

ABSTRACT

At this time, in running a business communication becomes a very important asset. Good communication between superiors and subordinates and among employees is needed. Every company or organization, both private and government have different communication patterns. The pattern of this communication is closely related to how each organization interacts both horizontally and vertically, both internally and externally. The purpose of this study, which is to determine the effect on the motivation of organizational communication and how communication and motivation of employees occurring in the Marketing Division of PT. Pesona Gerbang Karawang .

This type of research is quantitative descriptive. The method used is the method of causal. Samples in this study used a sample of saturated ie employee marketing division, totaling 31 people. Variables used are Organizational Communication and Motivation. Data were analyzed using simple regression techniques.

Organizational Communication research results have a significant influence on the motivation variable with the magnitude of the effect is 24.5 %, while the remaining 75.5 % is explained by other variables that are not described in this study. Employee Communications Division Marketing PT. Pesona Gerbang Karawang is equal to 87 % which shows excellent. The percentage of employee motivation Marketing Division amounted to 89 % which is included in the excellent category.

Keywords : organizational communication , motivation .