CONTENTS ATTRACTIONS CULTURAL PROGRAM NGARUWAT JEUNG SUNDA LANGUAGE BY LOCAL GOVERNMENT PRESS RADIO AT 95.0 FM SUSTAINING CIANJUR'S CULTURE AMONG LISTENERS

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This study aims to determine how Fascination contents of cultural program ngaruwat budaya jeung sunda language by local goverment press radio at 95,0 FM sustaining cianjur's culture among listeners.

Qualitative research approaches using descriptive analysis method, which is the subject of this study was Radio Broadcast 95.0 FM Local Government and Cultural Institute Cianjur using purposive sampling techniques, while taking as many as 3 people informant taken from the Radio Broadcast and Head of Local Government General Cultural Institute Cianjur. Data collection techniques used were interviews, observation, documentation, Internet Searching and Library Studies.

The results are generated based on interviews with informants and key informants that the contents programme Ngaruwat Budaya Jeung Basa Sunda has a rationalappeal as beneficial, but can console can also be used as a reference to the sourcematerial and competent. Handy program is a program hit the right target and in the community. Have emotional appeal because it is broadcast information that has a positive value and weighted so that people feel satisfied and happy to listen to the contents of the program. The appeal of consistent moral because it is packed in the areas of regional culture as well as having the moral essence of culture preservation in the community to ensure support. The program can also inspire people toparticipate in encouraging the preservation of culture.

Conclusions based on research results, that the appeal of the content Ngaruwat Culture Program Jeung Sunda tongue has a rational appeal, emotional and moral as Radio Broadcast Regional Government has made a breakthrough as a positive stepin presenting a program that has the values of rational, emotional and moral in it with attractive packaging, weighing, and beneficial to the preservation of culture in society.

Advice to the Party Radio Broadcast Cianjur Local Government to be more enterprising and often present a program such as Ngaruwat Culture Jeung Sunda tongue into the community and increase the reach of broadcast frequencies in order to reach a wider and acceptable to people outside the area of Cianjur, in order to preserve the native culture back in the Cianjur area Cianjur own society as well as outside the area Cianjur.