

## ABSTRAK

Judul : Hubungan Iklim Komunikasi Organisasi dengan Motivasi Kerja Karyawan PT Retail First Indonesia  
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Program Studi : Hubungan Masyarakat

Penelitian ini bertujuan untuk mengetahui Hubungan Iklim Komunikasi Organisasi dan Motivasi Kerja Karyawan PT Retail First Indonesia. Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif deskriptif, terdapat variabel X (Iklim Komunikasi Organisasi) dan Y (Motivasi Kerja), pada Iklim Komunikasi sebanyak 20 orang dengan presentase (45%) “Setuju” terhadap adanya Iklim Komunikasi Organisasi di PT Retail First Indonesia dan 20 responden dengan presentasi (30%) “Termotivasi” dan “Netral” terhadap Motivasi Kerja di PT Retail First Indonesia. Terdapat hubungan antara kedua variabel tersebut dengan melihat dari hasil correlation yaitu 0.601, untuk menentukan jumlah sampel penulis menggunakan sensus dan mendapatkan 20 responden.

Kata kunci : Hubungan, Iklim Komunikasi Organisasi, Motivasi Kerja

## **ABSTRACT**

*Title* : *Relationship Climate Communication with Work Motivation Employees of PT Retail First Indonesia*  
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*Study Program* : *Public Relation*

*This study aims to determine the relationship between organizational communication climate and work motivation of employees of PT Retail First Indonesia. The type of research used in this study is quantitative descriptive, there are variables X (Organizational Communication Climate) and Y (Work Motivation), in Climate Communication as many as 20 people with a percentage (45%) "Agree" to the existence of Organizational Communication Climate at PT Retail First Indonesia and 20 respondents with presentations (30%) "Motivated" and "Neutral" towards Work Motivation at PT Retail First Indonesia. There is a relationship between the two variables by looking at the results of the correlation that is 0.601, to determine the number of samples the author uses a census and gets 20 respondents.*

*Key words* : *Relation, Communication Climate, Work Motivation*