

ABSTRACT

This research discuss about the influence of the use of internal media Portal PT Dirgantara Indonesia to corporate image. The formulation of the problem in this research is how the influence of the use of internal media Portal PT Dirgantara Indonesia to corporate image. The purpose of this research is to find how the influence of the use of internal media Portal PT Dirgantara Indonesia to corporate image. This research using some relevant theories such as communications, public relations, and corporate image.

This research used descriptive quantitative research. The population of this research is the employee of PT Dirgantara Indonesia with 160 respondents. The nonprobability sampling method by purposive sampling had been used to determine the sample's number of this research. The analysis method used was descriptive analysis, partial hypotheses test, coefficient correlations, the simple regression and coefficient determination.

The results of this research is the use of internal media Portal PT Dirgantara Indonesia has significant influence on the image of corporate image with percentage 70,6%. While the rest of 29,4 % influenced by other factors outside of the variables of this research .

Keyword: Internal Media, Public Relations, Corporate Image