

ABSTRACT

Our government has several ways to deliver the information about policies, events, education, and so much more related to the government itself. In order to deliver this information, the government of Semarang City uses video blog and in this case, "Yosie-Dani vlog" has been chosen to be their only media. The method of this research is a descriptive-qualitative research and using some interviews, observation, and documentation technique. The purpose of this research is to find out the making of Youtube vlog "Yosie-Dani" contents in delivering the public information by government of Semarang City and to know the information about formulas in their news.

The result of formula in content of "Yosie-Dani" vlog contains keys of video authority by Amy Schmittauer such as : main subject and blooper. The act of loyalty and not knowing the waited information by sociality. The 8-second rule and blooper. Minimalized image and not delivering the advantage. The good content informs well about government and information of Semarang City. Let the eyes explore, giving some styles to video-editing, save time for the close when the closing didn't ask the audience to give some responses. Have a nickname for the audiences, both in Bahasa Indonesia or Bahasa Jawa and give it a touch in the editing process. The ideal durations is about 5-7 minutes. The formulation contains in "Yosie-Dani" vlog spoken by Engelbertus Wendratama(2017) are : focus, focus in one topic. Fact, it contains fact and can be relied on. Value, a valuable information. Answer that contains 5W+1H. Source that is gained from reliable interviewees. Clarity, using ethics and valuable information.

Keywords: Content, Submission of Public Information, Vlogs, Youtube, Government.