

ABSTRACT

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Activities Cyber PR Website Sadewa Market SMEs to increase interactivity with the instigators of SMEs in 2017-2018
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Website Cyber SMEs Sadewa Market is the only alternative to public services for SMEs in Central Java was formed based on the policy of Central Java Governor to provide guidance and empowerment through the internet by SMEs Sadewa Cyber Market program in accordance with the task of public relations is mutual benefit and public relations functions, namely observe and analyze every problem in the interests of its stakeholders in the empowerment of SMEs in the digital era. The purpose of this study was to determine the activities of the Cyber Public Relations Website Sadewa Market SMEs to increase the interactivity between the Department of Cooperatives and SMEs in Central Java province with the instigators of MSMEs in Central Java and see supporting and inhibiting factors of activity Cyber PR on SMEs Website Sadewa Market. This study used descriptive qualitative method with case studies on the activity of Cyber PR Website Sadewa Market SMEs surveyed in 2017-2018. Results from this study is the production of content that is presented by the Department of Cooperatives and SMEs in Central Java province on the activity of Cyber PR Website Cyber SMEs Sadewa Market in the form of news events, product information, articles and in particular the consultation of digital collaboration with a team of consultants cooperatives and SMEs are in accordance to the needs of SMEs in Central Java activists in terms of information needs and the needs of capacity building and the quality of each instigators of SMEs in Central Java, which is a form of interactivity between the Department of Cooperatives and SMEs in Central Java province with the instigators of SMEs in 2017-2018. However, implementation is still a lack of interactivity with the instigators of the Website Cyber SMEs SMEs Sadewa Market in accordance with the inhibiting factor is the activities carried out only one year and less consistency in activity on a Website Cyber PR Cyber SMEs Sadewa Market.

Keywords: Activities Cyber PR, Website, Interactivity.