ABSTRACT

THE USE OF WEBSITES PDAM TIRTAWENING CITY OF BANDUNG WWW.PAMBDG.CO.ID IN INFORMATION TRANSMISSION (The Study Of Descriptive Public Relations On The Net On The Part Of Public Relations Pdam Tirtawening City Of Bandung In Information Transmission To Customers)

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Research is aimed to know the use of websites pdam tirtawening city of bandung www.pambdg.co.id in information transmission to customers. This research discuss the activities of public relations with a system of e-government program through a website known as public relations activities on the net which includes the benefits; efficiency, participation, transparency, menajemen change, and use.

This research using a qualitative approach, while the method used of the study descriptive. The process of selection of an informer technique purposive use sampling. In addition, technical data with deep and observation, an interview documentation and the search in the internet. Technical analysis of data used are a loop model miles and huberman to discuss the discussion of research.

The results of research obtained benefit the use of websites pdam tirtawening city of bandung in information transmission to customers, namely as a suggestion publication that fast. The efficient use of websites can reduce the process of working in terms of time and cost on public relations and customers. Participation in website pdam tirtawening city of bandung more shown to customers via a menu our contact customers can complain and suggestions directly on the part of public relations. Transparasi website information the use of a customer feel quite satisfied with a facility that provides a means of the grievance to customers. Management changes in the use of websites covering updates information necessary control and monitoring practices strict in public relations on the net with a system of e-government program.

Conclusion the use of websites pdam tirtwening city of bandung in information transmission to customers be used as a means of publiksai the swift easy and practical in accordance with the demands of developing the age to be need in providing information pdam to customers.

Advise- should be done in updating information continue by of pr pdam tirtawening city of bandung, so that information could be known by its customers.

Keywords: public relations pdam tirtawening city of bandung, on the net, prænomen. E-government program, Website.