**ABSTRAC**

***This sudy entitled “The Effevtiveness of local News in Increasing The Knowlegde of Online Media Readers PRFMNews.com”. The purpose oh this research is to know how far the effectiveness of local news, consisting of sub-variables : the fastest repost on fact, the lastes ideas are right, interiesting ideas and important, through the media periodically. Used in increasing the knowlede of readers PRFMNews.com, which consits of sub-variables :sensing the object through the five senses, and knowledege gained through information experience.***

***Research methode used by researcher is descriptive research method. Data collection techniques through literature study, observation, interviews, and questionnaire dissemination. The number of respondents as many as 100 respondents where the respondents is a reader of PRFMNews.com***

***This research uses mediamorphosis theory by Rodger Fidler. This theory is considered appropriate in describing changes in communication technology. Where conventional media have to adapt, adjust to the times and change the information needs of the community quickly and precily. On this case is a convensional audio media PRFM have an online media that is PRFMNews.com***

***Recommedation as input materials that researchers can provide to the focus of technical delegation to thirs parties. Because based on the result of the questionnaire PRFMNews.com website considere not interesting. If this doesn’t get serious attention, readers will feel bored and decide to read from another news sources.***