

ABSTRACT

The Bandung City Communication and Informatics Service (DISKOMINFO), is one of the regional technical institutions in the form of a body. In the Bandung City Communication and Informatics Service, several problems were found, including communication from superiors to subordinates, subordinates to superiors and each other, which of course had a big influence on the work motivation of employees at the Bandung City Communication and Informatics Service.

This research aims to analyze the influence of Internal Communication on Employee Work Motivation at the Bandung City Communication and Information Service. Employees are the main capital in an organization because they are successful in carrying out the tasks within the organization. Effective internal communication can influence employee work motivation which will have a positive impact on communication between employees and superiors. This research method uses a quantitative approach with data collection techniques using questionnaires. The samples taken in this research were 55 respondents who were employees of the Bandung City Communication and Information Service. The collected data was analyzed using path analysis to test the relationship between internal communication variables (downward communication, upward communication, horizontal communication) on employee work motivation.

The results of the analysis show that there is a significant influence of internal communication on employee work motivation at the Bandung City Communication and Information Service. The downward communication variable on work motivation is 17.7%, the influence of upward communication on work motivation is 5.8%, the influence of horizontal communication on work motivation is 5.6%.

In the conclusion of this research, three points were obtained, namely, first, the influence of downward communication is greatest on work motivation. The strongest influence of upward communication on work motivation. The influence of horizontal communication has a small effect on work motivation.

Keywords: *Internal Communication, Work Motivation*