ABSTRACT

The growth of internet users growing rapidly as more rapid advancement of technology. Internet is not only an alternative communications media, but making a pattern a new communication patterns. Use of the Internet a communication media has brought the Department of culture and tourism Tana Toraja district to promote / advertise the potential of its nature and culture. Because tourism will not develop if other people are reluctant to visit or no interest to visit because the unknowledgeable of the tourism information. The research method use the method of content analysis. Rakhmat. J, suggests that the analysis is useful to obtain information from the content of the communication that is delivered in symbols form. The unit of analysis is the content website from Toraja district tourism department www.visittanatoraja.org with seven categories: - functions; - cooperation; - completeness of the content; - communication; - information content; - evaluation; - and service management. Data collection techniques using the coding sheet, which is a way to collect data and information with technical content analysis. Content analysis is basically a procedure for encoding (coding) questions or texts to obtain the characteristics / properties of certain variables followed by the preparation for construction category then examine and expose . Data reliability is a measuring instruments used by level of agreement from performer coding by using the Pearson correlation coefficient, nominal scale with the level of opportunity among performer coding commonly used for nominal constrain with level of opportunity between perpetrator koding public coefficient applied with acceptance threshold 0,75, and using the formula" $CR = \frac{2\,M}{N1+N2}\,x\,100\,\%$". And reinforced by the scott coding reliability test formula $p_i = \frac{(\%\,Observed\,Agreement - \%\,Expected\,Agreement)}{(1 - \%\,Expected\,Agreement)}$. The proposed suggestion is to improve the display quality to make it more attractive and complement or add things that are still lacking that does not seem to exist in a web page. So that the information presented in more excellent and more interesting.