

ABSTRACT

PT Kereta Api Indonesia (Persero) is a State Owned Enterprises (SOE) engaged in public transport. Until now, the use of the print media internal is still maintained by PT KAI as an internal communication media to tell the information about the company. Internal media required by the company because amount the employees very large so as to make management difficult to communicate with employees. With the internal media, can facilitate management to provide information to employees. The print media internal is called 'Tabloid Kontak'. Tabloid Kontak is an acronym for communication between employees, which is established since 1973 . The purpose of this research is to know the influence of personal motives on the usage of internal media towards the employees' information needs of PT KAI with the use of internal media tabloid Kontak as an intervening variable.

This research used some relevant theories such as communications, uses and gratification, public relations and information needs. The variables in this study are related and included the model of uses and gratification. Method of this research used is quantitative method and inferential analysis with associative approach. Respondents of the study involved 173 employees of headquarters PT KAI, with the technique sampling used is propability sampling. Analysis data in this research was using assumption classic test, correlation analysis and path analysis, because there is an intervening variable in this study, so it is possible using path analysis.

The results of this research indicate that personal motives affect the information needs of the employees (58,36%), personal motives affect the use of internal media tabloid Kontak (10,62%), the use of internal media tablod Kontak affect the information needs of the employees (28,11%) and personal motives affect the information needs of the employees through the use of internal media tabloid Kontak as an intervening variable (68,9,%) and indirectly (17,3%).

Keywords: Personal Motives, Internal Media, Information Needs, Public Relations