

## STRATEGI PEMBERDAYAAN SDM TELEVISI LOKAL SEBAGAI UPAYA PENINGKATAN KUALITAS PROGRAM SIARAN BIDANG KESEHATAN DAN LINGKUNGAN DI JAWA BARAT

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### ABSTRACT

*Local television presence, especially in West Java and generally in some other provinces in Indonesia, was originally to be a promising hope for the development of the region. Through this local television stations, local investment will grow rapidly, euphoria highly anticipated by the entire community. Due to the presence of a number of local television stations will turn the passion of local investment. Moreover, Act No. 32 of 2002, has signaled clearly, that the existence of a local television station existence is guaranteed by the law. The research method used in this study is a qualitative study, the data obtained through the method of mixed method (combined method), the survey technique, FGD, Depth Interview respondents were already determined. Survey respondents will be randomly selected from the environment of workers at the television station. FGD carried out to decision-makers in each television station to obtain qualitative data related to the issues surrounding the quality of human resources of local television. Depth interviews, observation and literature study will be done to complete the data obtained through surveys and focus group discussions. The main result of this research are issue of quality of broadcast television programs, it must be preceded by an increase in the quality of professionalism of the workers or the managers of the station. Then we are talking about improving the quality of programs, which in turn increase the quality of local television stations. Therefore, it is necessary to look for a specific strategy to improve the quality of programs broadcast on the local television station. One of them is to try to find strategies to improve the quality and professionalism of the workers at a local television station in West Java.*

**Keywords:** Local television, Professionalism, human resources Local TV, Human Resources Quality and Autonomy.