

ABSTRACT

This study aims to determine and measure how effective the socialization of prepaid SIM card registration by the Ministry of Communication and Informatics in the City of Bandung. Prepaid sim card registration is a work program created by the Ministry of Communication and Information and endorsed by the Minister besides the prepaid sim card registration also has the aim of preventing terrorism, preventing crime, tackling hoaxes, growing the community's economy, and securing non-cash transactions. The research method used in this research is descriptive quantitative method. Data collection is done through the distribution of questionnaires using google form media to the respondents which is used as the research sample where the respondents are people of Bandung city aged 15-49 years. Based on the results of data analysis, the results obtained on the dimensions of Stimulus / Message, Organism / Receiver, and Response / Effect with an average total score of 11 statements as much as 4041 or 73.47%. Then it can be seen that the respondents agreed that the socialization delivered by the Ministry of Communication and Information about the registration of prepaid sim cards in the city of Bandung was effective according to respondents. Thus it can be concluded that the socialization carried out by the Ministry of Communication and Information in the city of Bandung has been effective, judging by the average total score of the answers in the 11 statements that have been filled in by the respondents.

Keywords: Stimulus-Organism-Response (SOR), Effectiveness, Dissemination of Prepaid sim Card Registration, Ministry of Communication and Information.