

ABSTRACT

The research entitled "Website Functions To Improve The Positive Image Communications and Informatics Office Of West Java". The website is a medium that is used by the Office of communications and Informatics in West Java to provide disclosure to the public .

The purpose of this research is to find out and get the data about the functioning of the website in improving positive image communication and Informatics Office of West Java as well as the barriers and work in implementation website functions to improve positive image Informatics and Communications Office of West Java.

The research method used is Descriptive Analysis. This method describes the (characteristics) of individuals, particular groups and situations. Data collection techniques used by researchers is the study of librarianship and fieldwork by means of spread of the now, observation and interview. In this study researchers use non probability sampling the sampling technique used i.e. accidental sampling. The population in this research is a society of Bandung city to visit the website of the Department Komuninkasi and Informatics in West Java with a population of respondents as many as 100 people.

The results of the research done thus obtained the results that the functions of the website in improving positive image Informatics and Communications Office of West Java runs well enough even though there are still obstacles in terms of the information less easy to remember, the use of the website is not too efficient, high level of website errors, the level of community activeness in finding low information, and low levels of community participation even though information has been posted on the website.

Communication and Informatics office of West Java, should be able to pack more information contained on the website as attractive as possible, promote and introduce the website not only through social media but also through other media, the editor of the website should be always review the infromasi loaded websites, creating a key word in social media that are directly linked to the website, and make the plan as clear as possible with an interesting package.