

ABSTRACT

To achieve the vision and mission, a company needs the right management to manage its resources and quality. Not only applied in companies or organizations, management can also be applied in the mass media. The ability of the mass media is able to provide information to a wide audience, therefore the mass media must also be managed properly so that the information conveyed is well received. Tribun Timur is a company engaged in Mass Media. To keep abreast of the times, Tribun Timur is now venturing into Online Media which also presents the Citizen Reporter channel where the public can play an active role in conveying information. This study aims to find out how the management of Citizen Journalism in the Online media www.makassar.tribunnews.com by focusing on the mechanism and its quality. This research uses a descriptive qualitative approach, with data collection techniques using face-to-face observation techniques and document review. To measure the validity of the data used source triangulation. Based on the results of the research note that the Tribun Timur Online Media in managing information is divided into 4 (four) stages, namely the collection, editing, dissemination, and evaluation of news. For quality, Tribun Online Media maintains its quality by using edits so that the published news becomes news that is suitable to be presented and does not violate journalistic rules.

Keywords: Management, Citizen Journalism, Online Media, Tribun Timur