

ABSTRACT

The advent of the science and technology (science and technology), especially the internet the rapidly, PT .Bio farma (persero) in 2000 in the official published media internally bio farma.co.id intranets, used as a medium communication either between leaders for its employees, and across her fellow employees, with the media biofarma.co.id intranets is expected to build and distribute information effectively between employees.

This research talk about one of the new media from of development of information technologies at the moment, namely online media (the internet) used in a firm to the communication channel internal between employees of a company with a title “the effectiveness of media internal intranets as meeting the needs of information an employee of PT. Bio farma (persero) “.The basic theories research is the theory computer mediated communication and dimensinya.

Research methodology used is research quantitative with the kind of research descriptive. Population research is an employee of PT. Bio farma (persero) with the number of 1126 people. To determine the sample of the with used formula taro yamane so obtain the sample of the 92 respondents, and techniques the sample collection with probability of sampling used in this research was proportionate stratified sampling, using one variable the media intranets. The method of analysis that used the rank order mean, t-treset one sample.

The result of this research is media internal intranets that is in PT. Bio farma (persero) effective as meeting the needs of information an employee with the percentage of 78,40 %. It showed the role of a kind of hardware used and the internet network good to an employee of PT. Bio farma (persero) to access media intranets surroundings about PT. Bio farma (persero) so that an employee will feel helped by the media intranets because can obtain knowledge the latest information presented in media intranet.biofarma.co.id.

Keywords: Media Internal Intranet, Employee Information Needs