ABSTRACT
"EFFECTIVENESS OF CHANGES IN SYSTEM AND PROGRAM BANDUNG STV TO INCREASE PRODUCTION"

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The research carried aims to *determine how the effectiveness of system changes and STV program Bandung in increasing production. To answer the above problems, researchers raised subfokus target, quantity, quality, and time to measure the focus of research.*

The research *approach was qualitative.* ***The research method*** *used by descriptive writing.* ***The subjects*** *in this research were employees of STV Bandung (reporters, cameramen, public employees, HRGA STV, programming manager, producer news). And the* ***sampling techniques*** *was using purposive sampling so taken the* ***research informant*** *consisted of three informants, namely journalists, cameramen, public employees.* ***key informant or informants Supporting*** *consisted of three persons, namely HRGA STV, programming manager, producer of news.* ***Data collection techniques*** *in this research carried by using, in-depth interviews, observation, book study, and search through the internet. And data analysis techniques using data reduction, data collection, data presentation, drawing conclusions, evaluation.*

The results of the study show that*: 1)* ***Target****, STV system is arranged to make changes aimed at corporate profits and benefits for public audiences can enjoy the extensive information about the western culture through television in Java 2)* ***The quantity****, STV has increased the number of programs or the incorporation of existing programs and packaged and presented with a different concept. 3)* ***Quality****, STV produces programs that educate and interest without selling elements of drama for the sake of ratings. 4)* ***The time****, the changes in systems and programs to increase production STV Bandung always make changes toward better every day, through the evaluation of both programs and news production.*

Research conclusions are: *The effectiveness of the system and program changes STV Bandung in an attempt to approach with local viewer tried to explore the potential that exists with displays typical western Javanese culture with a display that contains and weight.*

Proposed research *is the changes that occur in both London STV system or pattern should be well socialized to their employees, especially to the audience who wanted to know what changes occur in the STV clearly.*
Keyword: Effectiveness, Target, The Quantity, Quality, The Time