass media have participated to remedy the print media and continue to grow rapidly to this day, competing closely with dozens of mass media that has been known to the public. The current competition is not only with domestic media, but also with transnational media offices that can no longer be inhibited by regulation. Under the pretext of globalization and the pressures of liberalization, there is no monopoly of information and foreigners can open representatives that directly serve all users of their information (end users). However, it is still a question whether by increasing the volume and diversity of mass media information, the information needs of the community have been fulfilled?

According to a press practitioner who is also a Tempo Editor, Thoriq Hadad, with the explosion of news in large numbers and all easily accessible to the public, then what happens is 'pollution' information. "If we go to a kiosk, we will be confused which media will be taken. There are so many offers, so many newspapers and magazines. The result is somewhat confused in choosing," he said. Therefore, the society then needs more objective and argumentative news. The public needs no longer just information, but rather clarification.

Quoted from Frank Zappa's statement, "Most rock journalism is about people who can't write, interviewing people who can't talk for people who can't read." Maybe he's right. Hence, music magazines in Indonesia never last long. Although the term 'rock journalism' does not exist in Indonesia. Music magazines in Indonesia never fared well. His age never lasts long. When compared to the developed countries, they have music magazines that survive for decades. Rolling Stone, NME, Blender, Spin, some of them.

Based on the background of the problems and uniqueness of Rolling Stone Indonesia magazine - the only print media in Indonesia is the most digging about the potential of Indonesian music in addition to the global music industry globally as one of the fulfillment of music information needs in Indonesia as described earlier. This phenomenon is very interesting to be studied. This research is trying to find out "How is the relationship between the appeal of message delivery of Rolling Stone Indonesia magazine with the fulfillment of information about music?" The attraction of message delivery can be said as visual and verbal attraction contained in Indonesian Rolling Stone magazine. The study of the attractiveness of message delivery in printed mass media that is the way of packaging and information to be conveyed is very useful for mass media to assess how far readers need to attend the magazine of Rolling Stone Indonesia.

2. Literature Review

2.1. Magazine as mass communication media

Magazines are part of printed mass media in addition to newspapers and tabloids. Like newspapers, the spread and the magazine cover is very broad and large. The distribution is done regularly with a fixed interval. In the preparation of the contents, the magazine has space and time is quite extensive compared to newspapers. In addition magazines can also be produced in various types of styles, shapes or formats, sizes, typography, colors, and paper types.

Magazines come from the English 'Magazine' which is defined as a publication or periodical publication containing articles from various other articles. The word magazine itself originally meant storehouse, store or warehouse, this word comes from the French word 'Magasin' which means storage or store. "At the beginning of the magazine publishing period only a catalog of books to be sold. Soon the magazine began to be published regularly and equipped with essays, articles that are general and addressed to all readers." (Hiebert, 1985: 324).

As a mass media, magazines have functions and roles through the content it serves. The function of the magazine is the same as the other media functions: Giving information to the public, Media assisting the public education, mass media functioning to publicize the public, mass media also entertaining, mass media function as economic aspect, and mass media function to have social responsibility.

2.2. Music magazine in Indonesia

In Indonesia, the only music magazine that has survived long, is only *Aktuil*. From 1967 to 1981. That too, only experienced the glorious period of 1970–1975. After *Aktuil*, no music magazine can match that success. The music magazine travel in Indonesia is divided into four periods. The first period is the '70s period. The magazine that is told here is the *Aktuil*. Mentioned a bit about music magazines before *Aktuil*, namely *Musika*, which appeared in the '50s. But because *Aktuil* is the most phenomenal, then this story begins here. Coupled with the Indonesian music industry in the '70s began to show stretch.

The story begins with Remy Sylado's remarks, about not wanting to take care of music magazines anymore. Paid regardless. Then, a flashback to a time when Sylado was offered an editor at *Aktuil*. The magazine then developed. Sylado is one of the key

figures. Sylado also until now still publicly known. That is why, Sylado's character to tell the exact Aktuil magazine is used. He can also talk a lot about the music industry and music journalists in Indonesia. In this period, it is told how young Bens Leo joined Aktuil. He is also one of the Aktuil alumni who is still active today. Bens Leo also became Chief Editor of NewsMusik, a music magazine that later appeared in the late '90s.

The '80s period. Many have tried to repeat the success of Aktuil magazine. Vista Music in between. Some of the Aktuil crew even joined in here. But, Vista Music did not work either. Changed the format so Vista Movies, Music, Television. In the late '80s, Hai magazine began to change its format into a teenage boy magazine. Arswendo signed in. The '90s period. In the early '90s, Tabloid Citra Musik appeared. After the Monitor is 'bredled', this tabloid gradually changes its format to an entertainment tabloid. To change the position of the Monitor. Some characters in this era, Remy Soetansyah, and Hans Miller Banureah. These two names, will go back in the story, in the early 2000s.

In the era of the 2000s, Hai became the magazine's most informed music. Teens of Indonesia, it's like to believe what Hai said. Similar to those experienced by Aktuil. History repeats itself. Only, Hai can still be saved. The portion of music is reduced little by little. The big company behind it, so one of the deciding factors as well. In this era, the name Denny MR appears. In this era also, Arswendo has been managing Tabloid Dangdut after the prison. Dangdut tabloid is also not fared either.

Period of 2000s. The late '90s and early 2000s, came the mass media of music. Tabloid MUMU, which only lasted about four years. NewsMusic Magazine, which is only three years old. And the Rock tabloid, which is only about 52 editions. Remy Soetansyah and Hans Miller Banureah two of his army. Popcity magazine also only lasted about three years. Poster magazines are also no better fate. In this era, several independent magazines, which discuss cutting edge music are published. Trolley, only 11 editions. Now, only a few names survive. Trax, Ripple, and Rolling Stone Indonesia in between. Ripple is an independent magazine that writes music that is not mainstream. Now turned into a free magazine. Some of the pages are filled with catalogs of distro products.

Rolling Stone magazine is a magazine that contains elements of music, politics, and popular culture based in the United States. Rolling Stone was founded in San Francisco in 1967 by Jann S. Wenner (who is still the editor and publisher of Rolling Stone magazine) and music critic Ralph J. Gleason. Rolling Stone magazine is known for its political coverage in the early 1970s with a confusing and controversial theme that is characteristic of Gonzo magazine journalist Hunter S. Thompson. Rolling Stone magazine changed its appearance format in the 1990s, penetrating into the young

readers segment, often focusing on young players on television or movie and pop music actors. This led to the criticism that the magazine emphasized more about its substance style. In the last few years, Rolling Stone magazine has a theme in the traditional approach, including in the story of his politics that has resulted in increasing change.

2.3. Uses and gratifications approach as a mass communication model

The use and gratification approach to mass communication studies evolved as an alternative to the failure of some communications research to produce direct evidence of media effects on audience members. This approach, especially for researchers who have used the mass media function approach, is a way to explain the high level of media consumption (Blake, 2005: 159).

This approach assumes that people's interactions with the mass media can often be explained through the use of media content and/or the gratification they get from the media.

The uses and gratifications approach was first described by Elihu Katz (1959) in an article as his reaction to Bernard Berelson's (1959) assertion that communication research seems to be dying. Katz asserted that the field of study that is dying it is a study of mass communication as persuasion. He pointed out that most of the current communications research was directed at researching the effects of a persuasion campaign against audiences. Most of these studies show that mass communication has little effect on the audiences being persuaded.

Even the most powerful mass media cannot regularly affect an individual who 'does not get the benefits' from the media in the social and psychological environment in which he lives (Katz in Blake, 2005: 159).

McQuail (in Blake 2005: 160) mentions a use and satisfaction approach with key advantages (1) it helps in the proper understanding and meaning of media usage, and (2) it shows a new set of intermediate variables to be taken into account in research on media effects.

Karl Erik Rosengren in his work entitled "Uses and Gratifications: A Paradigm Outlined" presents the paradigm uses and gratification model as follows:

The first point of the paradigm symbolizes the biological and psychological infrastructure that forms the basis of all human social behavior. It is this biological and psychological need that makes a person act and react.

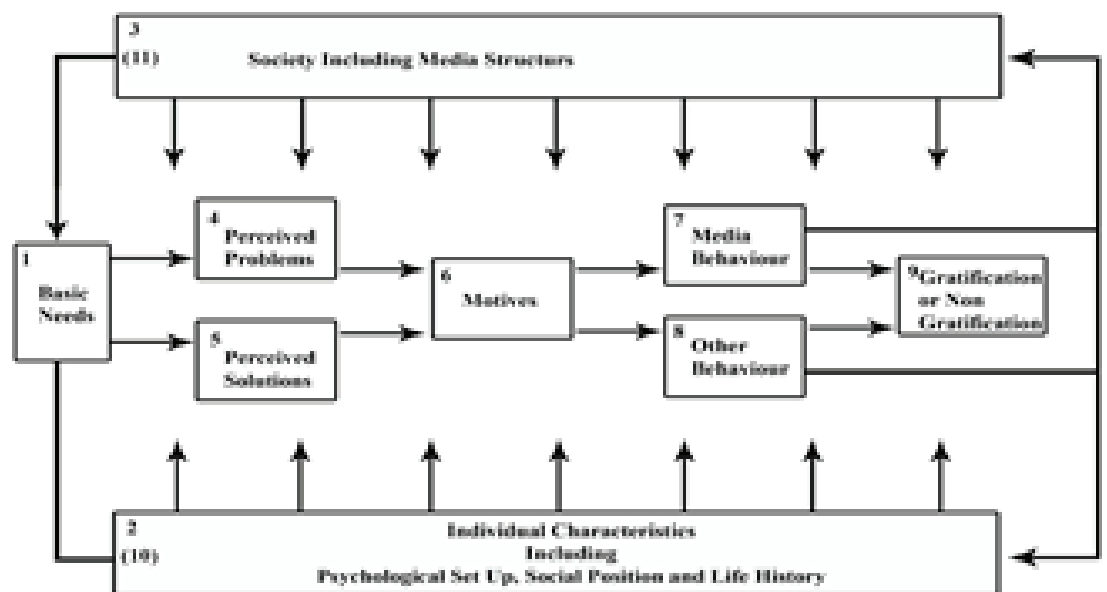


Figure 1: Paradigm uses and gratification model.

Items 1, 2, 3 in the figure show the interaction between internal and external factors, or with concrete terms between a person and the surrounding community. Item 2 shows individual characteristics, such as social position. Meanwhile, the intra-individual process is closely related to the points 1, 4, 5, 6, and 9 in the paradigm.

Through the approach of semiotics theory magazine is expected to be classified based on signs, codes, and meanings contained in it. Thus can be found clarity about aesthetic considerations in magazines viewed from the relationship between signs and messages. With semiotic theory approach is expected to know the basic alignment between verbal signs with visual sign to support the appearance of the magazine and know the relationship between the amount of content of the message (verbal and visual) with the level of creativity of magazine design.

The visual appeal is categorized consisting of photo attractiveness, lay out, letters, and colors. Verbal attractiveness is categorized as consisting of language usage, word choice, completeness and diversity of information.

Uses and gratification model begins from the social environment (social environment) that determines our needs. The social environment includes the characteristics of group affiliation and personality traits. Individual needs (individual needs) are categorized as cognitive needs, affective needs, personal integrative needs, social integrative needs, and escapist needs.

3. Methodology

Primary data of this study is the result of questionnaires distributed to 84 people. The data is the main data where the analysis is supported by secondary data whose analysis obtained from the observation in the field and some sources of literature to strengthen and deepen the analysis results.

The respondent's data is all the identity of the respondent that is deemed relevant to the identified problem. While the research data is a number of scores obtained from respondents' answers to questions or statements about research variables, variable X 'Attraction Pulling Message in Rolling Stone Magazine Indonesia' and variable Y 'Fulfillment of Information Needs for Readers'. The variables were analyzed using descriptive statistics and correlation analysis.

The method used in this study is correlational method, because in this study the author tries to examine the extent to which variations in a variable related to variations in other variables (Rachmat, 2001: 27).

Formally correlational method is to know the relationship between two or more variables. Correlational method is actually a continuation of descriptive method. The correlational method tries to examine the relationships among the variables.

Data collection techniques in this study through the dissemination of questioner, interview, observation and literature study. Respondents' data obtained through questionnaires were analyzed descriptively. Other data obtained from library studies will be used as secondary data to complement and support primary data.

TABLE 1: The Variable of Questionners.

Variable	Indicator	Measuring Instrument (Alat Ukur)	Question List (Daftar Pertanyaan)		
Daya tarik penyampaian pesan	(X_1) Daya tarik visual	Daya Tarik Foto	Pemilihan model dalam foto sudah memuaskan		
			Kualitas foto dalam majalah sudah memuaskan		
			Daya Tarik Lay Out	Lay out tampilan cover sudah memuaskan	
			Lay out isi majalah sudah memuaskan		
					Kualitas kertas sudah memuaskan
				Jumlah halaman sudah memuaskan	
		Daya Tarik Huruf	Bentuk huruf sudah memuaskan		
				Ukuran huruf sudah memuaskan	

Variable	Indicator	Measuring Instrument (Alat Ukur)	Question List (Daftar Pertanyaan)
		Daya Tarik Warna	Pemilihan warna dalam majalah sudah memuaskan
			Kualitas warna dalam majalah sudah memuaskan
	(X ₂) Daya tarik verbal	Penggunaan Bahasa	Penggunaan bahasa dalam artikel sudah memuaskan
			Kualitas terjemahan sudah memuaskan
		Pilihan Kata	Pemilihan kata dalam artikel sudah memuaskan
			Gaya penyampaian pesan yang digunakan sudah memuaskan
		Kelengkapan Informasi	Kualitas artikel yang dimuat sudah memuaskan
			Rock & Roll sudah memuaskan
			Q&A sudah memuaskan
			Cover Story sudah memuaskan
			Musik Biz sudah memuaskan
			Artikel non-musik sudah memuaskan
			Rolling Stone Style sudah memuaskan
			RS Classic sudah memuaskan
			Review sudah memuaskan
		Keragaman Informasi	Jumlah artikel musik sudah memuaskan
			Jumlah artikel non-musik sudah memuaskan
			Variasi jenis musik yang ditampilkan sudah memuaskan
			Tampilan iklan sudah memuaskan
Pemenuhan kebutuhan informasi pembaca	(Y ₁) Pemenuhan kebutuhan kognitif	Bertambahnya pengetahuan pembaca	Majalah <i>Rolling Stone</i> Indonesia menambah pengetahuan saya tentang musik
			Majalah <i>Rolling Stone</i> Indonesia menambah pengetahuan saya tentang <i>lifestyle</i>
			Majalah <i>Rolling Stone</i> Indonesia menambah pengetahuan saya tentang film
			Majalah <i>Rolling Stone</i> Indonesia menambah pengetahuan saya tentang <i>human interest</i>

Variable	Indicator	Measuring Instrument (Alat Ukur)	Question List (Daftar Pertanyaan)
		Pemahaman pembaca terhadap isi pesan	Majalah <i>Rolling Stone</i> Indonesia adalah majalah musik
			Majalah <i>Rolling Stone</i> Indonesia adalah majalah <i>lifestyle</i>
			Majalah <i>Rolling Stone</i> Indonesia adalah majalah film
			Majalah <i>Rolling Stone</i> Indonesia adalah majalah <i>entertainment</i>
	(Y ₂) Pemenuhan kebutuhan afektif	Perasaan puas atau tidak puas pembaca	Saya merasa puas terhadap penyampaian pesan visual majalah <i>Rolling Stone</i> Indonesia
			Saya merasa puas terhadap penyampaian pesan verbal majalah <i>Rolling Stone</i> Indonesia
		Perasaan senang atau tidak senang pembaca	Saya merasa senang membaca majalah <i>Rolling Stone</i> Indonesia
			Majalah <i>Rolling Stone</i> Indonesia memberikan sesuai dengan apa yang saya harapkan
	(Y ₃) Pemenuhan kebutuhan integrasi personal	Pemenuhan kepercayaan terhadap informasi	Saya percaya terhadap keakuratan informasi majalah <i>Rolling Stone</i> Indonesia
			Saya akan menjadi pembaca setia majalah <i>Rolling Stone</i> Indonesia
			Saya tidak akan berpindah ke majalah lain yang sejenis
	(Y ₄) Pemenuhan kebutuhan integrasi sosial	Pemenuhan kebutuhan dengan berdiskusi dengan orang lain	Saya suka mendiskusikan kembali informasi yang terdapat dalam majalah <i>Rolling Stone</i> Indonesia dengan orang lain
			Saya akan menyarankan rekan-rekan saya untuk membaca majalah <i>Rolling Stone</i> Indonesia
	(Y ₅) Pemenuhan kebutuhan berkhayal	Pemenuhan hiburan bagi pembaca	Saya merasa terhibur setelah membaca majalah <i>Rolling Stone</i> Indonesia
			Bonus <i>merchandise</i> yang disisipkan dalam majalah <i>Rolling Stone</i> Indonesia sudah memuaskan
			Secara umum pendapat saya dengan <i>image</i> majalah <i>Rolling Stone</i> Indonesia sudah memuaskan

4. Description and Analysis

4.1. Category of attractiveness message submission

In conclusion of the sub variable of the attractiveness of message delivery, the following is categorized variable of message attraction magnetization to High, Medium, and Low. As a conclusion of the sub variable of the attractiveness of message delivery, the following is categorizing variable of message attraction appeal to High, Medium, and Low.

Categorization rules are presented in the following calculations:

$$\text{Minimum Score} = 1 \times 27 = 27$$

(27 = Number of statements for sub variable of message delivery magnetism)

$$\text{Maximum Score} = 5 \times 27 = 135$$

$$\text{Range of data} = 135 - 27 = 108$$

$$\text{Categories} = 3 \text{ (High-Low-Medium)}$$

$$\text{Interval Distances} = 108/3 = 36$$

Category determination

$$\text{Low Category} = 27 \text{ to } 62.99$$

$$\text{Med Category} = 63 \text{ to } 98.99$$

$$\text{High Category} = 99 \text{ to } 135$$

Having searched the interval limit for each category of message delivery attraction, then the next answer score for all respondents are grouped by High, Medium and Low category. The results are presented in the following table:

TABLE 2: Message delivery fascination.

Message Delivery Fascination (X)	F	%
High	51	60.71
Medium	30	35.71
Low	3	3.57
Amount	84	100

Table 2 explains the variable of message delivery appeal. From the table, it turns out that from 84 respondents, 51 respondents (60.71%) are high category, 30 respondents (35.71%) are in medium category, and only 3 respondents (3.57%) fall into low

category, This indicates that Rolling Stone Indonesia magazine has a high message delivery appeal.

The attraction of message delivery can be said to be the visual and verbal attraction contained in Rolling Stone Indonesia magazine. The study of the attractiveness of message delivery in printed mass media that is the way of packaging and information to be conveyed is very useful for mass media to assess how far readers need to attend the magazine of Rolling Stone Indonesia.

In delivering the message. This industry help involves a variety of messages reaching the audience quickly and accurately, and continuously. This will work to regulate the relationship between communicator with the communicant at the same time.

The recipient is part of a broad audience. The recipient experiences and reacts together with others in certain predictable patterns. Mass communication often involves simultaneous contact between a sender and multiple recipients, creating widespread influence in a short period of time, generating instantaneous response from many people simultaneously.

Based on Table 2, it can be concluded that the respondents assessed the attractiveness of message delivery in Rolling Stone magazine Indonesia is already high, that is, the visual appeal of photo attractiveness, lay out, letters, and colors are in accordance with the expectations of readers walaupun for verbal appeal is still considered not maximized by Respondents.

4.2. Category of information needs fulfillment

In conclusion of sub variable of information requirement, the following is categorization of information requirement variable into High, Medium and Low.

Categorization rules are presented in the following calculations:

$$\text{Minimum Score} = 1 \times 20 = 20$$

(20 = Number of statements for sub-variables information needs)

$$\text{Maximum Score} = 5 \times 20 = 100$$

$$\text{Range of data} = 100 - 20 = 80$$

$$\text{Categories} = 3 \text{ (High-Medium-Low)}$$

$$\text{Interval Distances} = 80/3 = 26.67$$

Category determination

$$\text{Low Category} = 20 \text{ to } 46.66$$

$$\text{Med Category} = 46.67 \text{ to } 73.32$$

High Category = 73.33 to 100

Having searched the interval limit for each category of information needs, then the next answer score for all respondents grouped by category High, Medium, and Low. The results are presented in the following table:

TABLE 3: Fulfillment of information needs.

Fulfillment of Information Needs (Y)	f	%
High	57	67,86
Medium	26	30,95
Low	1	1,19
Amount	84	100

Table 3 explains the variable of meeting the information needs. From the table is known, it turns out that from 84 respondents studied, 57 respondents (67.86%) categorized high, 26 respondents (30.95%) entered in the category of being, and only one respondent (1.19%) fall into the category low, This indicates that the information needs of respondents is high.

Regarding the need, usually people refer to the hierarchy of needs (need hierarchy) displayed Abraham Moslow (1954). He distinguishes five basic needs:

1. *Physiological Needs*
2. *Safety Needs*
3. *Love Needs*
4. *Esteem Needs*
5. *Self-actualization Needs*

In relation to the hierarchy, the needs that attract the attention of the researchers uses and gratifications are the needs of love, the need for appreciation and the need for self-actualization (Effendy, 2003: 290).

4.3. Inferential statistics analysis

Inferential statistical analysis is used to test the predefined research hypothesis. In the inferential statistical analysis is done scoring in each variable.

In this section will be tested statistics to determine the level of significance of relationships between sub-variables.

Statistics used to test the relationship between variables/sub-variable X with variable/sub variable Y is Rank Spearman correlation. From the correlation value obtained then calculated the value of *t*-test statistic and compared with the value of *t* of the table at the level of significance of 5% ($\alpha = 0.05$).

To know the closeness of the relationship between the variables/sub-variables are connected, then the value of correlation coefficient obtained consulted to the classification table relations are interpreted as follows:

TABLE 4: Guidelines for classification of correlation coefficient.s

No.	Correlation Coefficient Interval	Correlation Level
1	0.00–0.199	Very Low
2	0.20–0.399	Low
3	0.40–0.599	Medium
4	0.60–0.799	Strong
5	0.80–1.000	Very Strong

Source: Sugiyono, 2002: 29.

4.4. Correlation between attractiveness message

Submission (X) With Information Needs Fulfillment (Y)

Hypothesis between sub variable X with sub variable Y, that is:

Ho: There is no relationship between the appeal of message delivery and the fulfillment of information needs

H₁: There is a relationship between the attractiveness of messaging with the fulfillment of information needs

The following is the result of research on the relationship between the attractiveness of message delivery with the fulfillment of information needs, described in the following table:

From Table 5 we can see that the magnitude of the relationship between (X) and (Y) is $r_s = 0.913$ (strong and acceptable relationship). Test results with *t*-test statistic can be with *t*-count value = 20.27. Because (20.27) *t*-arithmetic > *t*-table (1.989), it indicates

TABLE 5: Correlation between message delivery (x) with fulfillment of information needs (y).

Variable	r_s	t_{hitung}	t_{table}	Keputusan	Keterangan
X dan Y	0.913	20.27	1.989	H ₀ ditolak H ₁ diterima	Signifikan

Source: Data that has been processed.

Ho's rejection indicating there is a relationship between the attractiveness of message delivery with the fulfillment of information needs. Then with a 95% confidence level there is a strong reason to accept H1 and reject Ho. The results of this test conclude that there is a significant relationship between the attractiveness of message delivery with the fulfillment of information needs. Based on the classification guidance of the correlation coefficient, the relationship between the attractiveness of message delivery with the fulfillment of information needs into the strong category.

From the results of statistical analysis on the analysis of the main hypothesis known that, there is a relationship between the attractiveness of message delivery and the fulfillment of information needs. This is due to the systematic consistency between cognitive, affective and conative attitude components, as well as the object of attitude in this case that is the appeal of the delivery of the message of Rolling Stone Indonesia magazine is in line with the expectations of readers of Rolling Stone Indonesia magazine in the fulfillment of information needs.

Acknowledgment

The following is the conclusion of the study that is expected to answer the identification problem and the purpose of research on 'The extent of the Relationship between the Attractiveness of Magazine Message Delivery Magazine of Indonesia with the Fulfillment of Information Needs on Music?' From the results of research and analysis of data obtained directly from the field it can be concluded that:

1. There is a significant relationship between the attractiveness of message delivery and the fulfillment of information needs. Based on the classification guidance of the correlation coefficient, the relationship between the attractiveness of message delivery with the fulfillment of information needs into the strong category.
2. There is a significant relationship between visual appeal and cognitive fulfillment. Based on guidelines for classifying correlation coefficients, the relationship between visual appeal and cognitive fulfillment falls into the strong category.

3. There is a significant relationship between visual appeal and the fulfillment of affective needs. Based on the guidelines for classifying correlation coefficients, the relationship between visual appeal and affective needs falls into the strong category.
4. There is a significant relationship between visual appeal and the fulfillment of personal integration needs. Based on the guidelines for classifying correlation coefficients, the relationship between visual appeal and the fulfillment of personal integration needs falls into the strong category.
5. There is a significant relationship between visual appeal and the fulfillment of social integration needs. Based on the guidelines for classifying correlation coefficients, the relationship between visual attractiveness and the fulfillment of social integration needs falls into the strong category.
6. There is a significant relationship between visual appeal and the fulfillment of fantasy needs. Based on the guidelines for classifying correlation coefficients, the relationship between visual appeal and the fulfillment of needs fantasize into the strong category.
7. There is a significant relationship between verbal attraction and cognitive needs fulfillment. Based on the classification guidance of the correlation coefficient, the relationship between Verbal Attraction and the fulfillment of cognitive needs fall into the strong category.
8. There is a significant relationship between verbal attraction and the fulfillment of affective needs. Based on the classification guidance of the correlation coefficient, the relation between verbal attraction and the fulfillment of affective needs fall into the strong category.
9. There is a significant relationship between verbal attraction and the fulfillment of personal integration needs. Based on the classification guidance of the correlation coefficient, the relationship between verbal attraction and the fulfillment of personal integration needs fall into the strong category.
10. There is a significant relationship between verbal attraction and the fulfillment of social integration needs. Based on the guidelines for classifying the correlation coefficient, the relationship between Verbal appeal and the fulfillment of social integration needs falls into the strong category.
11. There is a significant relationship between verbal attraction and the fulfillment of fantasy needs. Based on the classification guidance of the correlation coefficient,

the relationship between verbal attraction and the fulfillment needs fantasize into the strong category.

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