ABSTRACT

Effectiveness of Internal Magazine "ANTARKITA" At PT. Coca-Cola Amatil Indonesia in the Dissemination of Information To the Employees in the City of Bandung

By,
Santi
NIM: 41808004

Guided by,
Drs. Manap Solihat, M.Sc.

The purpose of this study was to determine the effectiveness Magazine How Internal "AntarKita" At PT. Coca-Cola Amatil Indonesia in the Deployment Information to Employees in Bandung. How Effectiveness of Internal Magazine AntarKita in PT. Coca-Cola Amatil Indonesia in the pacification Information to Employees In Bandung, the researchers will see from the information, time, format, consistent, content to be conveyed from the magazine AntarKita.

This research approach is qualitative approach. This study used a qualitative approach with descriptive methods. Collecting data used is by interview, observation techniques, library research, and search online. Researchers using purposive to select informants and key-informants.

The results of this study indicate that the information contained in the magazine AntarKita fariatif because there are elements of education, entertainment and social issues. Intensity time in internal magazine 'AntarKita' in PT. Coca-Cola Amatil Indonesia are published once a month because employees need information more frequently for updated. The format displayed in the Internal Magazine 'AntarKita' At PT. Coca-Cola Amatil Indonesia is appropriate because it has fulfilled the function that is a function of information, educational functions, and entertainment functions persuasive function, appearance attractive because it has a variety of nine sections. The format displayed in the Internal Magazine 'AntarKita' At PT. Coca-Cola Amatil Indonesia is consistent with the previous format because it stays in the delivery of appropriate information and does not change the fixed rubrics. The content contained in AntarKita Magazine covers the scope, function information, type of reality and the nature of the information content. Effectiveness AntarKita magazine with the dissemination of information to employees assessed equitable and appropriate.

The conclusion of the study, Internal Magazine "AntarKita" is an effective medium for spreading information for the PT. Coca-Cola Amatil Indonesia in Bandung.

Researchers suggest, that magazine AntarKita over again reproduced in every branch distribution PT. Coca-Cola Amatil Indonesia so that all employees can read.