THE CORRELATION BETWEEN THE NEEDS AND EXPECTATIONS OF THE PRIVATE SECTOR EMPLOYEES AND THEIR MEDIA CONSUMPTION TO RECEIVE NEEDS GRATIFICATION

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Abstract

The Ministry of Labor, Work Employment and Youth Affairs of Suriname is responsible for, among other things employment, good industrial relations, labor protection, protection of the employees, and decent work. This ministry has a communication department that is sharing information about labor issues through the media. But there are still questions coming in daily about labor issues. Based on these questions, the workforce that is 54.2% of the total population of Suriname, and also giving substance to the importance of effective communication and dissemination of labor market information, it is important to understand what information has to be provided. To understand which information is needed to be provided and to use the preferred media channels, the Uses and Gratifications Theory is applied to this study. This research has several findings such as the need for specific information is the highest, the media is meeting the expectations more for general information than the specific information, online media use is very high and the media fulfillment for general needs is higher than for the specific information that the respondents need, although the need for specific information is higher..

Keywords: Labor information, needs, expectations, media consumption, needs gratification

A. INTRODUCTION

The book The Uses of Mass Communication of Blumler & Katz presented a description of the fundamental principles of research on media usage and the gratifications, the Uses and Gratifications approach. The focus of the description was that the approach aims to understand the social needs that create expectations of the mass media. This can lead to varying patterns of media consumption. (Blumler & Katz, 1974). According to the approach, audiences are not passive consumers of media. The theory

says that audiences are active and conscious when they select the media that they want to use. The individuals connect the gratification of their needs to a particular medium, which is the result of their own choice. (West & Turner, 2010).

Suriname's population consists of approximately 598,000 individuals, and the active labor force comprises approximately 54.2 percent of the total population, according to the General Bureau of Statistics in 2016. There is a Suriname Midterm-Labor Market Policy 2022-2025 that integrates multiple existing Ministerial plans and Governmental policies. This policy represents a collective effort to plan and execute practical actions to improve the current labor market policies in Suriname, with the aim of providing better support to all Surinamese citizens, including actions for labor inclusion, education and training, and enhanced coordination and communication. The policy highlights challenges and also emphasizes the importance of effective communication and dissemination of labor market information to the public through various channels, including plain language and accessible communication products to ensure the intended audience receives the information effectively and achieves the desired impact. The Ministry of Labor, Work employment and Youth affairs of Suriname is responsible for among other things employment, good industrial relations, labor protection, protection of the employees and decent work. This ministry has a communication department that is sharing information about labor issues, through the media. Mostly they are sharing information about their policy activities and tips based on labor and youth issues. Despite this fact there are questions daily coming in from the private sector employees, through the Facebook page and email of the Ministry but there are also some of the employees that doesn't use internet and instead calls for the needed information or visits the office. (Communication department ministry of labor, 2022). According to the Inspector- General (the head) of the Labor Inspectorate, Mr. Rowan Noredjo and the policy advisor of communication, Mr. Imro Smith, employees of the private sector are not sufficiently provided with the necessary information regarding

working conditions (labor law, labor rights and obligations). Based on above information, that the workforce is 54.2% of the total population of Suriname, give substance to the importance of effective communication and dissemination of labor market information to the public through various channels, including plain language and accessible communication products as mentioned in the Mid-term policy 2022- 2025 and the daily questions that the communication department is receiving, it is important to understand what information has to be provided for the employees and also through which channel they can be reached.

The Surinamese media landscape is diverse and represents all cultures in the country. It is worth mentioning that in Suriname there is no possibility where viewing figures are presented from television or how many people listen to a certain radio channel or program etcetera. Social media in Suriname is being used the most, specifically Facebook. According to Reporters without borders, Suriname has a relatively high rating for media freedom, as seen on the BBC website. This is due to the several range of media options that are available. These are both privately and state-owned, which allows users to choose from several sources. There are also no restrictions on accessing the media in Suriname, as stated in the Suriname media guide on the BBC website in February 2023.

B. THEORETICAL BACKGROUND

To understand which information is needed to be provided by the Ministry and to use the preferred media channels, the Uses and Gratifications Theory (UGT) is applied to this study with the variables needs, expectations, media consumption and needs gratification. These variables were chosen based on the fact that the goal of this study is to understand the specific needs of information of the employees and what their expectations are of the media, if they can provide the needed information. Also, the

information about their mass media consumption behavior is relevant for this study because then the ministry will have insights about which media they can use to provide the employees with the needed information in order to achieve the fulfillment of their needs.
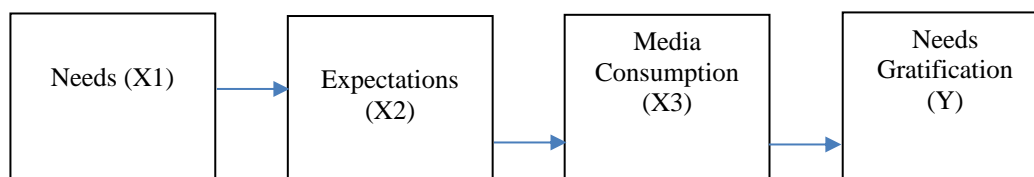
| Needs (X1) | → | Expectations (X2) | → | Media Consumption (X3) | → | Needs Gratification (Y) |

Figure 2.1 Model UGT

The hypotheses for this study are:

> H1: The relationship between the needs and expectations of the employees

> H2: The relationship between the expectations of the employees and their media consumption

> H3: The relationship between the media consumption behavior of the employees and the needs gratification.

C. RESEARCH METHOD

The paradigm that is used for this research is Positivism. This paradigm is appropriate to guide this research because the focus is to understand how the ministry can reach the employees of the private sector with the needed information. The research objectively approaches the employees how to communicate better with them. Methodology is according to positivism experimental by which a questionnaire will be conducted. This research is explanatory. Explanatory research has to do with explaining the reasons and its effects of a social phenomenon and look if it has an impact on something else. (Pengel & Schutt, 2014). This study will explain how to sufficiently

provide employees of the private sector with the necessary information about labor issues through the media channels that they prefer in order to achieve needs gratification.

This research has a descriptive analysis using statistical techniques to describe or summarize a set of data. SPSS will be used for analyzing statistics. Descriptive analysis is describing what the collected data means. The statistical that is going to be used is "The Pearson correlation". It provides an indication of the correlation between the variables, with a value that ranges between −1 and 1. When the value is 0, it means there is no correlation, while 1 indicates a total positive correlation, and −1 suggests a negative correlation. (Nettleton, 2014).

A minimum sample size of 30 participants is required, 50 participants are considered sufficient, and a sample size of 100 participants is recommended for achieving greater precision in the statistical analysis. (Peat et al., 2020). For this study 106 participants filled in the questionnaire. Population for this research must have the following criteria: male and female, private sector employees and living in Suriname. The sampling technique that will be used is the nonprobability sampling, based on the availability and quality of the data. This sampling is referring to any process where the elements does not have equal chances for being included. Hereby accidental sample will be used where the selection is going to be based on availability or first come, first serve. So, it is based on the availability of the respondents and ease of access. Accidental sampling is also called "availability sampling. (Dane, 2011). When using this method, where there is no other option, it is clear that no representative generalization can be done at the end of the study.

D. RESEARCH SIGNIFICANCE AND FINDINGS

Theoretical significance

The applied Uses and Gratification Theory (UGT) for this study is to specifically understand the needs of labor information and how to achieve fulfillment of those needs. Also, through this theory the expectations of the media of the private sector employees will be presented. The mass media consumption behavior that is also an important aspect for the UGT is also highlighted. Through this approach the study will be done about how to disseminate information about labor issues and to achieve fulfillment of the needs of especially the private sector employees.

Practical significance

Through this research the Ministry of Labor, Work employment and Youth Affairs may use the appropriate and preferred media and content to keep the private sector employees informed. By doing this the ministry can fulfill the needs of information of the employees and also give substance to the Mid- term policy 2022-2025.

Social significance

The private sector employees will benefit from this research as its findings may keep them informed about labor law, as a result that the ministry is using the media and content that they prefer. The audience will then be informed and know how to handle in specific labor issues.

The survey was conducted in the period 3th till 6th of February 2023. The questions of the survey were based on the indicators. A total of 106 responses were received. The survey link was made in google forms and the link was send via WhatsApp. For each of the questions, except for the personal information of the respondents, there was a ranking given from 1 – 10.

Personal information

As additional information the respondents were asked to fill in some personal information. These questions were open and not required. This was done for privacy reasons of the respondents that could possibly be a barrier to complete the questionnaire. The personal information of the respondents is displayed, so that there is an overall picture of who all completed the questionnaire.

Most of the 106 respondents were women. The percentage for women is 60,4% and men 39,6%. The highest percentage 40,6% of the respondents is in the age group 31 – 40 years that filled in the questionnaire. Most of the respondents (79.2%) are working in the tertiary sector (trade, hotel and restaurants, transport, storage and communications, financial institutions, business services, community, social and personal services). The most respondents (71,7%) are in the employee position and 28,3% is in a supervisor position. The salary ranges of the 106 respondents varies. The highest percentage (39,6%) is for the range SRD 3.000 – SRD 7.000.

Needs

The ranking of the questions of the variable needs ran from 1 - 10 for which 1 stood for a little and 10 for A lot. The variable needs had 12 questions.

		Need for general information	Need for entertainment information	Need for social information	Need for information during a break
N	Valid	106	106	106	106
	Missing	0	0	0	0

Mean	7.38	5.08	7.32	5.36
Median	8.00	5.00	8.00	5.00
Mode	10	5	10	5
Std. Deviation	2.543	2.618	2.316	2.519
Variance	6.466	6.851	5.363	6.346
Range	9	9	9	9

Table 6.1 Frequencies need for general information (source: SPSS statistics)

The mean for general information is 7.38. That means that this is the sum of all the values divided by the total number of values and for general information it is quite high when looking at the ranking 1 to 10. The median, the middle value when the scores are ordered from lowest to highest, is 8.00. The mode is 10 and this means that this is the most frequently occurring value and also the highest. This means that the need for general information is very high. General needs are the cognitive needs that means acquiring information, knowledge and comprehension.

The mean of the need for entertainment information is 5.08, the median is 5.00 and the most occurring value is 5. Here the mean and mode values are not high. The need for entertainment information has to do with the affective needs that means emotional, pleasant or aesthetic experience.

The need for social information is about personal and social integrative that mean enhancing credibility, confidence and status, enhancing connections with family, friends and so forth). The mean of this is 7.32 and the median is 8.00. The most occurring value, the mode is value 10. The mean here is high and the mode has the highest ranking. So, this means that the need for social information is very high.

The need for information during a break has to do with tension release that means escape and diversion. The mean, median and mode are respectively 5.36, 5.00 and 5. These values are not high comparing to the ranking options till 10.

		Need for information about job vacancies	Need for information about minimum hourly wage	Need for information about maternity leave	Need for information about paternity leave	Need for information about training and education	Need for information about dismissal procedure	Need for information about allowances	Need for information about overtime payment
N	Valid	106	106	106	106	106	106	106	106
	Missing	0	0	0	0	0	0	0	0
Mean		7.08	8.22	7.59	7.41	8.46	7.70	8.41	8.34
Median		8.00	9.00	8.00	8.00	9.00	8.00	10.00	9.00
Mode		10	10	10	10	10	10	10	10
Std. Deviation		2.560	2.330	2.480	2.714	1.842	2.318	2.220	2.276
Variance		6.555	5.429	6.148	7.367	3.394	5.375	4.929	5.179
Range		9	9	9	9	9	9	9	9

Table 6.2 Frequencies need for specific information (source: SPSS statistics)

For the questionnaire there were also questions about the need for specific information that is coming in daily from the private sector employees. These specific needs were information about job vacancies, minimum hourly wage, maternity leave,

paternity leave, training and education, dismissal procedure, allowances and overtime payment.

The mean of all these specific needs is very high and varies between the values 7 and 9. The mean of the specific need information about job vacancies, maternity leave, paternity leave and dismissal procedure, are above value 7. The mean of the specific needs for information about minimum hourly wage, training and education, allowances and overtime payment are above value 8.

The median of all the specific needs varies between the value 8 and 10. Only for information about allowances the value is 10. The median of the specific need information about job vacancies, maternity leave, paternity leave and dismissal procedure, are value 8. For minimum hourly wage, training and education and overtime payment the value is 9.

The most frequently occurred value, mode, of all the specific needs is 10. These numbers indicates that there is a high need for information about the specific topics mentioned earlier.

Expectations

This section of questions also had 12 questions. The ranking of the first 4 questions were ranked from 1 – 10 where 1 stands for a little bit and 10 for significant. The other questions about the specific information were also ranked from 1 – 10 where 1 stands for not really and 10 stands for high probable.

	Media expectation for general	Media expectation for entertainm	Media expectation for	Media expectation for informati

		informati on	ent purposes	social purposes	on during a break
N	Valid	106	106	106	106
	Missing	0	0	0	0
Mean		6.15	7.26	7.00	6.34
Median		6.50	8.00	7.00	7.00
Mode		7(a)	8	8	5(a)
Std. Deviation		2.358	2.081	2.010	2.182
Variance		5.558	4.330	4.038	4.760
Range		9	9	9	9

a Multiple modes exist. The smallest value is shown

Table 6.3 Frequencies media expectation for general information (source: SPSS statistics)

The mean for expectations from the media for general information (6.15) and information during a break (6.34) are almost the same. The values for expectation from the media from entertainment information (7.26) and information for social purposes (7.00) are also almost the same. The lowest is for general information and the highest is for information for entertainment purposes. Both values are still very high comparing to the ranking 1 – 10.

The median of the expectation for general information is the lowest (6.50) and the highest value is for information for entertainment purposes. The median for information for social purposes and for information during a break has the same value, 7.

For media expectations for general information and information during a break exists multiple modes, but the smallest value is shown. For general information it is the value 7 and for information during a break it is the value 5, the lowest. For information for entertainment and social purposes the mode is the same value (8). So, here the expectations are also very high except for information during a break.

		Media expectation for information about job vacancies	Media expectation for information about minimum hourly wage	Media expectation for information about maternity leave	Media expectation for information about paternity leave	Media expectation for information about training and education	Media expectation for information about dismissal procedure	Media expectation for information about allowances	Media expectation for information about overtime payment
N	Valid	106	106	106	106	106	106	106	106
	Missing	0	0	0	0	0	0	0	0
Mean		6.78	6.10	5.66	5.48	6.71	5.62	5.46	5.28
Median		7.00	7.00	6.00	5.00	7.00	6.00	6.00	5.00
Mode		8	7	7	5	8	5	7	6
Std. Deviation		2.070	2.422	2.366	2.423	2.225	2.360	2.371	2.425
Variance		4.286	5.865	5.598	5.871	4.952	5.571	5.622	5.881
Range		9	9	9	9	9	9	9	9

Table 6.4 Frequencies media expectation for specific information (source: SPSS statistics)

The mean for the expectations for information about job vacancies (6.78), minimum hourly wage (6.10) and training and education (6.71) has almost the same value. And the mean of expectations of the other specific information are also almost the same in the range of value 5.

From the overview it can also be read that the median for the media expectations for information about job vacancies, minimum hourly wage and training and education has the same highest value, 7. The lowest value of 5 goes for information about paternity leave and overtime payment. Information about maternity leave, dismissal procedure and allowances has the same value of 6.

The highest mode here goes for job vacancies and training and education with the value 8 and the lowest value is for paternity leave and dismissal procedure with the value of 5. Overtime payment mode is 6 and for minimum hourly wage, maternity leave and allowances the mode is 7.

So, except for paternity leave and dismissal procedure the expectations from the media are very high.

Media consumption

This 3rd Serie of questions that is about the media consumption had 8 questions. The 3 indicators that were tested for media consumption are: traditional media (television, radio, print) and new media (internet based). The ranking here was also from 1 – 10 by which 1 stands for seldom and 10 for often.

		Television use for information	Print media use for information	Radio use for information	New media use for information
N	Valid	106	106	106	106
	Missing	0	0	0	0
Mean		3.56	3.61	3.73	7.58
Median		3.00	3.00	3.50	8.00
Mode		1	1	1	10
Std. Deviation		2.519	2.543	2.509	2.276
Variance		6.344	6.468	6.296	5.178
Range		9	9	9	9

Table 6.5 Frequencies use traditional and new media (source: SPSS statistics)

All the values of the mean are almost the same. Televion use has a mean of 3.56, use print media 3.61 and the use of the radio as a mean value of 3.73. This means that the values are very low. The mode of all the traditional media is the value 1. Although, in the overview we can see that the use of the online media is high by looking at the mode with the value 10. All the modes of the traditional media are the value 1, the lowest ranking that stands for seldom use.

Also, the values of the mean of the use of online media is far more higher than the mean values for the use for televison, radio and print media.

Comparing both the use of traditional en online media we can read from the overview of the statistics that the use of online media is often when looking for information.

		Ministry newsletter use for information	Ministry website use for information	Ministry Youtube channel use for information	Ministry facebook use for information
N	Valid	106	106	106	106
	Missing	0	0	0	0
Mean		3.06	4.03	3.11	5.53
Median		2.00	3.50	2.00	6.00
Mode		1	1	1	1
Std. Deviation		2.721	2.681	2.609	3.043
Variance		7.406	7.190	6.806	9.261
Range		9	9	9	9

Table 6.6 Frequencies ministry media use (source: SPSS statistics)

The mean for newsletter that the ministry uses to provide the target group with information has the lowest value of 3.06 and highest values goes for facebook use with the value of 5.53. The values of the website (4.03) and youtube channel (3.11) use lies between the lowest and the highest value. The mean of the newsletter and youtube use is almost the same.

The median values of all of the media platforms that the ministry uses are also very low. For newsletter and Youtube channel there is a value of 2.00. For website uses the value is 3.50 and for facebook page use of the ministry it is 6.00.

The most used value, mode, is 1 that stands for seldom use for all the media platforms that the ministry uses to provide the respondents with information.

Needs gratification

This last variable section for needs gratification had 12 questions. The needs gratification questions were based on the need indicators. Here there was a ranking from 1 – 10 where 1 stands for not at all and 10 for all of it.

		Fulfillment media for general information	Fulfillment media for entertainmen t information	Fulfillment media for social information	Fulfillment media for information during a break
N	Valid	106	106	106	106
	Missing	0	0	0	0
Mean		5.88	6.52	6.42	5.77
Median		6.00	7.00	6.50	6.00
Mode		7	8	7	6
Std. Deviation		1.921	2.067	1.956	1.848
Variance		3.690	4.271	3.826	3.415
Range		9	9	9	9

Table 6.7 Frequencies fulfillment general information (source: SPSS statistics)

The mean for the fulfillment of the media for general information is 5.88 and for information during a break 5.77. These values are almost the same. This also applies for the values of fulfillment of the media for entertainment purposes (6.52) and for social purposes (6.42).

The median values of fulfillment of all the general information is minimum 6.00. The value of 6.00 goes for general information and information during a break. The value of 6.50 is for information for social purposes and the highest value of 7.00 is for fulfillment of the media for information for entertainment purposes.

The mode of the fulfillment of the media for entertainment information has the highest values of 8 and the lowest goes for information during a break (6). Fulfillment of the media for general and social information has the same value of 7. All these values are high and this means that the fulfillment of the needs of the respondents are high.

		Fulfillment media for information about job vacancies	Fulfillment media for information about minimun hourly wage	Fulfillment media for information about maternity leave	Fulfillment media for information about paternity leave	Fulfillment media for information about training and education	Fulfillment media for information about dismissal procedure	Fulfillment media for information about allowances	Fulfillment media for information about overtime payment
N	Valid	106	106	106	106	106	106	106	106
	Missing	0	0	0	0	0	0	0	0
Mean		6.24	5.19	4.58	4.25	6.20	4.41	4.19	4.05
Median		7.00	5.00	5.00	5.00	6.50	4.00	4.00	4.00
Mode		7	5	6	1	5	1	5	4
Std. Deviation		2.249	2.272	2.461	2.410	2.315	2.491	2.399	2.372
Variance		5.058	5.164	6.055	5.806	5.360	6.205	5.755	5.626
Range		9	9	9	9	9	9	9	9

Table 6.8 Frequencies fulfillment specific information (source: SPSS statistics)

The mean of the media fulfillment for information about maternity leave, paternity leave, dismissal procedure, allowances and overtime payment are almost the same in the range of value 4. The mean for job vacancies (6.24) and training and education (6.20) are also almost the same. And the mean for minimum hourly wage is 5.19.

The lowest median value of 4 is for information about dismissal procedure, allowances and overtime payment. Value 5 holds the specific information about minimum hourly wage, maternity and paternity leave. The highest value, 7, is for the fulfillment of the media for information about job vacancies.

When we look at the statistics overview, we can see that the mode for paternity leave and dismissal procedure is the lowest value of 1 that stands for not at all. This means that the media is not even close to fulfill this specific need for information. After this the fulfillment of the media for information about overtime payment had the lowest value of 4. Fulfillment of the media for information about minimum hourly wage, training and education and allowances is being ranked by the respondents with value 5. The fulfillment of the media for information about maternity leave is being ranked with the value 6 and for job vacancies the highest mode value of 7.

Because this research is a quantitative research, hypotheses and the correlation of the variables will be highlighted.

H1: The relationship between the needs and expectations of the employees.

		Needs	Expecations
Needs	Pearson Correlation	1	.229(*)

			.018
	N	106	106
Expecations	Pearson Correlation	.229(*)	1
	Sig. (2-tailed)	.018	
	N	106	106

* Correlation is significant at the 0.05 level (2-tailed).

Table 6.9 Correlation needs and expectations (source: SPSS statistics)

Looking at the correlation coefficient, with the value 0.018 we can say that the measurement is valid and significant. The correlation between the variables needs and expectations is 0.229 thus there is a positive and moderate correlation. So, here we can say that the hypothesis is accepted.

H2: The relationship between the expectations of the employees and their media consumption.

		Expecations	Mediaconsumption
Expecations	Pearson Correlation	1	.333(**)
	Sig. (2-tailed)		.000
	N	106	106
Mediaconsumption	Pearson Correlation	.333(**)	1
	Sig. (2-tailed)	.000	

	N	106	106

** Correlation is significant at the 0.01 level (2-tailed).

Table 6.10 Correlation expectations and media consumption (source: SPSS statistics)

The overview above is displaying a correlation coefficient of 0.000. This means that the measurement is valid and very significant. The correlation between the variable expectations and media consumption is 0.333 thus is a positive and moderate correlation. Measuring the hypothesis between expectations and media consumption we can say that the hypothesis is accepted.

H3: The relationship between the media consumption behavior of the employees and the needs gratification.

		Mediaconsumption	Gratification
Mediaconsumption	Pearson Correlation	1	.538(**)
	Sig. (2-tailed)		.000
	N	106	106
Gratification	Pearson Correlation	.538(**)	1
	Sig. (2-tailed)	.000	
	N	106	106

** Correlation is significant at the 0.01 level (2-tailed).

Table 6.11 Correlation media consumption and gratification (source: SPSS statistics)

The correlation coefficient is 0.000 in the table above thus the measurement here is valid and very significant. This hypothesis also has a positive and strong correlation with the value of 0.538. So, here we can also say that the hypothesis is accepted.

E. DISCUSSION

The relationship between the needs and expectations of the employees

The first hypothesis is accepted with a valid and significant measurement and also a positive and moderate correlation.

The acceptance is being supported by the UGT by which it is assuming that people are aware of what they specific want when they are choosing to use the media. According to Katz et al. (1974) and West & Turner (2007), individuals can evaluate and judge media content and they can also link their needs and gratifications when they are selecting a particular medium. The theory also assumes that the media can fulfill individuals' intrinsic needs (Rubin AM, 2009). The UGT primarily focuses on how people use media to satisfy various needs, including their need for information. Needs refers to the motivation of the audience to achieve their goals through media.

The relationship between the expectations of the employees and their media consumption

The second hypothesis is also accepted with a valid and very significant measurement and a positive and moderate correlation.

The uses and gratification approach are saying that consumers are active, selective, and motivated to use a given medium (Haase & Young, 2010). Media consumption has to do with the use of media and content to satisfy certain needs and desires. This is about a selective choice which is entered with certain expectations, in order to fulfill these expectations. (Berger, 1995)

The theory is also trying to explain the reasons of using a certain medium and the effect that a message can have on individuals. The driving mechanism of the theory is

need gratification. The reasons for the media consumption behavior can be explained by understanding the specific needs of media consumers. Particular media effects, or lack of effects, can also be clarified. (Griffin et al., 2018)

People use media for their own particular purposes. Katz is saying that the theory has a fundamental assumption people are aware why they are using the media. The audience is deciding for themselves which media they want to use and what effects they want the media to have. (Katz et al., 2016)

The relationship between the media consumption behavior of the employees and the needs gratification

The third hypothesis is about the 3rd and the last variable between media consumption and the needs gratification. Such as the first and second hypothesis also this third hypothesis is accepted. This one has also a valid and very significant measurement with a positive and strong relationship. This is also being supported by the theory.

Gratifications refer to the satisfaction that individuals derive when their media use aligns with their expectations and fulfills their needs. Simply it means that gratifications can be seen as the subjective perception of one's needs being met through media consumption. (Palmgreen, 1984). Uses & gratifications assumes that people have needs and that they are searching for gratification by using the media. The specific choices that individuals make when choosing a medium are on the basis of the gratification that they are looking for. (Katz et al., 2016).

Audience gratification has to do with the gratification that people are looking for and the satisfaction that is achieved. (Ruggiero, 2000). They are assuming that the use of media can lead to satisfaction of individuals. Looking for gratification will also arise due to the evaluation of various attributes and results from the media. Motivation factor in the search for satisfaction results in the audience using the media to get satisfaction.

F. CONCLUSSION

- According to the correlation coefficient of the needs and expectations, with the value 0.018 we can say that the measurement is valid and significant. The correlation between the variables needs and expectations is 0.229, thus there is a positive and moderate correlation. So, here we can say that the hypothesis is accepted.

- Reflecting to the result of the correlation coefficient of the expectations and the media consumption with a value of 0.000, this means that the measurement is valid and very significant. The correlation between the variable expectations and media consumption is 0.333, thus is a positive and moderate correlation. Measuring the hypothesis between expectations and media consumption we can say that the hypothesis is accepted.

- Giving the results of the correlation coefficient with the value 0.000 of the media consumptions and the needs gratification we can say that the measurement here is valid and very significant. This hypothesis also has a positive and strong correlation with the value of 0.538. So, here we can also say that the hypothesis is accepted.

G. RECOMMENDATIONS

- The relationship between the needs and expectations is valid and significant. So, therefore it is recommended to take the needs and expectations variables in consideration when providing the private sector employees with information to achieve needs gratification. Based on the high values of the for specific information the ministry can focus more on that information than the general information when providing the respondents with information.

- The relationship between the expectations and the mass media consumption is also valid and very significant. Therefore, it is advised to take in consideration the variables expectations and media consumption when providing the private sector employees with information to achieve needs gratification. For the respondents the media expectations values for both general and specific needs are reasonable, so it means that the media expectations of the respondents are highly probable. Thus, the ministry can use the media to provide the respondents with the needed information. Given that the values of the use of online media are very high, the ministry is advised that it uses this platform the most to provide its respondets with the necessary information.

- The relationship between the media consumption and the needs gratification is valid and very significant. So, therefore we recommend that the variables media consumption and the needs gratification are taken in consideration when providing the private sector employees with information to achieve needs gratification. Based on de compared mode values of the fulfillment of both the general and the specific needs we can see that the values of the general needs are much higher. This means that the media is meeting the expectations of the respondents more for general needs than the specific information that the respondents need, although the need for specific information is higher so the ministry can focus more on providing the specific information that the respondents need.

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