

ABSTRACT

Title : *Motives for Reading Magazine MODA Against Information Satisfaction at the Ministry of Transportation's Secretariat General Staff*
Name : *Rizka Adrianti*
Study Program : *Public Relations*

This study aims to determine the motives for reading MODA magazine on information satisfaction at employees of the Secretariat General of the Ministry of Transportation of the Republic of Indonesia. This study uses a quantitative approach with the aim of research that is descriptive and using survey methods. Taking respondents uses stratified random sampling technique with cluster types. The total population is 820 employees, so to set the sample size using the formula put forward by Slovin to a total of 91 respondents then 7 respondents were taken from 13 work units in the Secretariat General of the Ministry of Transportation of the Republic of Indonesia.

From the results of the study the authors get the results of information motives get a value of 87.91% with a high information satisfaction value of 85.71%, personal identity motives get a value of 73.62% with a moderate personal identity satisfaction value of 71.42%, the motive for interaction social score 61.53% with moderate satisfaction value of 59.34%, entertainment motives get a value of 54.94% with a moderate satisfaction value of 52.74%. Information motives get the highest score of 85.71% and high cognitive satisfaction of 85.71%. While the entertainment motives get the lowest value of 54.94% with a moderate satisfaction value of 52.74%.

The results of this study are not related only to explain the motives for reading MODA magazine and information satisfaction.

From the results of the study the authors conclude that the editor of MODA magazine, in particular the subdivision, needs to know and understand the motives of employees reading MODA magazine and employee needs for information in MODA magazine and passing information satisfaction evaluations on a regular basis so that magazines can be utilized as much as possible by employees of the Ministry of Transportation Secretariat General.

Keywords: Motives, Information Satisfaction, Uses and Gratification Theory