

## **ABSTRACT**

*Bank BJB is one of the largest banks in Indonesia, especially in the province of West Java, which uses the intranet as an internal media communication. The purpose of this study is to find out how the use of the intranet as an internal media communication at Bank BJB Buah Batu in the daily sustainability of the company in order to achieve company goals. This study uses an approach with a descriptive method to describe and explain in depth about the use of intranet as an internal media communication at Bank BJB Buah Batu. Data was collected by means of participatory observation and in-depth interviews with three categories of informants that the authors determined based on purposive sampling. The analysis in this research was carried out with reference to the concept and theory of Intranet by Uysal (2016), Internal Media Function Theory by Effendy (2009), and Karl Weick's Organizational Information Theory (2009). The conclusion of this research is that the intranet at Bank BJB Buah Batu has been used according to its function and purpose and in accordance with all the concepts and theories used in this research.*

**Keywords :** *Internal Communication, Intranet, The Use of Intranet.*