ABSTRACT

EMAIL BROADCASTING ROLE AS A MEDIA INFORMATION FOR EMPLOYEES PT PATRA NIAGA JAKARTA

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This research puspose to find out how the role of email broadcasting as media information for the employees of PT. Patra Niaga Jakarta. With the broadcast media, information communication technology, all information submitted via email broadcasting is online.

The method used in this research is descriptive method with data collection through interviews and literature study. The object of this research is the role of email broadcasting as media information for the employees of PT. Patra Niaga Jakarta, and which serve as informants were four people. The sampling technique used was purposive sampling.

From the results of this study can be said that employees use email broadcasting as a medium for their information in accordance with the work in PT. Patra Niaga Jakarta. By email broadcasting information delivered faster and easier than other broadcast media. Email Broadcasts assessed can provide space and unlimited time unlike other media, such as telephone, fax, internal tv media, etc..

Email Broadcasting is the communication media that have information content of the message include a variety of information such as company policies, activities that are or that will last, meeting invitation, vacant positions, motivation, appeal-appeal, to the obituary, as well as news, etc.

Researchers suggest to PT. Patra Niaga Jakarta to email broadcasting has become a good facilitator for the employees, one of them by providing information that can provide specific aspirations for employees