

Prototipe program sequence radio FYI (Figure Out Young Inspiration) = FYI (Figure Out Young Inspiration) a sequence radio prototype

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Abstrak

<pre>BAGIAN 1 Analisis Situasi

Kini, Organisasi non-Pemerintah atau organisasi sosial, khususnya untuk anak muda mulai banyak terbentuk di Indonesia. Masing-masing youth movement fokus pada suatu isu tertentu seperti pencegahan HIV dan AIDS, pendidikan, lingkungan, dan lain-lain. Sebagai sebuah organisasi, mereka hanya memanfaatkan media online sebagai medium berkomunikasi. Bagaimanapun, radio, khususnya radio anak muda masing tetap exist sebagai media komunikasi dan hiburan bagi remaja. Untuk itu, youth movement dapat memanfaatkan radio sebagai salah satu media komunikasi. FYI (Figure out Young Inspiration) sebagai sequence radio pertama yang memberikan kesempatan kepada youth movement untuk berbagi informasi dengan anak muda lainnya.

BAGIAN 2 Manfaat dan Tujuan Pengembangan Prototipe

Manfaat Sosial: Menambah pengetahuan remaja mengenai isu sosial dan mengajak mereka terlibat dalam kegiatan sosial.

Manfaat Bagi Stasiun Radio: Memperkuat citra radio, yang tidak hanya sekedar memainkan musik, tetapi juga menambah wawasan.

Tujuan Sosial: membentuk generasi muda yang peduli dengan masalah sosial.

Tujuan Komersial: Mendatangkan pengiklan dan sponsor yang dapat memberikan keuntungan bagi stasiun radio.

Tujuan Politik: Sejalan dengan visi misi stasiun radio.

BAGIAN 3 Prototipe yang Dikembangkan

Program ini bernama "FYI" (Figure out Young Inspiration) dan berformat sequence. Program ini mengangkat berbagai isu-isu sosial, dan organisasi sosial berbasis anak muda. Program ini direncanakan untuk disiarkan di Trax FM Jakarta setiap Kamis pukul 20.00-22.00 WIB. Target pendengar program ini adalah remaja dengan SES A dan B.

BAGIAN 4 Evaluasi

- Pre Test dilakukan dengan metode FGD. Pesertanya dibagi menjadi empat kelompok berisi enam orang. Masing-masing kelompok dibagi berdasarkan jenis kelamin dan pendidikan. Instrumen FGD digunakan sebagai panduan.

- Evaluasi akan dilakukan secara berkala setiap bulan. Evaluasi melalui metode penyebaran kuesioner (bagi khalayak) dan melihat berbagai respon yang diterima dari berbagai channel.

BAGIAN 5 Anggaran

Jumlah Anggaran Pembuatan Prototype Program: Rp 120.000

Jumlah Biaya Produksi 13 Minggu + Biaya Promo : Rp 11.040.000

Prakiraan pendapatan bersih per episode (tanpa sponsor) : Rp 2.678.400

Jumlah Anggaran Evaluasi:

Pre Test : Rp 6.055.000

Post Test : Rp 2.100.000

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PART 1 Situation Analysis

Nowadays, non-governmental organizations (NGO) or social organizations, especially for young people are formed all across the country. Each youth movement focused on the many issues, such as HIV and AIDS prevention, education, environmental, etc. As a Organization, they are likely to use online media as communication medium. However, radio, especially radio station which segmented for young people, has been existence as a communication medium or entertainment for teenagers. So that, youth movement can using radio as one of the medium communication. FYI (Figure out Young Inspiration) as the first sequence radio that provides the opportunity for youth movement to share information with other young people.

PART 2 The Advantages and The Purposes of Prototype Development

Social advantage: Enhance the teenager's knowledge about social issues and invite the to involved in the social activity.

Advantage for Radio Station: Improve the image of radio station, not just a means to play songs; they can also enhance the knowledge of their listeners.

Social Purpose: To create a young generation which aware about social problems.

Commercial Purpose: To attract advertiser and sponsor, and this will give profit for the radio station.

Political Purpose: In the line with vision and mision radio station.

PART 3 The Developed Prototype

The program is called "FYI" (Figure out Young Inspiration) and it formatted as sequence. This program talks about social issues and social organization expecially for young people, and planned to be broadcasted at Trax FM Jakarta every Thursday at 8 to 10 p.m. The program is aimed to be listened by teenager to early adult aged 15 to 25 years old, with social economic class level A, and B.

PART 4 The Evaluation

- Pre-test will be held after the prototype had been made by using Focus Group Discussion method (FGD).

There will be four groups consisted of six people in each group. Every groups divided by gender and education. FGD instrument will be used as a guide.

- The Evaluation will be executed periodically every month. The Evaluation will be performed with spreading questionnaire to the listener and checking the listener's response from many channels.

PART 5 Budget

Total budget of prototype production: 120.000 IDR

Total budget of program production for 13 weeks + promotion : 11.040.000 IDR

Estimation income per episode without sponsor: 2.678.400 IDR

The budget for evaluation

PreTest :6.055.000 IDR

Protest : 2.100.000 IDR</pre>