

ABSTRACT

Digital Signage is a media that is commonly used to convey messages or information through devices that can display images, text, or videos which are often referred to as electronic displays. PPSDM Migas is one of the agencies that uses Digital Signage as a medium for conveying information. Through Digital Signage, PPSDM Migas Public Relations wants to provide maximum service to meet the information needs of its internal parties. The purpose of this study is to find out how the effectiveness of digital signage is for the information needs of the internal parties of PPSDM Migas. The research method used is a quantitative approach to the type of descriptive research. The sample used in this study amounted to 134 respondents consisting of PPSDM Migas employees. The results of this study obtained a $t_{count} > t_{table}$ value of $14.863 > 1.978$, thus proving that H_0 was rejected and H_1 was accepted. So it is proven that the effectiveness of digital signage has a significant influence on the information needs of the internal parties of PPSDM Migas. The results of the coefficient of determination state that the effectiveness of digital signage has an influence of 62.6% on the information needs of the internal party of PPSDM Migas, the rest is influenced by other variables not included in this study.

Keywords: *Digital Signage, Effectiveness, Information Needs, PPSDM Migas, Public Relations.*