

ABSTRACT

The Effectiveness Of The Institution Mailing List As Media Of Communication For Members

**(Study on Members of Communication Studies Mailing List at University of
Lampung)**

By

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Internet development gives media or communication facilities more variety, the pertinent example here being the mailing list facilities. Mailing list is electronic mail list with a system of sharing messages within, or even between, electronic media such as personal computers, laptops and mobile phones with internet connection to a groups. This communication system allows people who are interested in similar problems to exchange information and opinions. Mailing list facilities have created a new way to communicate and disseminate information.

The main topic to be addressed within this research is: "How efficient is the Mailing list within Communication Studies at University of Lampung (Unila) as media of communication between associated members?" The purpose of this research is to acknowledge the effectiveness of the institution mailing list as media of communication for mailing list members, more specifically here within the mailing list of Communication Studies at University of Lampung (Unila).

This research was carried out using quantitative descriptive method, such as questionnaires, interviews, and literature. Respondents of this study were selected using simple random sampling method. The overall number of mailing list users of Communication Studies at University Lampung (Unila) is 150 members. 60 members of those 150 members were surveyed for the sample of the study. Moreover, they were interviewed in the research location surveyed, so the data could be more accurate. After the data was collected, data analysis was performed using a percentage, which is presented with a single tabulation, as well as performed using the formula of Simple Linear Regression.

The results showed that the value of r^2 (r square) concerning mailing list users within Communication Studies at University of Lampung (Unila) influence the effectiveness of mailing list within Communication Studies at University of Lampung (Unila) as media of communication mailing list members is 4.7%. So, it can be concluded that accessing this mailing list, individuals can find out

information about communication sciences and other matters related to
Communication Studies at University of Lampung (Unila).