ABSTRAK

Muhammad Parhan Fadilla Persepsi Followers Terhada Aktivitas Citizen Journalism Media Sosial (Penelitian Tentang Jurnalisme Warga di Akun Instagram @Infobandungtimur_)".

Perkembangan media sosial mendorong masyarakat berperan aktif dalam penyebaran informasi melalui praktik citizen journalism. Akun Instagram @infobandungtimur_ menjadi salah satu media berbasis jurnalisme warga yang menyajikan informasi lokal di wilayah Bandung Timur. Penelitian ini bertujuan untuk mengetahui persepsi followers terhadap popularitas akun, kecepatan penyebaran informasi, serta tingkat kredibilitas konten yang disajikan.

Penelitian menggunakan pendekatan kuantitatif dengan metode deskriptif survei. Sampel penelitian berjumlah 100 responden yang merupakan followers akun @infobandungtimur_ dan dipilih menggunakan teknik simple random sampling. Pengumpulan data dilakukan melalui angket daring dengan skala Likert, serta didukung observasi dan dokumentasi. Analisis data menggunakan statistik deskriptif untuk menggambarkan kecenderungan persepsi responden.

Hasil penelitian menunjukkan bahwa followers memiliki persepsi positif terhadap aktivitas citizen journalism pada akun @infobandungtimur_. Akun dinilai cukup populer dan mudah diakses sebagai sumber informasi lokal. Kecepatan penyebaran informasi dianggap mampu memenuhi kebutuhan informasi aktual, sementara dari aspek kredibilitas mayoritas responden menilai konten cukup dapat dipercaya meskipun tetap diperlukan sikap selektif dalam menerima informasi.

Kesimpulan penelitian menunjukkan bahwa akun @infobandungtimur_ memiliki peran penting sebagai media citizen journalism dalam memenuhi kebutuhan informasi masyarakat di era digital. Penelitian ini diharapkan dapat menjadi referensi akademik serta bahan evaluasi dalam pengembangan praktik jurnalisme warga yang lebih bertanggung jawab.

Kata kunci: Persepsi, *Citizen Journalism*, Media Sosial, Instagram, *Followers.*

ABSTRACT

Muhammad Parhan Fadilla: *Followers Perceptions of Social Media Citizen Journalism Activities (A Study of Citizen Journalism on the Instagram Account @infobandungtimur_).*

The rapid development of social media has encouraged the public to take an active role in disseminating information through the practice of citizen journalism. The Instagram account @infobandungtimur_ is one example of a citizen journalism–based platform that provides local information in the East Bandung area. This study aims to examine followers' perceptions regarding the account's popularity, the speed of information dissemination, and the credibility of the content presented.

This research employs a quantitative approach using a descriptive survey method. The sample consisted of 100 respondents who are followers of the @infobandungtimur_ account, selected through a simple random sampling technique. Data were collected through an online questionnaire using a Likert scale, supported by observation and documentation. The data were analyzed using descriptive statistics to illustrate the general tendency of respondents' perceptions toward the variables studied.

The findings indicate that followers generally have positive perceptions of the citizen journalism activities carried out by the @infobandungtimur_ account. The account is considered fairly popular and easily accessible as a source of local information. The speed of information dissemination is perceived as capable of meeting followers' needs for up-to-date information. In terms of credibility, most respondents consider the content to be fairly trustworthy, although audiences are still encouraged to remain selective and critical when receiving information.

The study concludes that the @infobandungtimur_ account plays an important role as a citizen journalism platform in fulfilling the public's information needs in the digital era.

Keywords: *Perception, Citizen Journalism, Social Media, Instagram, Followers.*

UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG