

ABSTRACT

Photographers are instrumental in organizing and presenting the presence of a recorded audience, while photo observers have the opportunity to capture and arrest the message. The development of information and communication technology (ICT) turned out to influence the use of online media in information retrieval. This research is titled behavioral search information of photographers through online media by the community of Instanusantara Semarang. This information search behavior is also done by photographers from the Instanusantara community of Semarang. Based on the analysis conducted using interviews, qualitative methods of use with a case study approach, it can be known that the behavior of search of photographer's information through online media by the community From Semarang. The results of the analysis showed that the photographer Instanusantara Semarang is looking for information in two ways, namely by using search engines that exist on Google, or do a search for information directly using the URL with directly or by typing in the information you want to search for. Photographers who use search engine searches are photographers who are not stuck to one or two online media only but are stuck to the suitability of information in the online media with the information needed while the photographer Using a URL is a photographer who is stuck to one or two online media that has been trusted by the truth. Online Media that is used by community photographer Instanusantara Semarang to fulfill their information needs is using Instagram, Youtube, Geofflawrence.com, CreativeLive.com, Open Doors Galery.

Keywords: information search behaviour; Online Media; Photographer