

ABSTRACT

The convergence of media is the integration of the two media between the print and digital media into one to convey information in different ways. The convergence of media people, also carried out by the mind where the company originally focused on the print, but currently focusing also on digital media.

This research in a qualitative study, the case study. The data done by means of observation, and interviews with three people as an informer. Analysis techniques the data used was descriptive qualitative. The qualitative study aims to present and explain in depth about how the process of convergence of the occurrence of media on Pikiran Rakyat, and want to know all the obstacles faced by Pikiran Rakyat, and to know what kind of evaluation conducted by Pikiran Rakyat in the face of the convergence of media.

The result of research is that people minds dimension according to use of convergence khomsahrial romli, including the convergence technology, content multimedia, and ownership. Next, the convergence process by thoughts of the people currently being, development it needs to be an evaluation and for innovation in some respects. As evaluation of human resources in order to adapt to new technology, and renew media technology equipment to support the convergence in the company.

Keywords: *convergence media, Pikiran Rakyat, online media, dimensions of convergence.*