ABSTRACT

Good Governance is defined as the quality of the relationship between the government and the people it serves and protects. It refers to a government's efforts to promote the interests of the people and involve them as stakeholders. Good governance can not be separated from equalization, equity, efficiency, transparency, and accountability of the information submitted by the government. In this position, PR (in this study Communication and Informatics Offices) have a role to manage the aspirations of the public and all stakeholders of government in the management of future government policies are used also by using technology and information systems. E-government implementation in the government to create good governance (good governance) are required, one of them by using the website. Subang government has a website which is located at subang.go.id, currently managed by Communication and Informatics Offices and become the main tools of disseminating information to the public. This study aims to determine content management strategies on the subang.go.id website. In this study used constructivism with qualitative research methods and case study approach. The researchers process data based on interviews, using PR work processes by Cutlip and Center. The results of this study are, in the running process of PR work by Cutlip and Center, Subang government still has many problems.

Kata Kunci: *Cyber Public Relation, Website*, **Subang Government**, *Good Governance, E-Government*