

ABSTRACT

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The Effect of Citizen Journalism on Fulfilling Public Information Needs on the Instagram Account @infobekasi.coo in Bekasi

Keywords: Citizen Journalism, Instagram, Fulfillment of Information Needs

(xiv + 80 + attachment)

This study aims to find a relationship whether citizen journalism implemented by Infobekasi.coo can be a factor influencing the accuracy of delivering information to the public, especially the people of Bekasi. The object under study is Infobekasi.coo with a research focus on news content from citizen journalism that they present. Departing from the researcher's curiosity regarding the actions of people who do not fully believe in the news about citizen journalism Infobekasi.coo which is disseminated through Instagram accounts, this scientific writing finally appears as a result of research on this phenomenon. Through this scientific writing, the researcher wants to convey how citizen journalism influences the accuracy of delivering information to the people of Bekasi. The type of research used is quantitative research using the positivism paradigm. The population in this study is the people of Bekasi and the sample taken is 100 respondents using nonprobability sampling technique. The results of the study show that respondents gave positive responses in which citizen journalism has a significant influence on Citizen Journalism on the Instagram account @infobekasi.coo (X) towards fulfilling the information needs of the people in Bekasi (Y).

Bibliography (2007-2021)