

ABSTRACT

The existence of conventional media is currently increasingly displaced. This is due to the interest of people who choose to switch to using new media which is considered more practical and keep up with the times. For this reason, conventional broadcasting media stations, especially in this subject matter, radio, must have a strategy to survive and continue to expand their audience reach. One of the ways that can be done is by doing a strategy to optimize the program that will be broadcast. The purpose of this research is to find out the strategy of the citizen report news program on PRFM 107.5 news channel radio to survive in the new media era. This research method is a qualitative method with a descriptive approach. Data collection was carried out using interview and observation techniques. The results showed that PRFM Radio has implemented a program strategy which includes program planning, program production, execution to evaluation and program supervision. The utilization of citizen journalism as a news source and various new media utilized by PRFM is also considered to be the right strategy to maintain PRFM's existence amidst the competition in the broadcasting industry in this digital age..

Keywords: *Citizen journalism, Radio, Program Strategy*