

ABSTRACT

Dejavoo Kabaret is a cabaret group that exists in the city of Bandung, who was born in 2008. According to data from Forum Kabaret Bandung, Dejavoo Kabaret is the team with the most number of members than other cabarets team in Bandung. Dejavoo Kabaret until now have 329 members spread to seven shade that comes from a different school and one shade of the campus activities unit. In this study, the researchers wanted to examine the Organization's communication and the application of climate information technology happened in Dejavoo Kabaret and its effects on the motivation of the members. Climate communications organization that runs on the Dejavoo Kabaret of the applied information technology, because each day the members divided into seven shade interact in the application of information technology and impact on their motivation on the Dejavoo Kabaret.

The methods used in this research is quantitative causality, by performing the deployment questionnaire to respondents in this research is a member of the cabaret Dejavoo. The purpose of this research is to know the influence of climate communication motivation against Member organizations, knowing the influence of application of information technology towards motivation Member Dejavoo Kabaret.

Based on the results of the research, it can be noted that the Organization's communication on climate Dejavoo Kabaret have been implemented well with percentage of 82.6% that goes very high category. With the most influential indicators are indicators of the dimensions of Supportiveness with percentage of 90.1%. Then the application of information technology also performed well with percentage of 80.3% with the most influential indicator i.e. indicator of Operational with percentage of 83.0%. The influence of the Climate of the Organization's Communications with the motivation of members of 0.396. For variable information technology Application has a very strong influence Motivation against Member with acquisition value of 0.579. It can be concluded that the variables that influence most high motivation of members is the application of information technology.

Keywords: Climate Communication Organization, Application of Information Technology, Motivation