

Abstract

Communication in an organization will not be separated from the medium used in the organization. Media communication is a tool used to simplify the delivery of information from one person to another, to achieve predetermined objectives. Media communication used by every employee in a company, may determine whether or not the communication within the company. BTN Bank branch Bandung as a service company that is profit can not escape from the current technological developments especially in terms of communication, the boss gives advice on the use of communication media that Whatsapp. Whatsapp as a medium of communication, become mobile messenger most sought primarily by employees, proven in 2016 whatsapp become a favorite social media after BBM. In this research, whatsapp messenger chosen to be the independent variable (X) with six sub-variables, group whatsapp for reunions, group whatsapp for discussion, send event invitations, calling, location sharing, and whatsapp web, while the performance of communication becomes the dependent variable (Y) with five sub-variables, periodic meetings, communication with the leadership, communication Informal Employment Solutions and Job Evaluation. This research using quantitative descriptive method with data analysis techniques descriptive analysis, mean and coefficient of determination. This research directed to 68 respondents who are employees of Bank BTN Branch Bandung. The results of the research, it can be known that whatsapp messenger was assessed as good as a medium communication employees Bank BTN branch Bandung with a value 2,98. Performance communication was in the category of very good with the value 3,02. The influence of caused by whatsapp messenger of the performance of communication also has a very strong a correlation coefficient of 0,733 or 73,3 %

Keywords: Medium of Communication, Whatsapp Messenger, Performance of Communication, Communication Organization, Employees.