

## ABSTRACT

*Based on vision and mission Asosiasi Televisi Lokal Indonesia (ATVLI) could tellis local television on of development media culture.*

*This research is written to know the role of local television conducted by Sakti TV Madiun as a local television in monitoring of cultural and also the role of Sakti TV Madiun in give an interpretation relating to preservation of cultural Madiun.*

*This research use a method of a qualitative approach is to synchronize between empirical reality with the theory that applies with the method descriptive. Descriptive method is described the situation and event and not seeking or describe the relationship, no test hypotheses or making prediction.*

*The result of this research show the role of Sakti TV Madiun in monitoring preserving culture in Madiun with cultural highlight less conserved. Whereas in give an interpretation relating to preservation of cultural Madiun, Sakti TV Madiun still not maximal to do the role.*

*Keywords: Local Television, Role of Local Television, Qualitative Research, Preserving Culture*