

# Pengembangan media komunitas di sekolah otonom Sanggar Anak Akar = Development of community media in autonomous school Sanggar Anak Akar

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## Abstrak

### Analisis Eksekutif

Sekolah Otonom Sanggar Anak Akar merupakan sebuah sekolah yang didirikan pada November 1994 di daerah Cipinang, Jakarta Timur. Sekolah ini merupakan pengembangan dari sebuah program open house yang dilakukan oleh Biro Advokasi Anak, Institut Sosial Jakarta pada tahun 1989. Sekolah ini lahir dari keinginan untuk memberikan rasa aman bagi anak-anak jalanan agar bisa berkembang dan membuat mereka mampu mengekspresikan ide serta kemampuan yang dimiliki. Sanggar Anak Akar melihat jika lingkungan anak-anak jalanan sangatlah tidak kondusif dan tidak baik untuk perkembangan anak. Siswa-siswi Sanggar Anak Akar juga ingin meluruskan pandangan yang menganggap jika mereka adalah anak jalanan biasa yang tidak bisa melakukan apa-apa. Sanggar Anak Akar sangat menekankan pada pengembangan kreativitas siswa-siswinya. Beberapa prestasi dari Sanggar Anak Akar di bidang seni adalah terpilih untuk menjadi ensamble musik di Kongres Perempuan Asia Pasifik 2002 di Bangkok, Thailand, memproduksi album yang berjudul ?Gema Gita Mahardika?, sukses menggelar Konserta Gema Gita Mahardika yang bekerjasama dengan PPHUI di tahun 2013, dan berhasil menggelar sebuah pagelaran teater di bulan November 2014 yang berjudul ?Sayap-sayap Mimpi?. Selain itu, Sanggar Anak Akar sering ditunjuk sebagai perwakilan DKI Jakarta di festival-festival seni di Indonesia seperti di Jember Fashion Festival. Segala pencapaian ini tidak lepas dari kuatnya kerjasama yang mereka miliki baik dengan lembaga donor, sekolah swasta nasional maupun internasional, hingga Sahabat Akar yang selalu mendukung segala kegiatan Sanggar Anak Akar, baik dalam kegiatan belajar mengajar maupun pementasan seni.

Sahabat Akar adalah para praktisi yang sudah memiliki pengalaman yang banyak di bidangnya masing-masing namun memiliki komitmen untuk membantu anak-anak Sanggar Anak Akar agar bisa memiliki kemampuan lain. Peran Sahabat Akar sangatlah penting karena mereka berbagi pengalaman kepada siswa-siswi Sanggar Anak Akar. Selain itu, Sahabat Akar sangatlah loyal terhadap Sanggar Anak Akar sehingga keberadaannya bisa diandalkan. Sanggar Anak Akar menyadari bahwa terjadi kekosongan pada penggunaan media untuk menyebarkan visi mereka. Sanggar Anak Akar juga memiliki berbagai macam prestasi di bidang seni dan memiliki siswa-siswi yang sudah mendapatkan pelajaran ilmu jurnalistik sehingga akan percuma jika kemampuan yang sudah dimiliki ini tidak dikembangkan lebih lanjut.

### Tujuan

- Menjadi sarana diskusi dengan komunitas seni lain
- Memperlihatkan kemampuan siswa-siswi Sanggar Anak Akar kepada publik yang lebih luas.
- Meningkatkan apresiasi terhadap karya musik Sanggar Anak Akar

### Strategi

Mendirikan radio komunitas berbentuk streaming.

#### Khalayak Sasaran

Laki-laki dan perempuan yang bergelut di bidang seni dengan rentang usia 15-30 tahun serta merupakan anggota komunitas seni seperti tari dan teater.

#### Program

1. Aktivitas Pendirian
2. Perencanaan Program
3. Operasional Radio
4. Peluncuran Radio
5. Eksekusi Program :
  - BIR PLETOK!
  - Seru!
  - Kreasi

#### Jadwal

Minggu I Februari 2015 - Minggu IV Juni 2015

#### Anggaran

Total anggaran yang dibutuhkan sebesar Rp12.122.000,00

#### Evaluasi

Metode evaluasi yang digunakan adalah dengan melakukan rapat perkembangan, assessment, dan trial and error.

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#### Situation Analysis

Sanggar Anak Akar is a school that was established in November 1994 in the area of Cipinang, East Jakarta. The school was developed from an open house program conducted by the Bureau of Child Advocacy, Jakarta Social Institute in 1989. Sanggar Anak Akar was born from the desire to provide security for street children in order to grow and make them able to express their ideas and capabilities. Sanggar Anak Akar sees if the environment of street children is not conducive and not good for children's development. In addition to that, Sanggar Anak Akar students also want to straighten the common paradigms that assume if they were ordinary street children who cannot do anything.

Sanggar Anak Akar emphasis on developing creativity of students. Some of the achievements of Sanggar Anak Akar students in art were chosen to be the musical ensemble in the Asia-Pacific Women's Congress 2002 in Bangkok, Thailand, producing an album titled "Gema Mahardika Gita", successfully held Konserta Gema Gita Mahardika in cooperation with PPHUI in 2013, and successfully staged a theatrical performance in the month of November 2014, entitled "Sayap-sayap Mimpi". Additionally, Sanggar Anak Akar students are often appointed as the representative of Jakarta at art festivals in Indonesia as in Jember Fashion Festival. All of this achievements cannot be separated from the strength they have good cooperation with aid

bodies, national and international private schools, to Sahabat Akar whose always supports all the activities of Sanggar Anak Akar students, both in teaching and learning activities and art performances.

Sahabt Akar are practitioners who already have a lot of experience in their respective fields, but committed to helping children Anak roots in order to master soft-skill abilities. Sahabat Akar have got very important role because they share experiences to students Anak Roots. In addition, the Sahabat Akar is very loyal to Anak roots so that its presence can be relied on.

Sanggar Anak Akar realizes that there is a vacant occurs in the use of media to spread their vision. Sanggar Anak Akar also have a wide range of achievements in the arts and have students who already had a class journalism that would be useless if it already possessed this ability not developed further.

#### Goals

- Being medium of discussion with other art community
- Shows the ability of the students of Sanggar Anak Akar to the public.
- Increase appreciation of musical works Sanggar Anak Akar

#### Strategy

Develop a community media inside streaming radio.

#### Target Audience

Men and women who worked in the field of art with an age range of 15-30 years and is a member of the art community as dance and theater.

#### Programs

1. Establishment Activity
2. Planning
3. Operational Radio
4. Launch Radio

#### 5. Executed Programs :

- BIR PLETOK!
- Seru!
- Kreasi

#### Schedule

1st Week of February - 4th Week of June 2015

## Budget

Total budget needed is Rp12.122.000,00

## Evaluation

The evaluation method used is by development meeting, assessment, and trial and error; Situation Analysis

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