

ABSTRACT

The study is done to find out the function of local television conducted by TVRI Jawa Barat for performing a function information , the function of entertainment and also the function of education TVRI Jawa Barat as of cultural preservation west java .The event Kandaga program is a program of the event who dug for and introduce art and cultural diversity West Java as a dance , a game the people , regional literature , and others aimed at drawing interest of the community to recognize and to love the art of local culture West Java.

This research uses the method a qualitative approach namely by the theory prevailing with the methods descriptive. A method of descriptive only explained situation the situation and events and not seeking or define the connection, not test hypotheses or make a prediction .The results of the study shows the role tvri west java as a medium culture preservation West Java through the event Kandaga presented by TVRI Jawa Barat.

Keywords: Function, Television, Culture, Kandaga