

## **ABSTRACT**

*The development of technology and the low level of public consumption of print media and competition in providing information to customers and audiences make the information media increasingly tight, the media must survive in the midst of the times. Every pastsi area has information media to report and disseminate the latest information that is happening, one of the largest information media in Jember is Radar Jember which was established on July 16, 1999 which is part of Jawa Pos. Radar Jember Digital on the YouTube platform currently has 21.2 thousand subscribers, has joined YouTube since 2015 and has been watched 1,188,690 times, not only presenting news but also providing various entertainment content. The researcher uses descriptive research where this descriptive research is a study that has the aim to explain about an existing phenomenon. The purpose of this study was to determine the formulation of the Radar Jember Digital media communication strategy in getting to know the audience.*

**Keywords: Communication Strategy, Youtube, Social Media.**