ABSTRACT

EDITORIAL STRATEGY OF MANGLE MAGAZINE IN MAINTAINING EXISTENCE AS SUNDA LANGUAGE MAGAZINES IN BANDUNG CITY

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The research objective *is to find out how the editorial strategy of Mangle magazine in maintaining existence as a Sundanese language magazine in the city of Bandung. So to answer the above problem, the researcher picked up several sub focus that is Goals, Plan, Activities, Message, and Media.*

Research approach *is qualitative, while the method is descriptive with qualitative data. Most of the data were collected through interviews, literature study, participant observation, and Internet searching. Research subjects is the chairperson, the editorial staff, and reporters at the PT. Mangle Panglipur. six informants and four key informants were Obtained through purposive sampling technique and the data analysis Techniques done by selecting the data, classification data, formulating research results, and analyze research results.*

The results *of this research are 1). The research* ***objective*** *is to preserve, maintain, and preserve the language, literature, art and culture through the use of Sundanese language. 2).* ***Plan*** *presents Mangle editorial content and writing to deliver entertainment in each section to be closer to all readers, and provide opportunities for new writers to get into the magazine creation. 3).* ***Activities*** *undertaken by the editorial staff has always been held in the event Sekar Mangle competition through short stories and poems once in every month. 4).* ***Message*** *delivered in the form of an educational and informative in every news content used the Sundanese and always proud of the Sundanese culture. 5). The* ***media*** *used is a radio and internet including such as facebook, website, and email.*

The Conclusion *of this research was strategy of editorial Mangle magazine in maintaining its existence has been implemented in accordance with the purpose of the Sundanese-language magazine in the city of Bandung.*

Suggestion of the research *that the crew of the mangle magazine still preserve, maintain and preserve the language, literature, arts and culture magazine Sundanese through Mangle magazine by doing lots of promotion within and outside the province of West Java for citizens who speak Sundanese.*