

ABSTRACT

The Influence of Citizen Journalism on the Information Needs of @PRFMnews Followers

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This study has a background in which the radio as electronic media, and the radio is the notion of mass communication tool that uses symbols of communication that goes off without any visual images. While citizen journalism journalism is an activity which is defined as the activity of collecting, processing, and disseminating news. To the current level of technology can facilitate the public to get information. Since the number of social media, the many people who use it as a forum for exchanging information.

This study aims to determine how much citizen journalism affects the fulfillment of @PRFMnews twitter followers' information needs. This study used quantitative research method using positivism paradigm. The population in this study is @PRFMnews twitter followers' and samples taken is 397 respondents using nonprobability sampling technique. The data analysis technique used is descriptive analysis, normality test, simple regression, t-test, and the coefficient of determination.

This study uses many theories relating to the subject matter. The theory used as mass communication, mass media, radio, new media, social media, twitter, and citizen journalism. The theory is used to make operational variables or to make inquiries, theory is usses and gratification and information needs.

The results showed that the respondents gave positive responses where citizen journalism has a significant effect on the fulfillment of information needs with the total effect of citizen journalism variable (X) to the fulfillment of the variable information (Y) is equal to 31.9%, while the remaining 68.1% is a variable that is not researched.

Keywords: *Citizen Journalism, Fulfillment of Information Needs, PR FM Twitter Followers*