

ABSTRACT

This research focuses on the PRFM News communication strategy (Pikiran Rakyat FM News). In an effort to understand the strategies used, the study applied a qualitative approach with descriptive methods. The qualitative approach was chosen because it allowed researchers to gain in-depth insight into how PRFM News operates in delivering information to their audience. Furthermore, descriptive methods are used to give a clear picture of natural characteristics and situations in the context of this research, rather than conducting experiments or interventions that alter the condition of the research object. The data required for this research was collected through a live interview with the PRFM News staff. In the process of this interview, the researchers gave the source the opportunity to answer the question with honesty. The purpose of the interview is to obtain more in-depth data and validate information that has been observed by previous researchers during the observation. The results of the interviews showed that PRFM News relied heavily on the use of social media as a major platform for communicating information to the public. In addition, PRFM News' communication strategy for studying information delivered by the public also involves careful measures. They confirmed the information received from the public by consulting directly with the police in the vicinity of the matter. This measure demonstrates PRFM News' efforts to verify information before it is disclosed to the public, thus avoiding the spread of fake news or unconfirmed information. Thus, the study provides a comprehensive overview of PRFM News' communication strategies that focus on the use of social media and a careful approach to studying information before it is delivered to their audience.

Keywords: *Communication strategy, Radio, Media development*