

Efektivitas penggunaan website pemerintah sebagai perangkat komunikasi (kasus pada website Kementerian Perindustrian) = Effectiveness communication devices as a government website usage case on the website of the Ministry of Industry

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Abstrak

Penelitian ini dilatar belakangi oleh rendahnya penerapan keterbukaan informasi pada pemerintahan. Padahal Internet sebagai media yang mampu menyediakan fasilitas akses informasi telah mengubah arah dan pandangan pengguna dalam melakukan aktivitas mencari informasi. Pemerintah, dalam hal ini, Kementerian harus mampu menyediakan situs/website yang inovatif agar mampu menarik perhatian dan mampu mendorong pengguna melakukan interaksi virtual. Metodologi penelitian dengan paradigma positivistik melalui metode kuantitatif deskriptif.

Hasil penelitian menunjukkan bahwa perangkat komunikasi website dilihat dari kualitas layanan, kualitas informasi, loyalitas pengguna website yang diterapkan Kementerian Perindustrian sudah baik dilihat dari indikator Kualitas Layanan dan Kualitas Informasi sehingga dapat meningkatkan Loyalitas terhadap penggunaan website

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This study was driven by the poor level of information disclosure of the government. Whereas the Internet as a medium that is capable of providing access to facilities and information is changing the way users view the activity seeking information. The government, in this case, the Ministry should be able to provide the site /innovative website to be able to attract attention and be able to encourage users to perform virtual interaction. The research used a positivistic paradigm through a quantitative descriptive method.

The results of using a communication tool a of a website visits based on quality of service, quality of information, user loyalty applied at the Ministry of Industry website has been able to meet the standard Quality of Service and Quality of Information, thereby increasing loyalty to the use of the website.; This study was driven by the poor level of information disclosure of the government. Whereas the Internet as a medium that is capable of providing access to facilities and information is changing the way users view the activity seeking information. The government, in this case, the Ministry should be able to provide the site /innovative website to be able to attract attention and be able to encourage users to perform virtual interaction. The research used a positivistic paradigm through a quantitative descriptive method. The results of using a communication tool a of a website visits based on quality of service, quality of information, user loyalty applied at the Ministry of Industry website has been able to meet the standard Quality of Service and Quality of Information, thereby increasing loyalty to the use of the website