

ABSTRACT

In the era of digital media, media conglomeration and commodification happens rampantly, this causes media's main function as a place to spread information to the audience to alter into a place for various big media companies to gain as many profits as possible. Thus, the existence of local media became very important as a gap filler as a means to share factual information towards the local citizens. Through this research, the writer is going to analyze the business approach of a local media called bandungbergerak.id through the lense of qualitative research method. This research will reveal what methods that bandungbergerak.id are using in order to gain operational expenses so that they can sustain their existence and consistently creating reports in the midst of giant medias that gained profits through advertisements and traffic, which often leads to these big medias writing click-baits while giving little to no attention to its quality.

Keywords: local media, business approach, bandungbergerak.id, journalism performance, sustain, profit.