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Efektivitas Media Komunikasi Internal “SIKD” dalam Meningkatkan Pelayanan Investor PT Jakarta Industrial Estate Pulogadung

Bibliografi: 5 Bab 99 Halaman + 5 Lampiran + 18 Buku + 7 Jurnal + 7 Website/Berita

ABSTRAK

Perusahaan yang mengerti arti penting sebuah komunikasi, terutama komunikasi internal, akan memiliki media komunikasi internal yang berfungsi untuk menunjang setiap proses penyampaian pesan yang berjalan di dalam perusahaan khususnya dari pihak top manajemen kepada karyawan. Penelitian ini bertujuan untuk mengetahui seberapa besar efektivitas media komunikasi internal Sistem Informasi Kearsipan Dinamis (SIKD) dalam meningkatkan pelayanan investor PT Jakarta Industrial Estate Pulogadung.

Konsep pengukuran efektivitas komunikasi yang dipakai peneliti ialah keefektifan komunikasi oleh Hardjana yaitu *receiver, content, media, format, source, timing*. Penelitian ini menggunakan metode kuantitatif dengan metode pengumpulan data melalui kuesioner (angket) serta teknik analisis data deskriptif kuantitatif dengan menggunakan konversi data melalui skala likert.

Hasil penelitian menunjukkan bahwa berdasarkan pengukuran nilai interval dari *Likert Summating Rating (LSR)* dapat diketahui bahwa letak skor responden terhadap setiap pertanyaan yang diajukan, total skor yang didapatkan berada pada 9450 Q3 s/d A atau >Q3 yang berarti bahwa media komunikasi internal Sistem Informasi Kearsipan Dinamis (SIKD) dalam meningkatkan pelayanan investor PT Jakarta Industrial Estate Pulogadung dinilai sangat efektif.

Kata Kunci: *Efektivitas, Media Komunikasi Internal, Komunikasi Organisasi*



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The Effectiveness of Internal Communication Media "SIKD" in Improving Investor Services of PT Jakarta Industrial Estate Pulogadung

Bibliography: 5 Chapter 99 Pages + 5 Attachment + 18 Book + 7 Journal + 7 Website/News

ABSTRACT

Companies that understand the importance of communication, especially internal communication, will have an internal communication medium that functions to support every messaging process that runs within the company, especially from top management to employees. This study aims to determine how effective the internal communication media of the Dynamic Archival Information System (SIKD) is in improving investor services of PT Jakarta Industrial Estate Pulogadung.

The concept of measuring the effectiveness of communication used by researchers is the effectiveness of communication by Hardjana, namely receiver, content, media, format, source, timing. This research uses quantitative methods with data collection methods through questionnaires (questionnaires) and quantitative descriptive data analysis techniques using data conversion through a likert scale.

The results showed that based on the measurement of the interval value of the Likert Summating Rating (LSR) it can be seen that the location of the respondent's score for each question asked, the total score obtained was at 9450 Q3 to A or >Q3 which means that the internal communication media of the Dynamic Archival Information System (SIKD) in improving investor services of PT Jakarta Industrial Estate Pulogadung is considered very effective.

Keyword: Effectiveness, Internal Communication Media, Organizational Communication