

## TABLE OF CONTENTS

TITLE .....	i
APPROVAL SHEET .....	iii
STATEMENT OF ORIGINALLY .....	iv
MOTTO .....	v
DEDICATION .....	vi
INTISARI .....	vii
ABSTRACT .....	viii
ACKNOWLEDGEMENTS .....	ix
TABLE OF CONTENTS .....	xi
LIST OF FIGURES .....	xiii
LIST OF CHARTS .....	xiv
LIST OF TABLE .....	xv
<b>CHAPTER 1 : INTRODUCTION.....</b>	<b>1</b>
1.1 Background of Study .....	1
1.2 Objectives of Study.....	3
1.3 Scope of Study .....	3
1.4 Method of Study .....	3
1.4.1 Method of Collecting Data.....	3
1.4.2 Method of Analyzing Data.....	4
1.4.3 Method of Presenting Data .....	4
1.5 Presentation.....	4
<b>CHAPTER 2 : PROFILE OF PUBLIC RELATIONS UGM.....</b>	<b>5</b>
2.1 Description of Public Relations UGM .....	5
2.2 History of Public Relations UGM.....	5

2.3 Office Information of Public Relations UGM .....	7
2.4 Organizational Structure of Public Relations UGM .....	7
2.5 Job Descriptions of Public Relations UGM.....	9
2.6 Description of Divisions in Public Relations UGM .....	9
2.6.1 Protocol Division .....	9
2.6.2 News Division.....	9
2.6.3 Information Services Division .....	10
2.7 Facilities.....	11
<b>CHAPTER 3 : PROCESS OF DEVELOPING INFORMATION SERVICES QUALITY IN WEBSITE PPID UGM.....</b>	<b>15</b>
3.1 Description of PPID UGM.....	15
3.2 PPID Website Ranking .....	16
3.3 Development Process of PPID Website UGM .....	19
3.3.1 Benchamarking .....	20
3.3.2 Focus Group Discussion .....	24
3.3.3 Implementation of the Changes .....	26
3.3.4 Public Test .....	31
3.3.5 Evaluation .....	31
<b>CHAPTER 4 : CONCLUSION.....</b>	<b>33</b>
<b>WORKS CITED.....</b>	<b>34</b>
<b>APPENDICES .....</b>	<b>35</b>
Appendix 1 : List of Informants .....	35
Appendix 2 : List of Interview Questions.....	36
Appendix 3 : Curriculum Vitae.....	37
Appendix 4 : Internship Logbook .....	39