

ABSTRACT

Existence is the entity of a person, organization or company to maintain their identity in the circle. Here, the identity means to be yourself if there is a significant changes by doing some innovations in order to survive. Similiarly, the local television company Bandung Tv in maintaining their existence right now. In this research, the authors more interested to dismantle the way Bandung Tv to maintains their existence through the 'Mandalawangi' program that raised about Sundanese. This research is a qualitative research with constructivist paradigm and using case study. This research did not rule out getting the new discovery when in the field. The results reveal that Mandalawangi program is able to survive with all the various program that presented, the audience who watch the program and the sponsor who make this program to survive until now.

Keywords: *exsistence, case study, sundanese culture.*