

ABSTRACT

Vlog or video blog is a new trend in society since the birth of social media era which is accessible and reachable for every kind of people. In general, a vlog content is all about daily activity of the content maker that tend to purpose only for their existent and fun. But however, there are actually vlogs that serve useful information for society in that case is travel vlog about museum in “Belajar Pra Sejarah di Museum Sri Baduga Bandung”. This vlog then had some analytical process on its element and principle to seek if there is actually citizen journalism element, because the purpose of a vlog is similar to citizen journalism content for soft news category. This research used qualitative method and constructivist paradigm with descriptive study approach to collect all the data and information needed through observation, in depth interview and a few documentations of this research. The result of this research is that vlog “Belajar Pra Sejarah di Museum Sri Baduga Bandung” includes useful content and information for society about Museum Sri Baduga existent and this vlog overall is similar to citizen journalism content in feature news category because it includes all the element and characteristics of feature journalism and the function of press in journalism product. But however, in all conclusions this vlog needs some revisions in camera shots and contents in order to make audiens understand and find comfort in the vlog.

Keyword: Vlog, Sri Baduga Museum, Citizen Journalism.
