

ABSTRACT

This minithesis entitled “INTERNAL PUBLIC RELATIONS FUNCTIONS TO IMPROVE EMPLOYEE MOTIVATION IN KOPERASI KREDIT SEJAHTERA”.

The purpose of the formulation of this thesis is to investigate the role of Internal Relations in improving employee motivation in Koperasi Kredit Sejahtera, as well as constraints experienced an internal public relations in increasing employee motivation.

The method used is quantitative descriptive approach. In this method will describe the situation on the ground where the research took place. By using several stages of library research and field studies by distributing questionnaires to the respondents, observation, and interviews with one respondent.

From the results of research conducted proved that theory taken Stimulus-Organism-Response (SOR), this theory associated with the effects produced through internal PR function as a message (stimulus) to the communicant (employees) through internal communication within the company is run ie vertical communication, horizontal communication, and communication diagonal. Research conducted at the Koperasi Kredit Sejahtera with the employees as one of the key audiences internally within the company / agency that has psychological and behavioral factors which differ from one another both in attitude and behavior of individuals at work. The behavior and attitude of each employee will be distributed to the company's goals with the stimulus ie internal PR by running internal communication, provision of rewards (rewards) and some of the facilities in order to generate employment and employee motivation in the work.

The conclusion of this study, the internal public relations activities of the Koperasi Kredit Sejahtera that lasted can increase employee motivation. It can be seen from some of the policies that created the public relations committee in collaboration with the supervisor and can be run with either so its effect on improving employee morale and motivation in the Koperasi Kredit Sejahtera.