

ABSTRACT

Communication is an exchange of information carried out by two or more people with certain aims and objectives. The development of information technology facilitates the communication process to be conveyed to stakeholders, one of which is by utilizing the official website as a reliable communication medium. This study aims to find out how the communication displayed by Unilever Indonesia through the official website. This study uses qualitative content analysis. Data was collected by means of documentation study techniques in accordance with the research objectives. The results showed that the content of the message communicated did not refer to the principle of transparency in the fulfillment of the message content of the profile group and corporate governance. The form of information presentation shows that Unilever Indonesia has a high level of interactivity towards information fulfillment facilities, but the level of accessibility is still considered less than optimal.

Keywords: Website, Communication Media, Content Analysis.