A communication process involves various tasks. Information should be communicated effectively. A basic plan must be implemented. Organizing requires a clear structure to communicate with others. Written and oral communication is essential. Thus, managers need to understand the oversight and manage tasks. This is achieved through interaction and collaboration.

Lee and Grover in Nasi (2003) determine the relationship between uncertainty and environment. The contingency approach is used to assess the accuracy of applying the right strategy. Conditions and environmental factors are considered. There are some situational factors that influence the environment. This approach is more diverse and considers a certain amount of mutual influence. This makes the organization responsive and adaptable. The resources needed for the organization are increased, and interconnected elements of the relationship are recognized. Technology can be expected to play a significant role. Huber and Sondergeld (2003) formulate that when companies face complex environments, they need increased capacity. During environmental complexity, previous rule between corpo
A communication process allows managers to carry out their tasks. Information should be communicated to managers so that they have a basic plan, plans must be communicated to others to be implemented. Organizing requires communication with subordinates about the assignment of their positions. Briefing requires managers to communicate with their subordinates so that group goals can be achieved. Written and oral communication is part of the essence of the oversight. Thus, managers can carry out management functions only through interaction and communication with other parties.

Lee and Grover in Nasir (2003: 70) stated that information technology is a variable that influences the power of causal relationship between uncertainty and organizational structure. Determining the right strategy in dealing with environmental conditions and environmental penetration is constituted by Contingency Theory. This theory is derived from Otley, this contingency approach is used to determine the level of reliability and accuracy of applying the right organizational structure in various environmental conditions, then by basing on contingency theory, there are some situational factors that will interact in the influence of a certain condition. These factors, among others, are that the environment is more diverse, the environment is changing, there is a certain amount of mutual involvement among the various elements. This makes the organization more dependent in an environment where the resources needed are not widely available, unallocated resources, increased connections interfere with the environmental elements of the relationship between them. In general, Information Technology can be expected to facilitate the company's ability to deal with environmental uncertainty. Pfeffer and Leblebici assert that "It is when companies face complex and rapidly changing environmental environments that Information Technology is necessary and equal". Huber [also formulated that the need for information-processing capacity increased during periods of chaos and increased environmental complexity, while Lee and Leifer argued that the previous rule between corporate structure and information systems...
(IS) was important for companies to achieve flexibility and efficiency in competitive environments. And turbulent. Lately, Ferioli and Migliarese present a "relational" model of Information Technology to deal with corporate change (eg greater coordination) is necessary to respond to changes in the environment.

PT. Sulfa Group is a company that oversees fifteen companies with reports of depreciation as follows:

<table>
<thead>
<tr>
<th>NO</th>
<th>Month</th>
<th>Losses</th>
<th>PERCENTAGE</th>
<th>SOLAR (Liter)</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Premium (Liter)</td>
<td>(%)</td>
<td>(Liter)</td>
<td>(%)</td>
</tr>
<tr>
<td>1</td>
<td>March 2016</td>
<td>277</td>
<td>6.25%</td>
<td>120</td>
<td>3.50%</td>
</tr>
<tr>
<td>2</td>
<td>April 2016</td>
<td>324</td>
<td>6.75%</td>
<td>121</td>
<td>3.73%</td>
</tr>
<tr>
<td>3</td>
<td>May 2016</td>
<td>599</td>
<td>14.20%</td>
<td>142</td>
<td>5.50%</td>
</tr>
</tbody>
</table>

Sumber: PT. Sulfa Group

Losses experienced by PT. Sulfa Group due to fuel depreciation due to delays in fuel shipments from March 277 liters, in April 324 liters and in May losses suffered by 599 liters. From April 2016 to May 2016 the losses experienced increased, possibly due to less coordinating managers and less consideration of environmental changes that occur in each activity, and less able to utilize communication technology in the face of environmental uncertainty and organizational structure in a company.

Managers should identify, analyze, evaluate, diagnose and react to environmental forces whether they are opportunities, risks or threats that affect the event or event. Since the purpose of the environmental analysis process is to identify strategic strengths and weaknesses that are important for the formulation of corporate strategy, such as distribution channels, organizational structures (Handoko 1992: 97). In addition, in the adjustment of organizational structure also involves information technology that has the ability to compensate for changes in 2003: 69). In general, communication facilitates the company's uncertainty and organization (Grover, 2000: 18)

Theoretical Basis
Marketing Concepts

According to Kotler (1997: 1) the key to achieving organizational effectiveness is to compete with competitors in marketing activities of the target market.

Understanding Environment
Environmental attributes environmental; Environmental attributes in the general environment is beyond the boundaries of the organization (1990: 23). The organization is one:

1. General Environment
The general environment (RE) can have an impact on the organization, for example: Economic Conditions. Income that can be spent, cycle phases are economic. Can affect management.

2. Special Environment
Special environment (RE) is environment that is directly related to its goals. This particular environment requires attention because it consists of both positively and negatively.
compensate for changes in organizational structure (Leifer in Nasir, 2003: 69). In general, communication technology can be expected to facilitate the company’s ability to deal with environmental uncertainty and organizational structure in an enterprise. (Lee and Grover, 2000: 18)

Theoretical basis
Marketing Concepts

According to Kotler (1997: 17) the concept of marketing states that the key to achieving organizational goals is to be more effective than competitors in marketing activities and satisfy the needs and wants of the target market.

Understanding Environmental Attributes
Environmental attributes are environmental changes and unpredictable environmental changes. (Lee and Grover, 2000: 13). Environmental attributes in general, can be defined as anything that is beyond the boundaries of the organization. According to Robbins (1990: 23). The organizational environment can be divided into two, namely:

1. General Environment
The general environment (Robbins, 1990: 23) includes conditions that may have an impact on the organization but its relevance can not be clearly known, for example:
Economic Conditions. Interest rates, inflation rates, changes in income that can be spent, stock market indices and general business cycle phases are economic factors in the general environment that can affect management practices within an organization.

2. Special Environment
Special environment (Robbins, 1990: 23) is an organizational environment that is directly relevant to the organization in achieving its goals. This particular environment is the center of management’s attention because it consists of a critical constituent that directly, both positively and negatively affects the organization’s specific effectiveness

<table>
<thead>
<tr>
<th>SOLAR (Liter)</th>
<th>PERSENTASE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(120)</td>
<td>(3.50)</td>
</tr>
<tr>
<td>(121)</td>
<td>(3.73)</td>
</tr>
<tr>
<td>(142)</td>
<td>(5.50)</td>
</tr>
</tbody>
</table>
Environmental Attribute Dimensions and Indicators

Environmental attributes in this study include general and specific environments that are influenced by several factors such as (Lee and Grover, 2000: 13):

A) Dynamics (X1) are changes in the environment and unpredictable environmental changes, indicated (Lee and Grover, 2000: 36):
- Changes in Marketing Practices, which is a company strategy to use appropriate strategies and appropriate to market their products.
- Changes in the Product, ie the expansion of brands and products carried out in overcoming the intense competition.
- Predicting Competitors’ ability to analyze and evaluate competitors of similar companies.
- Changes in Consumer Demand and Consumer is always responsive to consumer tastes in the market.

B) Complexity (X2) is the external force with whom the firm should interact, which is indicated (Lee and Grover, 2000: 36):
- Number of Competitors, ie calculate the total of similar companies in the marketing area.
- Various Competition, which is to see the competition strategy conducted by a competitor company.
- Differences Customer Needs ie the company must be keen to see what is now needed by consumers.

Penetration of Communication Technology

Penetration of communication technology is a moderating variable which is the intensity of using communicating technology in the company's strategic, managerial, and operational work system, Lee and Grover in Nasir (2003: 72). Communication is the process of transferring understanding in the form of ideas or information from one person to another. The transfer of understanding involves more than just the words used in the conversation, but also the facial expressions, intonations, breaking points of vocals and so on. (Handoko, 1992: 273).

Methodology

The measurement scale used between the data one with absolute zero value (Indrianto done by asking respondents of questions related to the one that are in 2 (two) sides. This scale is arranged in a way located on the right, the otherwise the data scale is described as follows:

<table>
<thead>
<tr>
<th>1</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

The response or opinion is to 7 on each, where 1 represents the middle value between strongly disagree, 2 to 3 tend to disagree, 2 to 3 tend to be agree, 5 to 6 tend to be quite agree, 5 to 6 and the value of 6 to 7 is given.

Sample Determination Technique

Population

The population is an in characteristics or character.Population used in this Study Manager from PT. Sulfa Gro

Sample

The sample in this study probability sampling tech characteristics of Responding manager of PT. Sulfa Gro
Methodology
The measurement scale used is the Likert Scale, i.e., the distance scale between the data one with the other data the same but not the absolute zero value (Indrianto and Supomo, 2002: 105). Analysis is done by asking respondents to express opinions about a series of questions related to the object under study in the form of values that are in 2 (two) sides. This scale is arranged in a continuous line of very positive answers located on the right, the answer is very negative on the left, or otherwise the data scale used is the scale of intervals 1 to 7, described as follows:

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>7</td>
</tr>
</tbody>
</table>

The response or opinion is expressed by scoring within the range of 1 to 7 on each, where 1 represents the lowest value, the value 4 is the middle value between strongly disagreeing with the strongly agree statement and 7 being the highest value.

Conclusion answers with values between 1 and 2 tend to strongly disagree, 2 to 3 tend to disagree, 3 to 4 tend to be less agree, 4 to 5 tend to be quite agree, 5 to 6 tend to agree with the given statement and the value of 6 to 7 is likely Strongly agree, with the statement given.

Sample Determination Technique
Population
The population is an individual or group that has the same characteristics or characteristics and become the object in the study. Population used in this research is all Manager and Assistant Manager from PT. Sulfa Group which amounts to 120 people.
Sample
The sample in this study using purposive sampling is a non-probability sampling technique that selects the respondents. The characteristics of Respondents are 1). Manager and assistant manager of PT. Sulfa Group with a working period of more than 5
years. 2) Manager and Assistant Manager of PT. Sulfa Group aged between 30 to 55 years old. 3) Manager and Assistant Manager of PT. Sulfa Group that uses information technology within the company. The sample measurement guidelines by Augusty (2002: 48):
1. 100-200 samples for maximum Likelihood Estimation technique.
2. Depending on the number of parameters that are estimated. The guide is 5-10 times the number of parameters that are estimated.
3. Depending on the number of indicators used in all latent variables. The number of samples is the number of indicators multiplied by 5-10. If there are 20 indicators, the sample size is 100-200. In this study there are 23 indicators then if multiplied by 5 equal to 115 respondents, so the samples taken in this study amounted to 115 respondents.

**Data collection technique**

**Data Type**
A. Primary data
Primary data processed in this study was obtained by distributing questionnaires to Manager and Assistant Manager at PT. Sulfa Group.
B. Secondary Data
Secondary Data is data about PT. Sulfa Group which includes company history data, company location and so forth.

**Data source**
Some sources that are used by researchers include:
A. Manager and Assistant Manager at PT. Sulfa Group as respondents.
B. Books and literature.

**Data collection**
Data collection in this thesis is done by using the following ways

**Observation Method**
That is data collection is done by doing a direct observation of the object under study.
B. Interview Method

Namely collecting data or conducting question and answer PT. Sulfa Group.

C. Documentation
Namely collecting data obtained associated with the writing of

D. Method Questionnaire
That is data collection is done Manager and Assistant Manager and Assistant Manager.

**Discussion of Research Results**
Based on the results of the Factors positively affect the served. It is proven that number of competition cause the development of the company and have occurred with rise in fuel prices, delays in taxes to the hands of consumers, uncertainty of the environment, by management or structural companies to experience costs of prices, coupled with a lack of problems. As fuel prices increase, fuel tax is calculated government also issued an increase in transportation costs for labor In terms of operational costs of rising fuel prices. The two are affected by the fuel price hike compensation. Transportation and employee mobility. Why inflation rises due to rising fuel prices, so that employees can h
Namely collecting data or materials - information is done by conducting question and answer directly with the authorities in the PT. Sulfa Group.

C. Documentation
Namely collecting data obtained from the archives of companies associated with the writing of this research proposal.

D. Method Questionnaire
That is data collection is done by distributing a list of questions to Manager and Assistant Manager of PT. Sulfa Group to fill.

Discussion of Research Results
Based on the results of the hypothesis of Environmental Attribute Factors positively affect the Organization Structure Factor, can not be accepted. It is proven that in the globalization era, the increasing number of competition caused a change that very negative impact on the development of the company. As with the problems that have been and have occurred within the company, some of them are the rise in fuel prices, delays in terms of procurement and delivery of fuel to the hands of consumers, competition with similar companies. The uncertainty of the environment causes problems that must be solved by management or structural company. Rising fuel prices cause companies to experience dilemma in determining product selling prices, coupled with a lack of supply due to delays in transportation problems. As fuel prices rise, employers have to pay a fuel tax increase, fuel tax is calculated based on the selling price of fuel. The government also issued an appeal to employers to increase food and transportation costs for laborers.

In terms of operational costs, the company can not avoid the impact of rising fuel prices. The two components of operational costs most affected by the fuel price hike are transportation costs and employee compensation. Transportation costs, used for both goods distribution and employee mobility. While employee compensation costs will rise as inflation rises due to rising fuel prices. Compensation is required so that employees can have the same standard of living and
purchasing power as before inflation so that their productivity is maintained. Increase in fuel also brings a bad influence on employees due to employees' worries about the threat of layoffs, thereby affecting the stability of employee performance productivity. Based on the results of the hypothesis of Environmental Attribute Factors positively affect the KT Penetration Factor, not acceptable. Tighter business competition in this era of globalization requires companies to reorganize their business strategies and tactics. Therefore PT. Sulfa Group is expected to implement the process of creating its products or services more cheaply, better, and faster than its business competitors.

With the rise of product selling prices indirectly impact on sales turnover that can decrease, due to decreasing consumer purchasing power. One way that has been taken is to utilize communication technology to plan its development to get more information early so as to make a breakthrough or decision faster than its competitors. However, PT. Sulfa Group collided with the submission of authority submitted on the decision that has been made. Planned targets can not be properly implemented by employees, productivity decreases. What happens, it turns out that communication devices used not been used properly, not used for the benefit of the company but for personal interest in this communication with outsiders, so that the concentration of work can not be focused with the work given by the leadership. Therefore information in the form of data for report submission is less accurate as the basis of decision making. Based on the result of KT Penetration variable hypothesis have positive effect to Organization Structure variable, unacceptable. Information communication technology can be expected to facilitate the company's ability to deal with environmental uncertainty. The more complex the problems in the company, if not supported by up to date information and presentation procedures in producing data, correct information and reports can cause the structural will have difficulty in solving problems encountered. However, lack of coordination between lines or sections, lack of adequate planning or strategic information technology plans, limited human resources in information technology, lack of participation of all staff in designing systems, controlling system of personnel involved causing decision making. These barriers occur within the company is not the information about reducing employees. So that the employees reach saturation point the impact of PT. Sulfa Group is no longer company but the important part of the company.

Conclusions and Recommendations

1. Conclusion
After doing research, collected data and analyses, it is expected to draw conclusions and suggest recommendations. Based on the results of research, the hypothesis can be as follows:

A. Environmental Attribute and Penetration factor, unacceptable
B. Environmental Attributes and Organization Structure Factor, 0.618 ≤ 0.10 (insignificant)
C. The KT Penetration factor and Organization Structure Factor, is unacceptable

2. Suggestions
The suggestions that can be made are: PT. Sulfa Group is more consumers by making changes in the field so that customers or other departments can also receive a better service.
systems, controlling system development efforts and motivating all personnel involved causing obstacles in the application of decision making. These barriers occur because employees feel their future within the company is not necessarily because of the distracted information about reductions in salaries and reductions of employees. So that the employee will feel himself in the work will reach saturation point the impact will occur work stress. Employees of PT. Sulfa Group is no longer guided by the planned targets of the company but the important ones working and earning a salary from the company.

Conclusions and recommendations

1. Conclusion
After doing research, collecting and analyzing the data that have been obtained from the respondents, then in this chapter will try to draw conclusions and suggestions as follows:

Based on the results of research that has been obtained that:

A. Environmental attribute factor has positive effect on KT Penetration factor, unacceptable [Prob. Causally 0.315 > 0.10 [not significant [positive]].

B. Environmental Attribute factor positively influence to Organization Structure Factor, can be accepted [Prob. Causally 0.618 < 0.10 [insignificant [positive]].

C. The KT Penetration factor positively affects the Organization Structure Factor, is unacceptable [Prob. Causally 0.623 > 0.10 [not significant [positive]].

2. Suggestions
The suggestions that can be submitted by researchers are:
PT. Sulfa Group is more concerned about the needs and desires of consumers by making changes in the practice of marketing in the field so that customers or people easily buy the product.
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