

Prototype program reality cooking show "resep nenek" = Prototype of reality cooking show program "resep nenek"

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20405085&lokasi=lokal>

Abstrak

[ABSTRAK

BAGIAN SATU

Analisis Situasi

Interaksi dan keharmonisan anggota keluarga khususnya antara nenek dan cucu semakin terkikis dewasa ini. Menurut penelitian, komunikasi yang terjalin dengan baik antara nenek dengan cucu dapat meningkatkan kualitas hidup kedua belah pihak. Oleh karena itu, penulis memutuskan untuk membuat acara reality cooking show yang dapat memberikan gambaran mengenai hubungan ideal nenek dan cucu.

BAGIAN DUA

Manfaat dan Tujuan Pengembangan Pilot Episode

Manfaat utama pengembangan pilot episode Resep Nenek adalah menjadi alternatif tayangan memasak yang tidak hanya menghibur tetapi juga informatif, inspiratif, dan hangat. Sedangkan tujuan utama pengembangan pilot episode adalah memberikan gambaran ideal mengenai keharmonisan interaksi antara nenek dan cucu melalui kegiatan sehari-hari seperti memasak.

BAGIAN TIGA

Pilot Episode yang dikembangkan

Pilot episode yang dikembangkan adalah program reality cooking show yang berjudul ?Resep Nenek?. Program ini akan menampilkan kegiatan dari pasangan nenek dan cucu yang salah satu atau keduanya merupakan selebriti. Pasangan nenek dan cucu ini akan memasak resep khas dari sang nenek.

BAGIAN EMPAT

Evaluasi

Pre-test dilakukan dengan riset pustaka, survey berbentuk kuesioner, dan wawancara programmer NET TV. Sedangkan untuk evaluasi rencananya akan diadakan FGD terhadap 10 partisipan yang merupakan target khalayak

BAGIAN LIMA

Anggaran

Anggaran pembuatan pilot episode ini sebesar Rp 768.000,- Sedangkan rencana anggaran produksi untuk satu episode sebesar Rp 109.560.000,- Perkiraan pendapatan yang diraih sebesar Rp 243.200.000,- Rencana anggaran evaluasi sebesar Rp 850.000,-

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ABSTRACT

EXECUTIVE SUMMARY

CHAPTER ONE

Situation Analysis

Interaction and the harmony of family members, especially between grandmother and granddaughter are

increasingly eroded today. According to research, a good communication that established between the grandmother and grandchildren can improve the quality of life of both parties. Therefore, the authors decided to make a reality cooking show that can provide a picture of the ideal relationship grandmother and granddaughter.

BAGIAN DUA

Benefits and Goals of the Developing Pilot Episode

The main benefit of this pilot project is to make an alternative cooking show which not only entertain but also informative, inspiring, and give warmth. The main purpose of this pilot episode is to create an ideal image of the warm interaction between a grandmother and her grandchild in a daily activity such as cooking together.

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Pilot Episode yang dikembangkan

The developed pilot episode is a reality cooking show entitled "Resep Nenek". This program will show how the celebrity grandmother or grandchildren cook together the signature grandmother's recipe.

BAGIAN EMPAT

Evaluasi

The pre-test has been done by the literature research, survey, and interview with the programmer of NET TV. Meanwhile the evaluation will be done by FGD between 10 participant who was the target audience of this program.

BAGIAN LIMA

Anggaran

The cost of the pilot episode production is Rp 768.000,- The media publishing plan for each episode costs Rp 109.560.000,- and the prediction of revenue this program will get is Rp 243.200.000,-. The estimated cost of the FGD evaluation is Rp 850.000,-;EXECUTIVE SUMMARY

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