**Abstract**

*Andre Leonard Pattie / 68140514 /* *Utilization of Youtube New Media in Public Broadcasting Institutions to Expand the Audience Market (Descriptive Study: Technology Convergence in RRI pro2 Jakarta) "/ Advisor: Dr. Rubiyanto, MM.,*

*Technological advances have caused the loss of conventional media, including radio. RRI Radio, is one of the radios that continues to survive the exposure of new media that have emerged. Even though RRI radio itself will never stop on air, the existence of RRI must be maintained in order to fulfill the demands of RRI's own vision and mission. That's why RRI continues to try to attract listeners - listeners by conducting media convergence.*

*With technological advancements, there has been a change in the pattern of social revolution. Among them is the change in the way people listen to radio as described in the theory of determinism. Therefore, RRI converges to expand the market. In this case, the intended market is only the listening market because RRI is a public media that does not seek profits in the form of profit.*

*This study uses qualitative techniques with a descriptive approach. The data of this study were collected by direct interviews and direct observation of the author in the RRI Pro 2 work environment.*

*The results of this study are the existence of new youtube media is a complementary media for RRI broadcast activities to expand the listeners market and based on the media economy approach it is evident that technology can create new markets because with this new media RRI's existence is increasing again.*

*Based on the results of the study, the conclusions that can be drawn from this study are that the development of technology is a challenge for conventional media. But that does not mean the existence of new media is the end of conventional media. Because with its existence conventional media can converge to benefit from the new media.*