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Pengaruh Media Majalah Elektronik Nakula Terhadap Pemenuhan Kebutuhan Informasi
Pada Karyawan BPJS Ketenagakerjaan
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ABSTRAK

Penyebaran informasi dalam sebuah perusahaan ataupun organisasi haruslah cepat dan akurat. Pemilihan media komunikasi harus dilakukan secara tepat agar proses penyampaian pesan dapat efektif dan efisien. Penyebaran informasi di dalam sebuah perusahaan salah satunya dapat dilakukan dengan media internal berupa majalah internal sebagai salah satu upaya menjembatani komunikasi antara pihak manajemen dengan karyawan yang ada di dalam perusahaan tersebut. Penelitian ini bertujuan mengetahui pengaruh media internal majalah elektronik Nakula terhadap pemenuhan kebutuhan informasi karyawan BPJS Ketenagakerjaan.

Penelitian ini dilakukan dengan pendekatan teori *uses and effects* dimana akan menjelaskan efek dari media yang diberikan kepada pengguna media itu sendiri. Asumsi dasar dari teori *uses and effects* lebih menekankan bagaimana penggunaan media menghasilkan banyak efek terhadap suatu individu. Metode penelitian yang digunakan adalah metode survei. Populasi yang dipilih oleh peneliti untuk penelitian ini adalah seluruh karyawan BPJS Ketenagakerjaan Kantor Cabang Jakarta Salemba yang berada di seluruh bagian/bidang. Teknik sampling yang digunakan adalah sampling jenuh dengan jumlah sampel adalah seluruh karyawan BPJS Ketenagakerjaan Cabang Salemba yang sebanyak 48 orang. Teknik analisis data yang digunakan adalah analisis regresi linear sederhana.

Hasil penelitian menunjukkan bahwa nilai t-hitung sebesar $10,070 > t\text{-tabel} (2,013)$ dan signifikansi $0,000 < 0,05$ maka H_0 ditolak dan H_a diterima artinya dapat disimpulkan bahwa majalah internal "Nakula" berpengaruh signifikan terhadap pemenuhan kebutuhan informasi karyawan BPJS Ketenagakerjaan Cabang Salemba. Besarnya pengaruh tersebut sebesar 68,8% sedangkan 31,2% dipengaruhi variabel lain selain majalah internal "Nakula". Peran *Public Relations* di perusahaan sebagai komunikator antara perusahaan dengan karyawannya dilakukan melalui majalah internal perusahaan, berbagai informasi yang terdapat didalamnya menginformasikan mengenai perkembangan perusahaan kepada karyawan sebagai pihak internal perusahaan. Penggunaan majalah internal dipergunakan untuk memenuhi kebutuhan karyawan akan informasi yang dapat mendukung kinerja karyawan. Dengan penggunaan majalah internal yang baik tentunya akan memenuhi kebutuhan karyawan pada informasi yang digunakan dalam menunjang kinerja karyawan.

Kata kunci : Media Internal, Pemenuhan Kebutuhan Informasi, Teori *Uses and Effects*

ABSTRACT

Dissemination of information within a company or organization must be fast and accurate. The choice of communication media must be done appropriately so that the process of delivering messages can be effective and efficient. Dissemination of information within a company can be done one of them with internal media in the form of an internal magazine as an effort to bridge the communication between the management and employees within the company. This study aims to determine the effect of Nakula electronic magazine's internal media on meeting the information needs of BPJS Employment employees.

This research was conducted with the uses and effects theory approach which will explain the effects of the media given to the media users themselves. The basic assumptions of the uses and effects theory emphasize how media use produces many effects on an individual. The research method used was a survey method. The population selected by researchers for this study were all employees of the Jakarta Salemba BPJS Employment Office in all sections / fields. The sampling technique used is saturated sampling with the number of samples is all employees of the BPJS Employment Branch Salemba as many as 48 people. The data analysis technique used is simple linear regression analysis.

The results showed that the t -value of $10,070 > t$ -table (2,013) and a significance of $0,000 < 0.05$ then H_0 was rejected and H_a was accepted meaning it could be concluded that the internal magazine "Nakula" had a significant effect on meeting the information needs of BPJS Employees at Salemba Branch. The magnitude of the effect is 68.8% while 31.2% is influenced by other variables besides the internal magazine "Nakula". The role of Public Relations in the company as a communicator between the company and its employees is done through the company's internal magazines, various information contained therein informs about the company's development to employees as internal company parties. The use of internal magazines is used to meet employee needs for information that can support employee performance. With the use of a good internal magazine will certainly meet the needs of employees on the information used to support employee performance.

Keywords: Internal Media, Fulfillment of Information Needs, Uses and Effects Theory



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