

ABSTRACT

*This research is entitled **UTILIZATION OF THE WEST JAVA PROVINCIAL SOCIAL SERVICE WEBSITE AS A PUBLIC SERVICE INFORMATION MEDIA IN SOCIAL FIELD**. In this study, the researcher focuses on how the West Java Provincial Social Service utilizes its website as a means of public communication.*

The purpose of this research is to determine how the needs, usage, and satisfaction are generated among users who access public service information from the website dinsos.jabarprov.go.id. The method used in this research is qualitative research method with a qualitative descriptive study approach. Data collection techniques are carried out through observation, interviews, and documentation. The researcher also employs the Uses and Gratification Theory, emphasizing the utilization of the dinsos.jabarprov.go.id website for the target audience so that information can be effectively conveyed.

The results of this study indicate that the dinsos.jabarprov.go.id website can be utilized by the people of West Java as a medium for public service information accessible to both the public and the Social Service Department in meeting their needs by presenting what is needed by the audience.

Keywords: *Website, Public Service, Uses and Gratification Theory*