



# Broadcasting Strategy Implementation of Malire Ki Sunda Program as Media Preserving Sundanese Culture at SMTV Sumedang Local Television Station

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## Abstract

Malire Ki Sunda is a mandatory program of SMTV Sumedang to provide information about the noble values of the Sundanese Society, and arts that are closely related to Sundanese Culture. The speakers presented were Artists and Cultural Practitioners. The purpose of this study is to determine the broadcasting strategy implementation of Malire Ki Sunda Program as media preserving Sundanese culture at SMTV Sumedang local television station. This research uses the theory of Program Broadcasting Strategy from Peter K. Pringle. The approach used is qualitative with a case study method. Data were obtained from the results of interviews and observations. Data processing and analyzing techniques use Miles and Huberman data analysis model. The results obtained from this study are: First, planning to discuss the determination of themes, concepts, and production funds, the second is production stages which include pre-production, productions, and post-production activities, the third is evaluation and supervision programs by program directors and hosts, and the fourth program is executions to determine the broadcast time and promotion of the program. The main factor behind SMTV Sumedang use of this broadcasting strategy is globalization, SMTV Sumedang is a local television that has a cultural preservation program, namely Malire Ki Sunda, Regional Regulation No. 1 of 2020 concerning Sumedang Puseur Sundanese Culture, and the youth do not comprehend about Sundanese culture.

*Keywords:* Sundanese culture, program broadcasting strategy, local television.

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## 1. Introduction

SMTV Sumedang is a local television that has function as a media for preserving local culture. As a media SMTV Sumedang cannot develop and achieve its vision without the audience or community support. There are several things that must be done by local TV to be trusted by the public and played a role in realizing media democratization, one of them is local TV must be more attractive than commercial TV, both in content and broadcast orientation (Straubhaar, 2007). So, through its program, SMTV Sumedang always campaigns and invites the public to always maintain, preserve and pass down the noble values of local culture.

As a local television station, SMTV Sumedang is responsible for promoting local culture through several programs that provide entertainment and education that can be easily accepted by the public, especially regarding the preservation of culture. Broadcasting media is one of the most important and influential elements in human life, including in Indonesian society (Cahyadi et al., 2018).

Malire Ki Sunda is a mandatory program for SMTV Sumedang with the responsibility of providing information about manners, lifestyle, Sundanese ancestral values, and the Sundanese cultural arts. The information obtained from the community leaders, experts, artists, or humanists (Ferdiansyah and Stefanie 2023). The Malire Ki Sunda program is shown in a talk show concept using Sundanese. Although the composition of entertainment programs is not as much as news programs, this local television is able to build a local identity through entertainment programs in a light way (Putri and Felani 2018).

Regarding audience segmentation, the Malire Ki Sunda program refers to the art figures and cultural figures as the main target. In this shows SMTV Sumedang has implemented a strategy to retain its audience by empowering audiences who have needs of the programs presented by SMTV Sumedang. The Malire Ki Sunda program is a learning medium or medium for exchanging ideas between artists and cultural figures as part of the dialectic to

maintain and preserve Sundanese culture, both in the personal sphere and in the wider community, especially the Sundanese people. The public has high expectations for Local Public Broadcasting Institutions because their presence in the world of broadcasting is intended to provide alternative entertainment, serve as an information source and accommodate regional/local interests (Sunarsa et al., 2020). The Malire Ki Sunda program has its own uniqueness by being the only television program in Sumedang that discusses the traditional arts, cultures, Sundanese way of life, and boldly uses 'lemes' (polite) Sundanese dialogue.

In Broadcasting Law No. 32 there are regulations regarding television programs concerned with local television. One aspect that needs to be emphasized in broadcast production is local television must explore the potential of the related region. It is not recommended that local television broadcast materials merely imitate the style of national television to make the differences between local and national television (Alamsyah et al., 2022). This purpose is to establish local television and highlight local culture. Therefore, local television is a trusted media as an alternative for spreading information, especially local cultural information in a trend of popular culture from national private television stations.

Local television must make a new trend by showing local culture that has not been targeted by national television (Tirta, 2020). Local television is expected to become a counter-culture for foreign culture which is currently increasing on national television. If this function cannot be executed, then the existence of local television will be useless. The presence of local television media has an important role in raising a local cultural issue, and spreading information that cannot be reached in some areas by the national television media (Mahendra et al., 2022).

## 2. Literature Review

### 2.1. Mass Communication

According to Cangara (2016) in his book entitled *Introduction to Communication Studies*, states:

“Mass communication is one form of communication that is significant with other forms of communication, because it has a number of distinctive features or characteristics including:

- a) Institutional Communicators, meaning that those who manage the media consist of many people, starting from collecting, and managing to present the information.
- b) Messages are impersonal. In the process of mass communication, the messages conveyed by the communicator are addressed to a wide audience or the general public. Thus, the process of mass communication is open. This is because communication is spread in various places.
- c) It is one-way, it can be defined that there is no direct interaction between the communicator and the communicant, so the communicator actively conveys messages while the communicant actively receives messages but the flow of information is still controlled.
- d) Widespread and Simultaneous, it can overcome the barriers of time and distance, because it has speed. Move broadly and simultaneously, because the information conveyed is received by many people at the same time.
- e) Heterogeneous Communication, means the recipients are heterogeneous. This is because mass communication conveys messages generally for all people, regardless of ethnicity, race, or religion, and has various psychological characteristics, age, gender, place of residence, cultural customs, and social strata (Cangara, 2016).

### 2.2. Local Television

Local television is a broadcasting station with the smallest broadcast area covering a city or district area. It is an opportunity to open new businesses and new jobs. This makes it easier for local TV stations to fill in their programs and it doesn't always have to be in-house production (Sugihartono, 2009). The broadcasting law states that:

Local broadcasting stations can be established in certain locations within the territory of the Republic of Indonesia with limited broadcast coverage areas to those locations. This means that the conditions or criteria for a station to be categorized as a local broadcaster are a location has been determined and the broadcast coverage is limited (Morisan, 2013).

#### a) Program Broadcasting Strategy

Peter K. Pringle and colleagues quoted by Gillespie, (2002) explained that the strategic program reviewed by the strategic management (management strategic) broadcast programs consists of four, there are:

#### b) Program Planning

As stated by Pringle Starr and colleagues that program planning includes short, medium, and long-term programs to enable broadcasters to achieve their program objectives and financial goals. At the television stations, program planning is directed to program production, including the creation of the programs that will be produced, the selection of the programs that will be purchased, and the scheduled program to attract as many available audiences at a certain time. One important aspect in planning program strategy is the competitive advantage by showing a special thing that is owned by a broadcasting station that provides an advantage over competitors.

### 2.3. Program Production and Purchase

The keyword for producing or buying a program is an idea or a notion. Television usually obtained a program by buying or producing it themselves. A program that is made by the broadcast media is called in-house production or self-production.

#### a) Program Execution

Program execution includes broadcasting the program that has been planned previously. However, there is a good program delivery strategy by determining how to organize and arrange various programs in a certain period. In this case, the program manager must be smart in managing the program by implementing the best event placement techniques to get optimal results.

#### b) Program Supervision and Evaluation

The program of supervision and evaluation process determines how far a plan and a goal have been achieved or realized by broadcasting stations, departments, and employees. Monitoring is done by the work results or performance that can be measured appropriately so the monitoring function can run effectively (Indrajati and Ruliana 2020).

## 3. Materials and Methods

### 3.1. Materials

This research is examined the media. The Malire Ki Sunda program is one of the programs at SMTV Sumedang. The Malire Ki Sunda program is SMTV Sumedang's flagship program about preserving local culture, especially Sundanese culture. It airs every Wednesday at 20.00 WIB and Thursday at 15.00 WIB with a broadcast duration of 1 hour and is done by tapping. The concept of the Malire Ki Sunda program is a talk show accompanied by an artistic performance. However, not every episode of Malire Ki Sunda performed local art, it is only during certain episodes that discuss art. The location of the research was the SMTV Sumedang Office, Serang Village, Cimalaka District, Sumedang Regency.

### 3.2. Methods

This study uses a qualitative research method with a case study research design to examine the broadcasting strategy implemented by SMTV Sumedang in preserving local culture through the Malire Ki Sunda program. A case study is one of the social sciences research methods. Generally, case studies are done when the subject of a research question concerns how or why, when the researcher has little opportunity to control the events to be investigated, and when the focus of the research is on a contemporary (present) phenomenon (Yin, 2009).

The primary data collection technique is done by interview and observation, while the secondary data is done by using book references and internet searching (Moser and Korstjens 2018; Hewson, 2008). The technique for determining informants as research sources were by purposive sampling by interviewing the Program Director, Host, and Sundanese culturalists as the main informants, and viewers of the Malire Ki Sunda program as supporting informants.

## 4. Results and Discussion

### 4.1. Implementation of Broadcasting Strategy of the Ki Sunda Malire Program

#### 4.1.1. Program Planning of the Malire Ki Sunda

Planning is the first stage of the production process of a program. The production process for the Malire Ki Sunda program was done by Mr. Asep Anang Supriatna as the program director and Mr. Ahmad Suya as the host of the event. At the planning stage, a discussion is held first to choose a theme, then determining the appropriate number of sources depending on the information that needs to be explored in a particular episode. In the discussion of determining the theme and speaker, the host plays a large role. However, the final decision was made by Mr. Asep Anang Supriatna as the program director. This was confirmed by Mr. Ahmad Suya as the host of the Malire Ki Sunda program.

*“So, firstly we held the discussion with Mr. Asep as the director, so I gave a content suggestion, this is the resource person, because the resource person is different in each episode, there are arts, agriculture, and martial arts athletes.”*

Mr. Asep Anang Supriatna said that the program concept used was a combination of talk shows and artistic performances, while the audience segmentation was 40 years old and over. The themes used in the Malire Ki Sunda program are very diverse covering all aspects of Sundanese life. Determination of the theme and concept of the program is also seen based on issues that are currently being discussed by the public and each week uses a different program concept.

*“Emmm, indeed, we differ in the concept of each episode depending on the theme, the scope of Culture is wide, not only art, for example, a few months ago we made an episode about Bangreng and showing Bangreng, then the source person could talk about Bangreng, once we raised another Culture, it's not an art, for example, we present the former head of the agriculture service as a resource person.”*

The Malire Ki Sunda program has three segments each episode with 15 minutes segment duration plus 15 minutes of commercial breaks and 1 hour for one episode. The three segments consist of an opening, content or material dissection, conclusion, or closing. The concept used in the production of the Malire Ki Sunda program succeeded in bringing SMTV Sumedang's name to the West Java society through the award in the Sundanese language talk show category at the 2022 KPID Award.

*“Yes, indeed, if you look at it from other television stations, especially fellow local television stations, there are negatives and positives. We won second place in the KPID competition for the Malire program, the second winner was Bandung TV. When we were being compared and complained with Bandung TV euu they find it easier to present sources at the West Java level, and our difficulty is to find credible sources at the West Java level, but at least we are able to present local sources.”*

With the achievements reached by the production team, Malire Ki Sunda has the desire to continue producing the programs even if constrained by the required budget. Such as transportation funds for guest stars and resource persons who were independently invited by SMTV Sumedang without any support from related institutions or agencies. Besides holding an internal planning meeting, a meeting was also held with resource persons precisely one hour before the event started, at the external meeting the program director explained the concept of the event to the speakers and guest stars, explained the material to be discussed later and the layout of the camera positions so the speakers looked at the camera appropriately when talking and fit to the sitting position.

The determination of the production crew is held one day before the production process is done. The determination is made based on crew availability. Limited funds have indeed made the concept of *guyub* as an important element of Sundanese culture in determining the crew.

This was also stated by Mr. Asep Anang Supriatna. He said that the crews did not specify certain people were involved, but anyone who could help. In other words, a sense of togetherness is very important as part of the Sundanese culture so the production crew does not just live in the media capitalization. However, in a noble context, the crews who are involved have realized that they are a preserver who is responsible to participate in carrying out the conservation process to the best ability.

The Table 1 is a summary table regarding the production planning of the Malire Ki Sunda program:

**Table 1:** The Planning Results of the Malire Ki Sunda Event Program

No.	Program Planning	Result
1.	Theme determination	Themes are chosen based on issues that are being recently discussed by the public
2.	Concept determination	The shooting location was agreed upon by SMTV Sumedang and the speakers.
3.	Sources determination	Resource persons are selected based on the themes discussed and the budget they have.
4.	Production Fund	The source of production funds was collected from Sumedang SMTV cash and the results of collaboration with related parties
5.	Production Crew	There is no specific person, and the number of crew needed is 3 people

Resource: Processed by the Author, 2022

#### 4.1.2. The Production Process of the Malire Ki Sunda Program

##### a. Pre-Production

The pre-production stage is carried out before the production process or the preparation stage is done. Based on the results of the observation and interview, there were several pre-production stages carried out by SMTV Sumedang for the Malire Ki Sunda program. Preparing tools in the form of cameras, sound systems, lighting, and monitors, ensuring that resource persons are presented, and conducting briefings.



**Figure 1:** Camera Checking Process and Sound

In Picture 4.1 it can be seen that a cameraman is setting up the camera for the resource person to sort out the right position for taking the picture, the sound system is being checked to get the right sound output, it can be seen also from the flute player and the piano player performing a song to check the sound.



**Figure 2:** Discussion while shooting the Malire Ki Sunda program

Lighting is installed because the light in the room is very minimum which resulted in a bad picture. Based on the results of the observations in this pre-production process all audio and visual preparations were thoroughly examined and prepared, including the readiness of resource persons and hosts as well as talents who would perform artistic performances that previously a briefing was carried out to finalize the script or theme discussed. “For the preparation, at least we will be in the field or at the location, we will hold a briefing with the person involved, whether it's between me, Kang Suya and the resource person, or Kang Suya with the resource person or talent who will be performing art.

Based on the observation, the discussion process between SMTV Sumedang and the resource person is not only carried out when the program is about to start, but also when the commercials aired, if it is felt that there is a discussion that has not been explored or there has been a change in the content of the material due to insufficient duration.

## **b. Production**

The Malire Ki Sunda program is an original in-house program produced by SMTV Sumedang directly. The production of the Malire Ki Sunda program can be done indoors in the Sumedang SMTV studio and outdoors at the resource person's place. The production process does not require many crews, only three crews are sufficient, one person as an audio man and two as cameramen plus a special host.

*“Yes, firstly from the usual production factor, the SMTV crew plus a special host, this host is actually taken from the cultural council who understands culture better. For talent, we can take turns calling people who are competent in the field of culture”.*

Besides the crew and hosts, two or three resource persons from cultural circles and two or three artists were also presented for the purposes of performing arts. SMTV Sumedang has a special collaboration with West Java Disbudparpora, Sumedang Disbudparpora, and the Sumedang Cultural Council to support the production of the Malire Ki Sunda program. This cooperation produces recommendation support from resource persons and moral support.

The Malire Ki Sunda program is the most expensive program by local television standards, because it has to present competent sources and experts at the West Java level, so it requires large funds to support accommodation, transportation, and fees for the resource persons. With limited funds, the production of Malire Ki Sunda was obstructed.

For the last two years, SMTV Sumedang's income has also been obstructed due to the Covid-19 pandemic so it can only rely on advertisement incomes. After the pandemic condition better and SMTV's income began to recover, the Malire Ki Sunda program was again produced with a quantity of twice the production process per month.

The success of the talk show production programs highly depends on the host's strategy in presenting the program and how to gather information from the speakers. The role of the host to make the audience watch until the end and not get bored is very important, Mr. Ahmad Suya as the host for Malire Ki Sunda has a special approach to the resource person and the audience.

*"I think the host is very good at providing complete questions. It is called complete because first, Euu asked about the legal basis, we are engaged in culture, what is the legal basis? Yesterday we were asked about it and it was revealed from Law on the Advancement of Culture No. 5, 2017, That the government as a state does protect and develop culture, especially the Sumedang district which was pointed as SPBS, there is also Perda No. 1 of 2020 concerning Sumedang Puseur Sundanese Culture, now that is a legal basis so when we departed it was correct and appropriate, the host understood at that time what the legal basis was, we hope that in the future we will not take a wrong step. "*

Mr. Ahmad Suya is a member of the Sumedang Cultural Council as well as an artist and cultural observer so he has a broad and professional knowledge of obtaining information from art and cultural sources. He also has a special way of keeping the audience from getting bored while watching the Malire Ki Sunda program. The strategy carried out by Mr. Ahmad Suya succeeded in making the audience not get bored watching the Malire Ki Sunda program until it finished. This is proven by the results of the author's interview with the audience of the Malire Ki Sunda program.

*"Yes, what I like is that one of the hosts is very Sundanese, and I like all the programs that are Sundanese. Moreover, besides providing educational information and interesting entertainment, there is also humor that makes me and my family laugh".*

The production process for the Malire Ki Sunda program is carried out in various places according to needs, including the Sumedang SMTV studio, schools, and the residence or workplace of the resource person. In the production of the show, always performing Sundanese art as an attraction for the audience.

### c. Post Production

Malire Ki Sunda is a tapping program that requires an editing process before broadcast, and the editing process is carried out by Mr. Asep Anang Supriatna who is also the program director of Malire Ki Sunda to save more on production costs.

*"In the crew work system, we don't have to fix certain people who are involved, but we recruited whoever can help us. For editing, I did it myself, starting from giving a title, audio effects, and picture editing to final alignment by myself".*

In the video editing process, the editor must sort pictures and make audio edits. The process of editing audio during art performances is slightly different from editing audio of ordinary conversations between sources and hosts. In the audio art show, the editor provides a few sound effects. The last thing the editor does is provide a title.

The following is a summary Table 2 of the results regarding the production process of the Malire Ki Sunda program:

**Table 2:** The Production Process Result for the Malire Ki Sunda Program

No.	Program Production Process Malire Ki Sunda	Result
1.	Preproduction	In the pre-production process, the Malire Ki Sunda program is more emphasis on preparation before shooting, starting with preparing production equipment such as cameras, sound systems, lighting, and preparing to reconfirm the material to be discussed.
2.	Production	The production process for the Malire Ki Sunda program is carried out in various places according to needs, including the Sumedang SMTV studio, schools, and the residence or workplace of the resource person. In the production of the show, it always performs Sundanese art is an attraction for the audience.
3.	Post Production	Video editing is done to make it more interesting for the

audience

Resource: Processed by the Author, 2022

#### 4.1.3. Supervision and Evaluation the Malire Ki Sunda Program

The process of supervision and evaluation program is needed to determine how far a plan and objective have been achieved or realized by broadcasting stations, departments, and employees. Supervision is done directly by the program director and director of SMTV Sumedang Mr. Asep Anang Supriatna who is responsible for the Malire Ki Sunda program. Supervision is carried out based on work results or performance that can be measured appropriately so the monitoring function can run effectively.

*“For supervision, there is no specific division or specific person, 'cause I myself that in charge so even if something happens later I will be responsible, but for the Malire Ki Sunda program is rare and it is estimated to be well without offending one party or certain order, because this is our cultural preservation program, education with competent resource persons and hosts who already well experienced”.*

Evaluation is done by the program director and the host after the shooting of the event. Based on the evaluation, it is known that the biggest obstacle in the production of the Malire Ki Sunda program is production funds. SMTV Sumedang overcomes this obstacle by cooperating with the Sumedang Cultural Council or DKS. Through this collaboration, DKS provides great support by submitting a proposed fund to the local government to provide a budget for the Cultural preservation program at SMTV Sumedang.

Another obstacle found is the target audience. As a program for preserving Sundanese culture, the Malire Ki Sunda program has not fully touched all ages. This was stated by Mr. Anggi Endrwan as a humanist and resource person for the Malire Ki Sunda program. Mr. Ahmad Suya plans to invite young resource persons to attract the attention of teenagers in Sumedang to be interested in watching Malire Ki Sunda. Besides that, Malire Ki Sunda has added a special episode, namely Malire Ki Sunda Nganjang Ka Sakola.

The evaluation and supervision done by the Malire Ki Sunda production team had a good impact on SMTV Sumedang and the wider community. With the innovation initiated by SMTV through Malire Ki Sunda Nganjang ka Sakola, it can expand audience segmentation to be able to watch educational programs specifically for the preservation of local culture, especially Sundanese culture.

The following is a summary Table 3 of the Monitoring and Evaluating results of the production of the Malire Ki Sunda program:

**Table 3: The Monitoring and Evaluating Results of the Malire Ki Sunda Program**

No.	Evaluation and Supervision	Result
1.	Supervision	There is no special division tasked to be the supervisor of the Malire Ki Sunda program, all responsibility is held by Mr. Asep Anang Supriatna as the program director and director of SMTV Sumedang.
2.	Evaluation	The evaluation was carried out after the production of the Malire Ki Sunda program, one of the results of the evaluation was the existence of the Malire Ki Sunda Nganjang Ka Sakola program.

Resource: Processed by the Author 2022

#### 4.1.4. Execution of the Malire Ki Sunda Program

Program execution includes broadcasting the program according to a predetermined plan. One of the broadcasting strategies of the program is to determine broadcast times. The Malire Ki Sunda program is airs on Wednesdays at 20.00 WIB and Thursdays at 15.00 WIB. However, nowadays this strategy can no longer be carried out due to the rare production process that impacted the fewer of the Malire Ki Sunda Program's new episodes. Currently, the screening of Malire Ki Sunda itself is waiting for an empty broadcast schedule.

Resource persons as well as cultural observers really appreciate the steps taken by SMTV Sumedang as a medium for preserving culture by presenting a quality program that can discuss in a serious way how culture is in the middle of society and can provide solutions for artists who are increasingly dragged by globalization. SMTV Sumedang promotes the program through advertisements that are aired every day and through group chats on the WhatsApp application with members consisting of officials from the Sumedang Cultural Council, artists, and humanists.

One of the advantages of local television is it can be closer and have a special relationship with the community. Therefore, promoting the program through the WhatsApp group is the best step. With a total of 170 members, each group member can promote it continuously through their account to the people around them. Furthermore, Malire Ki Sunda shows were also uploaded via SMTV Sumedang's YouTube account to expand the audience coverage. In

executing the Malire Ki Sunda program, the program broadcast time is also determined by checking the time or empty broadcasting hours that can be used.

The following is a summary Table 4 of the results regarding the execution of the Malire Ki Sunda program:

**Table 4:** The Execution Result of the Malire Ki Sunda Program

No.	Execution of the Malire Ki Sunda program	Result
1.	Showtimes determination	SMTV Sumedang's production team plans to produce the Malire Ki Sunda program twice a month as before the pandemic, broadcast hours will also be re-adjusted every Wednesday at 20.00 WIB
2.	Promotion program	Done by WhatsApp group and advertisement

Resource: Processed by the Author, 2022

#### 4.2. Influenced Factors of the Use of Broadcasting Strategy in the Malire Ki Sunda Program at SMTV Sumedang

SMTV Sumedang has a creative strategy to attract audience interest. As a television station that focuses more on the progress and well-being of the region through the Sundanese Culture preservation program, namely Malire Ki Sunda, SMTV Sumedang, both the host and the resource person have a creative strategy to make the audience interested in watching the Malire Ki Sunda program until it's finished. The creative strategy carried out by the host Malire Ki Sunda proved to attract the audience to watch the event until it was finished. Sandra Herdian is a loyal viewer of the Malire Ki Sunda Program who watches Malire Ki Sunda apart from its content about cultural preservation.

The following is a summary Table 5 of the influenced factors that result in the production of the Malire Ki Sunda program:

**Table 5:** Main Factors Results of the Using of Program Strategy in the Production of Malire Ki Sunda

No.	The Main Factors	Result
1.	Globalization	The cultural competition that occurs in society makes the Malire Ki Sunda program must be capable to touch all groups, especially students. Making Malire Ki Sunda as interesting as possible by presenting artistic entertainment in every episode.
2.	SMTV Sumedang is a local television that has a cultural preservation program namely Malire Ki Sunda.	The responsibility of Sumedang SMTV as a local media to the surrounding community.
3.	Regional Regulation No. 1, 2020 concerning Sumedang Puseur Sundanese Culture	To support the local government regulations regarding sumedang as the center of Sundanese culture.
4.	The teenagers do not know about Sundanese culture	The success of the program is to have an impact on the surrounding community and SMTV Sumedang is aware of this, so the Malire Ki Sunda program targets teenagers.

Resource: Processed by the Author, 2022

#### 5. Conclusions

The presence of local TV in Indonesia is supported by the spirit of regional autonomy. So far, various regions have been aware that they are not optimally appointed in the form of audio-visual. So, the presence of local TV is an important solution for this. Very well-displayed local packaging, local television always try to present the best for people with different local pearls of wisdom. According to the main director SMTV Sumedang is a local television company that was established in 2013 with 80% of the programs always serving local content, one of the programs with local cultural content featured Sundanese culture.

Malire Ki Sunda is present as an educational medium that elevates local culture and potential as well as channels real aspirations for the community, especially artists and culturalists. SMTV Sumedang uses a creative strategy in the Malire Ki Sunda program as the only media for preserving local culture in Sumedang. SMTV Sumedang has used various ways to make Malire Ki Sunda more attractive and acceptable to the wider community, starting from the approach used by the host and resource person in presenting the material as well as in packaging the program's concept with humor and art that can attract audiences.



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