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ABSTRAK

Padang TV adalah salah satu televisi lokal di Sumatera Barat yang mampu mempertahankan keberadaannya selama lebih dari lima belas tahun. Berbagai tantangan dihadapi oleh televisi lokal dalam menghadapi persaingan dengan televisi lokal hingga televisi nasional. Berbagai strategi dilakukan untuk meningkatkan keberadaannya, salah satunya memproduksi program *Cerdas Qur'an* yang di produksi di tengah-tengah masyarakat. Tujuan penelitian ini untuk mengetahui bagaimana peran program *Cerdas Qur'an* dalam meningkatkan keberadaan Padang TV.

Teori yang digunakan dalam penelitian ini adalah strategi memproduksi program televisi, dan strategi dalam menarik audiens dalam mempertahankan keberadaan Padang TV. Metodologi penelitian yang digunakan dalam penelitian ini adalah metode kualitatif dan teknik pengumpulan data dengan melakukan wawancara, observasi, dan studi dokumen. Hasil penelitian menunjukkan bahwa Program Cerdas Qur'an memiliki peran yang kuat dalam meningkatkan keberadaan Padang TV melalui beberapa strategi yaitu, Strategi memproduksi program televisi, strategi menarik audien, strategi memproduksi program di tengah masyarakat, dan memanfaatkan media internet.

Kata Kunci: *Televisi lokal, Keberadaan, Strategi, Program Cerdas Qur'an*

ABSTRACT

Padang TV is one of the local televisions in West Sumatra that has been able to maintain its existence for more than fifteen years. Various challenges are faced by local television in facing competition with local television to national television. Various strategies are carried out to improve its existence, one of which is producing the Cerdas Qur'an program which is produced in the midst of the community. The purpose of this research is to find out how the role of the Cerdas Qur'an program in increasing the existence of Padang TV.

The theory used in this research is the strategy of producing television programs, and strategies in attracting audiences in maintaining the existence of Padang TV. The research methodology used in this research is qualitative method and data collection techniques by conducting interviews, observations, and document studies. The results showed that the Cerdas Qur'an Program has a strong role in increasing the existence of Padang TV through several strategies, namely, strategies for producing television programs, strategies for attracting audiences, strategies for producing programs in the community, and utilizing internet media.

Keyword: Local television, Existence, Strategic, Cerdas Qur'an Program