

## ABSTRACT

*This study focuses on the use of website of nongovernmental organization to promote personal development program in Indonesia. It intends to examine the use of website of a nongovernmental organization named Initiatives of Change (IofC) Indonesia, a world-wide movement of people of diverse cultures and backgrounds, who are committed to the transformation of society through changes in human motives and behaviour, starting with their own. This research is aimed to identify how website plays its role in promoting personal development program and identify online communication strategy of IofC as a nongovernmental organization in promoting personal development program. This research applied SOSTAC (Situations, Objectives, Strategies, Tactics, Actions, Control). This research includes qualitative research with constructivism paradigm. In conclusion, website is a landing page that can be used to promote personal development program by providing clear information, having good layout, and share its link to its social medias.*

*Keywords: website, online communication strategy, nongovernmental organization*



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