

Effectiveness Of Tabloid Internal Print Media 'Kontak' As A Meeting Information Of PT Kereta Api Indonesia (Persero)

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ABSTRACT

Communication media is a tool used to facilitate the communication process. Publishing corporate / internal media or organization is one form of communication activities between two related parties, namely between the corporation-organization and the reader. Public Relations PT KAI (Persero) uses some internal media as a fulfillment of information for its employees in printed and electronic form. The print media used are bulletin or tabloid contacts.

The purpose of this research is to find out and analyze how effective the 'Contact' tabloid internal print media is as information needs for the employees of PT Kereta Api Indonesia (Persero) at the Bandung head office.

This research method is a descriptive study that aims to describe and explain the effectiveness of the Internal Print Media Tabloid 'Contact' As a Means of Information of PT Kereta Api Indonesia (Persero). This research variable is the effectiveness of print media consisting of recipient dimensions, content, timeliness, media, format, and source. The sample was 97 people with random sampling technique. Data analysis with descriptive analysis.

The results showed that the internal tabloid 'Contact' media as an internal source of information for PT Kereta Api Indonesia (Persero) employees at the Bandung head office had become a good source of information for employees at PT Kereta Api Indonesia (Persero). The 'Contacts' tabloid can be a good tool for presenting information needed by employees in finding the latest information because it provides information about what is happening in the company. Tabloid internal print media 'Contact' as information needs for employees has been effective in providing information needed by employees. Overall the effectiveness of the internal print media is in good criteria.

It is recommended that PT Kereta Api Indonesia's Corporate Communication can be more creative and innovative in presenting the information provided in the form of soft files so that the information provided is more effective and does not seem monotonous or the same as the previous edition.

Keywords: internal media, effectiveness, information needs, dimension receiver of, content, timeliness, format, and source.