***ABSTRACT***

***This Research Is Titled “ Fungsi Media Sosial Facebook Dalam Meningkatkan Citra Positif PT. JICT”.***

***The goal of this research is to elaborate the role of social media which consists of some interactive sub-variables, be able to provide wide space, multifunctional, and promote visual thought which is beaing applied by PT. JICT.***

***Method of the research is Analytic-Descriptive-Study. Acumulating-Data method is by library study, observation, spreaded-questioner, and interview. Sampling method used in this research is accidental sampe, Samples taken by coincidence found by researchers that the general public as many as 100 people.***

***According to previous research result, social-media role through facebook is to generate positive-look for JICT, From this research, it can be oncluded that basicly facebook programme has been set well by JICT into society. This concluded that by imaging theory, there are four important processes to eiaborate positive image of JICT which are perception, cognition, motivation and attitude in decision making whether at last society could conclude that JICT is “good” or “bad”.***

***The points that researcher would like to provide as evaluation point for JICT is that facebook programme used should be continued and innovated by increasing the intensity of promoyion that society could recognize JICT through facebook nowadays. Finally affect to the positive image of JICT.***