ABSTRACT

BROADCASTING COMMISSION REGIONAL ROLE (KPID) WEST JAVA PROVINCE THROUGH GUIDANCE IN THE MEDIA TELEVISION BROADCAST QUALITY INCREASE IN BANDUNG

by:

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His study aims to determine how the role of West Java Province KPID Through Television Media Development in London in improving the quality of broadcasting, in terms of functions, processes, activities, KPID West Java.

This study used a qualitative approach with descriptive methods. Researchers obtained data obtained by in-depth interviews, observation, documentation, library research and internet searching. The data analysis techniques used are data reduction, data collection, data presentation, drawing conclusions, evaluation. . Subject of this study is the Chairman of West Java KPID There are also two people from London Television media as key informants.

The study explains that KPID West Java province in carrying out its functions. Various processes in carrying out its functions carried out by KPID West Java province in an attempt to create a strategy to serve as a guide in real activity. Many real events that have been made KPID West Java province in order to optimize its function as watchdog and adviser broadcasters. Therefore, KPID West Java province has been run well in his role overseeing and developing the content broadcast on local television in the City of London

The conclusion shows that KPID West Java Province has been doing the role according to its function to provide guidance on the television media in bandung ..

Suggestions for future KPID West Java province should further increase cooperation with university institutions and community groups in carrying out its role stretgis.