

ABSTRACT

Mass media as an extension of the communicator has an important function in society. Aside from being a channel of information and education, mass media is also a mainstay entertainment center that is easy to reach. The ease of which then makes the information needs of the audience will increase, and make the perpetrators of the mass media meets the needs of the audience, especially for local mass media television in Bandung. Currently, there are 6 local television stations that have colored the local television in Bandung. TVRI , Kompas TV , and IMTV is a local television stations in Bandung that most programs in the contents of a national television program content or the program from Jakarta. This study uses content analysis to analyze the program contained in the three local television stations in Bandung based television program categories : category information (inform) , educational categories (educate) , and entertainment categories (entertainment) . Of the total 581 programs in TVRI , Kompas TV , and IMTV , it turns out information program is the most dominating program , followed by entertainment programs , and in last place , educational programs

Keywords : *Content Analysis, Television Program, Local Television Station.*