

## **ABSTRACT**

*Community needs made information media company to flourish and move toward online media. Current online media more favored by the public because the ease of access to information and the information provided is always new. But in the city of Bandung, newspapers or newspaper still in gemari until today. Sales are still steady and continue to innovate particularly newspaper Tribune Jabar who present the top newspaper in Bandung.*

*The paradigm that is used in this research is the constructivist paradigm. The research method used is qualitative research method with descriptive qualitative approach.*

*The results showed that the search process conducted by the News Tribune Jabar begins with planning a meeting in the form of a projection for the planned and news for news happening snap will be covered by the reporters who was near the location of the incident or by journalists who jobdesc him in accordance with the incident. Making news on Tribune Jabar through Groove reporter, then to the editor, and then sent to the design section, then sent to the managing editor, if it is appropriate, softcopy will be sent to the printing by IT to ready to ride. Tribune Jabar maintaining the quality and credibility of the news published as how to maintain the standard of quality newspapers.*

*Keyword: Tribun Jabar, Strategy, Editorial Management, Newspaper*