

## **CAMPUS TELEVISION NEED ANALYSIS**

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### **ABSTRACT**

Yogyakarta State University (UNY) as an educational university has launched as a campus "Leading in Character Education". Efforts to realize the ideals of the institution, must be rooted from all work programs faculty activities / institutions and academic activities of the civitas. The physical development of faculty and the procurement of Audio Studio Audio (SAV) equipment at LPPMP UNY is completed in July of 2017. SAV's main function is to be a studio of program production and broadcasting studio of Campus Community Television (TVKU) UNY. In addition, SAV can be optimized as a laboratory (teringrasi) production of video programs with audio visual laboratories in some relevant courses and faculty (eg integrating multimedia studio in Electrical Prodi, AVA Electronics studio, Makeup and AVA studio in Communication Studies) . The expansion of SAV's function into a TVKU studio demands the preparation of various elements, including: legal legality, UNY flagship policies that synergize with faculty / institute / study program, TVKU broadcast program, human resource development program, student coaching program, development of various video programs, etc. , which certainly needs to be analyzed needs as a basis for the development of a significant future.

The purpose of this research are: 1) to know the needs of the academic community to the media of Kamunitas television in UNY campus environment based on the faculty, and the status of the academicians, and 2) to know the map of the type of UNY community television broadcast program that become the hope of the academic community of UNY.

The research method is conducted by survey with population of academic community of UNY (consist of lecturer, staff, and student). Data collection techniques used questionnaires. Quantitative descriptive data analysis techniques

Kata Kunci: *Campus Television*