

# Media Humas

## Jurnal Eksternal



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# Jurnal Eksternal VS Jurnal Internal

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## Jurnal Eksternal

- Cakupan publik lebih luas.
- Didistribusikan kepada khalayak lebih umum.
- Bersifat informatif dan persuasif.

## Jurnal Internal

- Cakupan publik lebih kecil
- Didistribusikan kepada khalayak pendukung.
- Bersifat informasi seputar kegiatan internal.



# Bentuk-bentuk Jurnal Eksternal

- *Magazine*
- *Newsletter*
- *Tabloid newspaper*
- *Audio tapes*
- *Video cassette*
- *Email*



Carson, California 90241  
Telephone: (213) 532-0111

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## SALES BULLETIN

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Reference: SRVPS:84:008	Date: February 23, 1984
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C O N F I D E N T I A L

TO: ALL DATSUN DEALERS

SUBJECT: 50TH ANNIVERSARY 300ZX PRICING

It is with great pleasure that we introduce the exciting 50th Anniversary 300ZX to commemorate Nissan's fifty years as a quality and innovative automobile manufacturer. This new model will be a limited edition series, as only 5,000 units will be produced. With its unique styling and equipment level, we believe this Anniversary model will establish a new standard of excellence in the exciting sports car market.

The 50th Anniversary 300ZX includes the highest equipment level ever offered on a Nissan product. It is based on the 2-seater Turbo model with the leather digital package. The already outstanding 300ZX styling is enhanced by flared fenders (front and rear) with integrated high style gold accented alloy wheels and a striking pewter and black paint combination with gold accent striping. The interior features special black leather seats with power pneumatic lumbar, thigh, and side supports. The steering wheel is the first in the U.S. market to have both cruise control and audio switches.

An exclusive new innovation, the body sonic sound system, incorporates transducers in the seats that are part of the audio system. Not only do you hear the sound, but you feel it! The many other added features are included in a detailed list which is attached.

Advertising support for the 50th Anniversary 300ZX will concentrate on the April issues of the three major automotive enthusiast publications...Road & Track, Car & Driver, and Motor Trend. The 2-page ad is duplicated in the attached showroom brochure. Additional brochures are being mailed separately.

The suggested retail price is \$25,999 for the 5-speed version with the automatic sticker priced at \$26,499. All 50th Anniversary 300ZX's will be allocated in early March, based on your calendar year '83 ZX sales, with dealer shipments commencing in mid-March. We are confident that you will share our enthusiasm about this exclusive 50th Anniversary product.

All State Departments of Motor Vehicles have been notified so that retail sales may begin upon vehicle receipt.

Continued good selling,  
*C. P. King*  
C. P. KING, Senior Vice  
President, Sales

CPK:psk  
Attachs. & Enclosure

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# Faktor yang harus diperhatikan

- *Readers*
- *Quantity*
- *Frequency*
  - *Policy*
  - *Title*
- *Proses Percetakan*
- *Free issue or cover price*
- *Advertisement*
- *Distribution*



# Proposal Penerbitan Jurnal Eksternal

- Pendahuluan
- Media Komunikasi
- Segmen Pembaca
- Rubrikasi & Periodisasi
- Anggaran biaya
- Struktur organisasi

