ABSTRACT

PERFORMANCE OF THE APPARATUS IN SOCIALIZING E-MARKET THROUGH www.e-market.hostoi.com IN SERVICE COOPERATIVES UKM AND INDUSTRIAL TRADE BANDUNG CITY

Application of environmental information network in central and local governments in an integrated become an important prerequisite for achieving good governance. In order to improve transparency, accountability and participation in various activities of governance the include. Improve public service, improve the efficiency of the implementation of regional autonomy, Governments can improve the working relationship betwen the apparatus with UKM and provide services to UKM as a facilitator of marketing. E-marketing or marketing online products is the application of technology usage information can present information about the product on the users at different locations, according to the desired goal is the promotioan and marketing of products to customers.

The theory used in this study is the theory propounted by prawirosentono performance. Prawirosentono suggests four factors that effect Permormance (1) Effectiveness and efficiency (2) Authority and responsibility (3) Discipline (4) Initiative.

The research method used is descriptive method with a qualitative approach. Mechanical determination of informants using purpose technique. The note collection technique is observation,book study and interview. Data analysis technique used is descriptive,qualitative,which includes note collection, note display and decision, making and verification.

The results showed that the successful performance of the apparatus in socializing e-market through www.e-market.hostoi.com in service cooperatives UKM and industrial trade Bandung City in the dissemination of e-market Commerce determined by the, effectiveness and efficiency in the implementation has not been going well this happens because constraints faced by such a lack of apparatus skills in running an e-market. Authority and responsibility of apparatus in service cooperatives UKM and industrial trade Bandung City sufficient good it looks from the apparatus in understanding any given authority in service cooperatives UKM and industrial trade Bandung City ladership in disseminating the e-market .Discipline apparatus has been implementation in accordance with the rules applicable in socializing e-market. Apparatus initiative has been running quite well this can be seen from the input in the process of socialization that goes in line with expectations.