ABSTRACT

Benefit of Leaflet Pusat Penelitian dan Pengembangan Sumber Daya Air (PUSAIR) Bandung in The Dissemination of Information on The Visitors

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The purpose *of this research was to determine how benefits of leaflet Pusat Penelitian dan Pengembangan Sumber Daya Air (PUSAIR) Bandung In the Dissemination of Information On The visitors. To answer the purpose of the appointed indicator of the* ***background, process*** *and* ***benefits*** *to measure the research variables.*

The approach *used in this research is a qualitative approach with descriptive research methods. Subject of this research is informant and key informant who gotten by purposive sampling technique which total 6 person. The data collection is from depth interviews, library research, Internet searching and direct observations. Data analysis technique that is performed by selecting, reducing, clarifying, and presenting data concludes.*

The results *of this research indicated that, 1)* ***background*** *leaflet Pusat Penelitian dan Pengembangan Sumber Daya Air, or the leaflets already strong manufacturing base, 2)* ***the process*** *has gone well and systematically and 3) perceived* ***benefits*** *of the leaflets has indicated that in the presence of feedback from the community in the form of criticisms and suggestions and cooperation undertaken by Pusat Penelitian dan Pengembangan Sumber Daya Air.*

Conclusion *of the research is a benefit leaflets owned by Pusat Penelitian dan Pengembangan Sumber Daya Air has been felt. It is based on facts on the ground that the background has been undertaken and the process went well. So that the benefits of the leaflet can be felt with an indication of a feedback and cooperation undertaken by Pusat Penelitian dan Pengembangan Sumber Daya Air.*

Research advice *for Pusat Penelitian dan Pengembangan Sumber Daya Air is to improve service by providing a welcoming place to visit, give a little introduction to the opening of the institution, thus, indirectly also become a media campaign for the imaging and the existence of Pusat Penelitian dan Pengembangan Sumber Daya Air.*