

Abstract

The presence of local television is expected to be able to balance the flow of national private television, especially in providing information and bringing about positive changes and promoting local culture. Although currently local TV is rarely heard and much has been lost due to limited human resources and tools, Radar TV remains enthusiastic in building culture and positive information for the community. This research was conducted to find out how the strategies carried out by the local TV station Radar TV Tasikmalaya in maintaining its existence, in analyzing through program strategies, marketing strategies, strategies to attract audiences, and human resource strategies. Radar TV Tasikmalaya is a local television that still exists in Tasikmalaya City by presenting proportional, balanced and cultured information. This study used a qualitative approach to produce descriptive data in the form of speech and writing. Then the results obtained regarding the description of the local TV strategy in maintaining its existence. The results showed that Radar TV has its own way of maintaining its existence by utilizing quality human resources with a minimum number, so it can be concluded that with the minimum number of human resources also has a double job, it can be said that Radar TV Tasikmalaya can last until now.

Keywords: *Broadcasting strategy, local television, existence*