

ABSTRACT

This study was conducted to determine the effect of the dimensions of media intranet use that amount of time, the contents of the message and the individual's relationship with the media to fulfill the information needs of employees of PT PLN (Persero) Distribusi Jawa Barat dan Banten. The method used is descriptive method with 355 respondents who are employees that users of media intranet PT.PLN (Persero) Distribusi Jawa Barat dan Banten as research objects. The sampling technique used in this study is a probability sampling, with the method used is simple random sampling. The data analysis technique used is a simple regression analysis. The variables studied were the use of media intranet as an independent variable and the fulfillment of information needs as the dependent variable.

Based on the results of data processing, it can be concluded intranet media usage of PT.PLN (Persero) Distribusi Jawa Barat dan Banten are in good categories with a percentage of 76.63%, the fulfillment information needs of employees through intranet media PT PLN (Persero) Distribusi Jawa Barat dan Banten are in a good position with a percentage of 78.88%, use of media Intranet PT.PLN (Persero) Distribusi Jawa Barat dan Banten has an influence on the fulfillment of information needs of employees by 42% while the remaining 58% are influenced by other factors not examined in this research.

Based on the results of the study, researchers recommend to PT PLN (Persero) Distribution West Java and Banten to always pay attention to the quality of the intranet, both in terms of appearance, timeliness, content, new features that suit the needs of employees and increase the range of information so that employees give more attention to access the intranet media PT.PLN (Persero) Distribution West Java and Banten as one of the media information company.

Keywords: uses and gratifications, intranet, use of media, fulfillment information, descriptive, simple linear regression