ABSTRACT

Organizational Communications Improvement Strategy At PT. Radio Tomasi Lintas Cipta Suara (Prambors Solo) To Enhance Employee Performance

Achmad Kurniawan

The purpose of this study are: 1) To find Prambors Solo radios employee perceptions about organizational communication. 2) To identify communication gaps at the Prambors Solo radio station employee organization. 3) To identify organizational communication, the work period and education level affect the performance of employees in Prambors Solo. 4) Develop alternative strategy to improve organizational communication to employees to improve employee performance at the Prambors Solo radio station at PT. Radio Tomasi Lintas Cipta Suara (Prambors Solo). This research using descriptive analysis and survey methods, by making all employees at the radio Prambors Solo numbered 16 people. In analyzing the data about their perceptions using a Likert scale, the gap analysis method Importance Performance Analysis (IPA), regression analysis to analyze the influence of organizational communication, the work and education level of employee performance. While for the analysis of the improvement strategy through SWOT analysis on the Key Success Factors (KSF) Prambors Solo radio.

The results showed, for the employees' perception of the organizational communication into the criteria of "Agree" with the value 59.5. Gap analysis based on the dimensions of the relationship with superiors and subordinates at -0.71 and for subordinate relationship with the boss are -0.84 and the relationship with colleagues has the largest value as -0.98. In the regression analysis produces coefficients of organizational communication variables on the performance of employees amounted to 0.350 and for the work period and educational level shows the value of each coefficient of 0.060 and -0.482. In the analysis of organizational communication strategy to improve, yield four alternative strategy to improve organizational communication to increase employee performance.

Keywords: Strategy, Organizational Communication, Employee Performance, Perception, Gaps, IPA Methods, Regression Analysis, SWOT Analysis, KSF