***ABSTRACT***

***The title of this research “Media Transformation of Convergence Strategies on PJTV”. The aim of this research is knowing about PJTV can***

***transformation local television to media convergence.***

**This Research use media convergence. *Media convergence is the* *integration of multiples type of media and then comes in the form digital media. The developments of internet technology have been changing and develop the mass media communication world. Because of the internet, the new media emerges. The emergence of the new media has changed the way people obtain information through mass media. At first, people get information or news from the old media, sucha as newspaper, magazine, or television. But after the development of new media, people also get information through online media that consider more accessible and real time. The conventional media gradually forgotten by the people. To remain competitive as the information source, television innovates by doing media convergence. One of the local television in Bandung that do the media convergence from electronic media to online media website form is PJTV.***

***This research methods use qualitative methods, while techniques the data collection use literature study, internet, observation, the documentation study, and in-depth interviews. Informant of this research consists of 3 respondents, consisting of two respondents practitioners and 1 respondent academics who is one of the professors of communication technology development at the University of Pasundan.***

***The results showed the Media Transformation of Convergence Strategies at PJTV still need to be developed, given the resources of local television is still limited, but basically PJTV has entered into standardization convergence first model to have multimedia, multichannel and multiplatform.***

***There are some things that researchers suggest that based on the results of research conducted. Input for Media Convergence Transformation Strategy in Local TV, which is a significant need for development in order to continue to keep pace with the rapid technological developments, so that the audience get a rapid flow of information.***