

ABSTRACT

Currently with the development of technology and information, people get the convenience to build pages that can function as public spaces that are free from dominance, these pages are one of them referred to as alternative media, especially in Indonesia. Highvolta is a media-based art collective domiciled in Bandung that discusses visual and musical issues in general through a radar of features and opinions, with the development of topics from various points of view. The media base is a digital channel in the form of a website as the main support in networking and existence. Researchers use qualitative research methods with a descriptive study approach to the subject of Highvolta's alternative program with the aim of being able to understand how the process of finding, producing, and distributing content in an alternative media that is within the scope of music news. The results stated that Highvolta's alternative media management from the aspects of content, production, and distribution has differences with mainstream media because of its uniqueness. In the aspect of Highvolta content provides information or content based on opinions that are supported by various references that already exist. Highvolta production aspects have three stages including efficiency, visualization, and implementation in terms of IT. The last aspect is the distribution aspect. In distributing its content, Highvolta uses websites, social media, and collaborates with the community.

Key word: *Alternative media, content, production, visual, and music.*