## *ABSTRACT*

### *HU PIKIRAN RAKYAT NEWSPAPER CREATIVITY IN INCREASING CITIZEN JOURNALISM PHOTOGRAPHY INTEREST READERS THROUGH PHOTOGRAPHY ON THE MOVE RUBRIK*

***By :***
**Satira Yudatama**
**NIM. 41806121**

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*Drs. Odji Kurniadi, M.Si, As a Adviser*

*Photography on the Move as a means of citizen journalism, which is a forum for photography enthusiasts and is intended for a variety of community among photography enthusiasts. Rubric Photography on the Move, is a rubric that displays selected pictures from the catapult on the participants. The photos are loaded is the result of selection (curatorial) from various types of activists images, such as photography community, business entities engaged in photography and, of course, the photo editor of HU Pikiran Rakyat.*

*With print media business competitiveness in the present moment, the activists demanded to have the creativity of the press so that the product has more appeal than the print media who become rivals. Creativity can be measured by several indicators, that is originality, innovation, benefits and variations. The purpose of this study was to examine the factors that will be creativity HU Pikiran Rakyat Newspaper increase interest in photography through the rubric of citizen journalism readers Photography on the Move.*

*In this research, researchers using the theory of diffusion and innovation, using descriptive research methods, with qualitative approach. Data collection techniques in interviews, library research and network searching. Conduct data analysis by inductively. Key informants in this study is the Photo Editor of HU Pikiran Rakyat and Air Photography Communications photography campaigners. Location of the research conducted at the office of HU Pikiran Rakyat and the office of the Air Photography Communications.*

*Overall, Rubric Photography on the Move is an original idea, innovating, useful and varied in increasing interest in citizen journalism photography readers.*

*Suggestions researchers when conducting this study, HU Pikiran Rakyat could increase the intensity of the column of Photography on the Move, because this column has many devotees.*