***ABSTRACT***

Rd. Muhammad Fajrin Budiawan, 142050220, student of the Public Relations Program, Faculty of Social and Political Sciences, Pasundan University. The title of this research is "Media Contribution of New University Admission Website Pasundan University in Improving Service Quality for Academic Year 2019/2020 Registration". Advisor Lecturer H. Rasman Sonjaya, S. Sos. M.Sc.

This writing aims to determine the Media Contribution of the Pasundan University New Student Admission Website in Improving the Quality of Service for Academic Year 2019/2020. This study uses a descriptive method in which the researcher only describes the characteristics of the situation of certain objects that will be examined by describing the research variables, developing concepts and gathering detailed facts that are described without testing the hypothesis. Data Analysis Techniques that were performed using descriptive data analysis techniques, researchers will use a qualitative approach as the main handle. Therefore the use of quantitative approaches only serves as a complement. Data collection techniques used include observation, interviews, questionnaires, and literature study. Determination of key informants by means of Non Probability Sampling with the Accidential Sampling method.

The results of this study indicate that: 1) There is a Contribution of the Pasundan University New Student Website Acceptance Media Website in Improving the Quality of Registrar Services in 2019/2020. 2) That the website media is one indicator for Pasundan University in providing services for registrants and the public. 3) Pasundan University utilizes website media as a channel to convey information to the public massively. 4) Pasundan University makes the website a 2-way communication medium by adding live chat features and contact persons who can be contacted to handle questions and complaints.

Suggestions that can be given from researchers is to build websites that have an attraction and the presence of features for conducting 2-way communication will ensure that the website can contribute to improving services.