

ABSTRACT

At this time the world has been hit by the Covid-19 pandemic. This causes the need for information during the pandemic to be highly needed by the public. KawalCOVID19 is one of the alternative media that contains information, education, and verification purposes related to the Covid-19 pandemic in Indonesia, therefore good management of alternative media is something that must be done by the manager. The purpose of this research is to find out how to manage KawalCOVID19 alternative media in presenting information about the Covid-19 pandemic. This research is a qualitative research with descriptive method. The result of this study is that KawalCOVID19's alternative media management from the aspect of content, production, and distribution has a variety of unique features that distinguish it from mainstream media. In terms of content, KawalCOVID19 is neutral and has a graphic form that really helps readers in knowing more about things related to the Covid-19 pandemic. In the production aspect, the entire production process is carried out in full online collaboration of data, content, and technology teams. In the distribution aspect, KawalCOVID19 collaborates with various communities and NGOs, and uses social media to reach a wider audience.

Keywords: Alternative media, content, production, distribution.