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**Perubahan Politik Dan Sosial Budaya Masyarakat Gampong Aceh
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**Pendapat Pimpinan Universitas Swasta Tentang Manfaat Media
Sosial Bagi Kinerja Profesi Public Relations**

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**Model Hubungan Politik Era Pemerintahan Jokowi:
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Pendapat Pimpinan Universitas Swasta Tentang Manfaat Media Sosial Bagi Kinerja Profesi Public Relations

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ABSTRACT

Many enthusiasts to the private university turned out to have consequences for the role of the managers to play their functions, particularly in promoting the university through various media are used as a tool in providing information, ad serving, doing publicity, and so on. The method used is survey method through the study of quantitative approach path analysis. The study population was faculty leaders on eight private universities in West Java. Results of this study certainly expected to be useful and provide input to the profession of Public Relations (PR) private university in West Java in an effort to build relationships with the public through the use of social media as a positive and favorable in order to improve the quality of relationships with its stakeholders and produce the findings of new data and information that are useful for PR private university related to the use of social media.

Banyaknya peminat ke universitas swasta ternyata memberikan konsekuensi bagi peran para pengelolanya untuk memerankan fungsinya, terutama dalam mempromosikan universitasnya melalui berbagai media yang dijadikan alat bantu dalam memberikan informasi, penyajian iklan, melakukan publisitas, dan sebagainya. Metode penelitian yang digunakan adalah metode survai melalui studi kuantitatif melalui pendekatan analisis jalur. Populasi penelitian ini adalah pimpinan fakultas pada delapan universitas swasta di Jawa Barat. Hasil penelitian ini tentu saja diharapkan dapat bermanfaat dan memberikan masukan bagi para profesi Public Relations (PR) universitas swasta di Jawa Barat dalam upaya membina hubungan dengan publiknya melalui penggunaan media sosial secara positif dan menguntungkan dalam rangka meningkatkan kualitas hubungan dengan para stakeholder-nya dan menghasilkan temuan data dan informasi baru yang berguna bagi PR universitas swasta terkait penggunaan media sosial