ABSTRACT

ACHMAD SANUSI, "The Effectiveness of Using Media Website by The Election Commision of West Java Province in Socializing Election 2009 to The Public Study Case (Kelurahan Cimahi Kecamatan Cimahi Tengah Kota Cimahi) under the guidance of Novrini Hasti, S.si., MT.

The usage of election commision website by the election commision of West Java Province in election 2009 to the public is intended to the time efficiency and ease the task of the election commision of West Java Province generally, and especially the central election commision to providing information on all matters relating to the election socializing to the public through the media website.

The purpose of this research is to determie the response of respondent to the election commision website, to know how big the efectiveness media use by the election commision website of West Java Province in disseminating election to the public, the method used in this research are qualitative and quantitative methods, The number of samples in this study consisted of 98 respondents from 39 respondents who had access to the Commission website and the 59 respondents had never accessing the Commission web site from 3811 head of population in Sub Cimahi family. Researchers take withdrawals sampling technique that is using cluster sampling with the reason is because the number of large populations, where there are groups that have similar characteristics, as well as the lack of sampling frame of the population to be studied. Data analysis using pearson product moment correlation test, regression, determination coefficient and T test, using SPSS 13.0 for windows.

The result showed that the election commision website at approriate category and effectiveness of the socialization of the election is in good category, the election commision website has a possitive effect on effectiveness election socialization, evidenced by the result of the calculation of 8,282 T-count > T-table level of 1,305 with a very strong relationship and have the same aim with the influence 65,0% the over 35.0% influenced by other factor are not examined among others, such as facility, finance.

Keyword: Election commision website, Effectiveness of socialization election, The election commision of West Java Province