

## TABLE OF CONTENTS

|                                                                   |      |
|-------------------------------------------------------------------|------|
| FINAL REPORT.....                                                 | 1    |
| LAPORAN PROYEK AKHIR.....                                         | ii   |
| HALAMAN PENGESAHAN.....                                           | iii  |
| PERNYATAAN BEBAS PLAGIASI.....                                    | v    |
| ACKNOWLEDGEMENT.....                                              | vi   |
| INTISARI.....                                                     | vii  |
| ABSTRACT.....                                                     | viii |
| TABLE OF CONTENTS.....                                            | ix   |
| LIST OF TABLES.....                                               | xi   |
| LIST OF FIGURES.....                                              | xii  |
| CHAPTER 1.....                                                    | 1    |
| INTRODUCTION.....                                                 | 1    |
| 1.1 Background of Study.....                                      | 1    |
| 1.2 Objectives of Study.....                                      | 4    |
| 1.3 Scope and Limitation of Study.....                            | 4    |
| 1.4 Significance of Study.....                                    | 4    |
| 1.4.1 Department of Languages, Arts, and Cultural Management..... | 4    |
| 1.4.2 Academician.....                                            | 5    |
| 1.4.3 Practitioner.....                                           | 5    |
| 1.5 Literature Review and Operational Definition.....             | 5    |
| CHAPTER 2.....                                                    | 8    |
| RESEARCH METHODS.....                                             | 8    |
| 2.1 Theoretical Framework.....                                    | 8    |
| 2.1.1 The Function of the Website.....                            | 8    |
| 2.1.2 The Types of Information on the Academic Website.....       | 10   |
| 2.1.3 The Aspects on the Quality of Website Content.....          | 11   |
| 2.1.4 Improving the DBSMB Website Contents.....                   | 17   |
| 2.2 Research Design.....                                          | 18   |
| 2.3 Research Instrument.....                                      | 19   |
| 2.3.1 Participant Observation.....                                | 19   |
| 2.3.2 Document Analysis.....                                      | 20   |
| 2.3.3 Library Study.....                                          | 21   |

|                                                                     |    |
|---------------------------------------------------------------------|----|
| 2.3.3 Survey.....                                                   | 21 |
| 2.4 Method of Data Analysis.....                                    | 23 |
| CHAPTER 3.....                                                      | 25 |
| RESULTS AND DISCUSSIONS.....                                        | 25 |
| 3.1 The Function of DBSMB Website.....                              | 25 |
| 3.1.1 Providing More Detailed Information Than Other Platforms..... | 25 |
| 3.1.2 Providing Information for All Stakeholders.....               | 26 |
| 3.1.3 Promoting DBSMB Activities.....                               | 26 |
| 3.2 DBSMB Website Contents.....                                     | 27 |
| 3.2.1 Academic Information.....                                     | 28 |
| 3.2.2 News Release.....                                             | 35 |
| 3.2.3 Job Vacancies.....                                            | 36 |
| 3.2.4 Announcements.....                                            | 36 |
| 3.2.5 Books by Lecture.....                                         | 37 |
| 3.3 Analysis of DBSMB Website Content Aspects.....                  | 38 |
| 3.3.1 Respondent's Profiles.....                                    | 38 |
| 3.3.2 Respondents' Experience Using the DBSMB Website.....          | 42 |
| 3.3.3 The Results of Content Quality Aspects.....                   | 44 |
| 3.4 DBSMB Website Content Improvement.....                          | 59 |
| 3.4.1 Developing the English Version of the DBMSB website.....      | 60 |
| 3.4.2 Consistency in Updating Information for Alumni.....           | 61 |
| 3.4.3 Consistency in Updating Job Vacancies.....                    | 62 |
| 3.4.4 Providing an Administration Information Menu.....             | 64 |
| 3.4.5 Populating Empty Website Menus.....                           | 65 |
| 3.4.6 Promoting the DBSMB Website.....                              | 66 |
| 3.4.7 Being Timely in Uploading Content on the DBSMB Website.....   | 67 |
| CHAPTER 4.....                                                      | 68 |
| CONCLUSION AND SUGGESTION.....                                      | 68 |
| 4.1 Conclusion.....                                                 | 68 |
| 4.2 Recommendations.....                                            | 69 |
| REFERENCES.....                                                     | 70 |
| APPENDIX 1: LIST OF QUESTIONNAIRE ITEMS.....                        | 74 |