

ABSTRACT

Yogyakarta Special Region Tourism Authority as the center of tourism authority in D.I. Yogyakarta had a duty to improving the tourism sector. The use of Whatsapp as a communication media in Yogyakarta Tourism Authority is used to conveying information that is urgent. The existence of social media that should make communication run more effectively turns out to also being an obstacle such as stuttering technology, difficult signals and employees' personal reasons. This research was conducted to find out how significant the influence of using Whatsapp for the effectiveness of organizational communication in the Yogyakarta Tourism Authority. The respondents of this study were Yogyakarta Tourism Authority staffs with total 52 respondents using the Proportionate Stratified Random Sampling technique. Using descriptive approach and simple linear regression analysis as data analysis technique.

Based on the results of the correlation analysis, the relation between two variables obtained the results of 0.643 which states that two variables have a strong correlation, with the coefficient of determination obtained a number of 41.4%. From simple linear regression test, the use of Whatsapp has an influence on the effectiveness of organizational communication, as evidenced by the significance value of $0.000 < 0.05$ and from the t test got the result is that the tcount is $5.938 > t$ table 2.009 so its concluded that H_0 is rejected. From all the analysis and test data that have been carried out it can be concluded if there is a significant effect of 5,938 from the use of Whatsapp to the Effectiveness of Organizational Communication.

Keywords: New Media, Whatsapp, Organizational Communication, Effectiveness