***ABSTRACT***

***This study titled "STUDENT REPRESENTATIVE COUNCIL FUNCTIONS IN INCREASING POSITIVE IMAGE FACULTY OF SOCIAL AND POLITICAL SCIENCE UNIVERSITY PASUNDAN BANDUNG" the purpose of the study is to examine the extent to which the functions of the Board of Representatives of students who are student organizations as a means to convey messages and information to students mealui aspirations box and social media that aims to improve the image of the Positive Faculty of Social and Political Science University of London Pasundan.***

***This study used a descriptive research method and analysis of this study uses the theory of image while data collection techniques used are literature studies, internet, observational field studies, interviews, and questionnaires. Sample used Probability Sampling and sample technique used was simple random sampling with 100 respondents.***

***The results showed that the box aspiration and Twitter Social Media is used by the Student Representative Council is very effective in forming a positive image. Through the fulfillment of the need for information related to the problem of lectures, as well as political and campus policies into programs Aji Taufik Student Representative Council as the Student Representative Council was able to establish communication with the student directly through the box aspiration and social media twitter. Aji Taufik provide information and receive responses as well as criticisms of the students through the ballot box and social media twitter.***

***Through established communication activities through the ballot box and social media twitter indirect positive image of the Student Representative Council formed minds of students. Positive image formed through communication activities performed by the Student Representative Council. which uses aspiration box and media twitter bereperan participating directly in communication with the student activities Student Representative Council has managed to form a positive image.***

***There are some things that researchers suggest based on the results of research conducted. Input to box aspiration and Twitter Social Media used by the Student Representative Council in meeting the information needs of the student that is in conveying information related programs Student Representative Council should be focused again by not responding to some of the responses that do not match the content of the message delivered which has been commented on by the students.***