



**UNIVERSITAS MERCU BUANA
PROGRAM PASCASARJANA
PROGRAM STUDI MAGISTER ILMU KOMUNIKASI**

Name : Riza Dinantara
NIM : 55206120014
Title : Pengaruh Media Internal Terhadap Peningkatan Citra Perusahaan di PT. Inti Karya Persada Tehnik - Jakarta
Pages : i – xxi, 1 – 131, Tabel 2.1 – 2.2, 3.1. – 3.6., 4.1. – 4.69., Picture 6 and 47 pages attachment.
Bibliografi : 40 books (1997 – 2008), 1 skripsi, 2 thesis, and other sources

ABSTRACT

Communication in the delivery of messages can be done with the form of print media, electronic, or other media. In a media delivery must be enabled as well or as effectively as possible so hopefully there is no deviation.

Internal media is a tool for the relationship between the company and its employees. A lot of that stuff in the delivery of messages to employees, depending on the function and usefulness of the medium. To create a relationship or a good two-way communication between management and employees can use the internal media.

PT. Inti Karya Persada Tehnik is a company that has a very media are manifold, with a very complex information needs are expected to help penyampain good and accurate information to all employees wherever they are.

IKPT rarely deal directly with customers such as service companies in general are using the media campaign as one way to improve the image. Besides, in some cases, management often ignores IKPT internal media to bring together employees who are in various areas, so I feel confident with the management of the media by both companies to unify employees working anywhere

This study aims to determine whether there is influence between the media variables internal to the variable increase the company's image.

The nature of this research is explanatory research method used is survey method with the approach path analysis

Based on the results of a survey using the path Analisis X1 variables influence the results obtained using the internal TV content (X1) on the image of the company (Y) equal to 15.14%, the effect of the use or intranet content (X2) on the image of the company (Y) equal to 49.69% and influence the use of the content of bulletin board (X3) on the image of the company (Y) of - 1,44%.

Effect of X1, X2, X3 of Y simultaneously at 63.4%. Thus the influence of other variables (ϵ) on the image of the company (Y) equal to 36.6%. Is determined by other variables not examined in this study.