

ABSTRACT

Broadcast media is an electronic technology that is applied in the form of information and communication technology where the process of sending information from a point to an audience is through the transmission of electromagnetic waves. With this broadcast media, communication and information becomes very easy and effective in delivering a message.

Television is one of the mass media that conveys audio and visual message content to the general public. Television is also an inseparable product of human life that functions as a means of information, entertainment and education. Therefore, television plays a very important role in influencing people's mental, behavior and mindset.

PT. Banyumas Citra Television or better known as Banyumas tv is the first local television station to be present in the Banyumas area, Central Java. Banyumas tv was launched on March 19, 2003 and still exists today. Banyumas tv is purely owned and managed by the private sector or individuals. The founder of Banyumas tv is a local man, namely Firdaus Vidhyawan who has a concern for local wisdom, so he took the initiative to establish a television station by presenting artistic, educational and cultural content shows from the ex-residence of Banyumas.

Keywords: Broadcast media, Television, Banyumas tv