

ABSTRACT

This research aims to find out and analyze how media convergence is conducted by Unit Pers Mahasiswa UPI Bandung and Suara Mahasiswa UNISBA, and also how advertisements convergence conducted by Unit Pers Mahasiswa UPI Bandung and Suara Mahasiswa UNISBA.

Qualitative method is applied using descriptive-qualitative type of research with interview and documentation involving two respondents in collecting the data. The technique of data analysis is descriptive qualitative. Qualitative research aims to explore how the phenomenon occurs.

The results of the interview shows that, convergence is conducted to facilitate consumers in searching for information as technology continues to grow . Significantly, the utilization of new media, especially social media, has become a key factor in the success of convergence. Information deployment through online directly integrated into the *website* becomes an important point that how convenient to obtain information by keeping up with the times. Online media portal *website* is provided as the information published in the printed media can't be enjoyed by everyone. This has already been done by Unit Pers Mahasiswa UPI Bandung and Suara Mahasiswa UNISBA. Furthermore, this is used to obtain other source of funds in which the process of making the news will be getting smoothly. Particularly, Suara Mahasiswa UNISBA has managed to get advertisers, who help this organization, to be more productive. *Cozy* magazine is in a great demand among readers in UNISBA, until it attracts advertisers to promote their products in it.

To conclude, the convergence by Unit Pers Mahasiswa UPI Bandung and Suara Mahasiswa UNISBA are good, but they need improvement to conduct evaluations and improvements periodically, and also the system improvement to enhance human resource capabilities in both of the student press.

Keywords : media convergence, advertisement convergence, qualitative study, new media, advertisement, online, UPM UPI, and SM UNISBA