

## Prototype episode pilot program dokumenter tv Kisah Rasa = Prototype pilot episode documentary tv program Kisah Rasa

Sabilla Bianca, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20405087&lokasi=lokal>

---

### Abstrak

Wisata kuliner memiliki peranan penting dalam industri pariwisata. Dengan mempromosikan makanan, keinginan untuk mengunjungi tempat di suatu daerah dapat semakin meningkat. Makanan yang ada di Indonesia tidak hanya terdiri dari satu jenis masakan, melainkan keanekaragaman masakan yang terdapat di Indonesia. Hasil riset pasar menunjukkan adanya minat khalayak terhadap program dokumenter kuliner. Program ini bertujuan untuk meningkatkan kesadaran masyarakat terhadap kuliner Indonesia. Penulis ingin menggali lebih dalam mengenai kekayaan masakan- masakan di Indonesia sehingga menjadi pengetahuan bagi masyarakat. Melalui acara ini, diharapkan makanan-makanan di Indonesia semakin diminati dan mendapat apresiasi dari masyarakat.

"Kisah Rasa" merupakan program dokumenter kuliner yang membahas mengenai cerita dibalik masakan di suatu daerah di Indonesia. "Kisah Rasa" terdiri dari 13 episode. Setiap episodanya menampilkan satu daerah beserta makanan khasnya. Dipandu oleh penduduk lokal sebagai host dan narrator. "Kisah Rasa" tidak hanya terfokus pada cita rasa sebuah makanan, melainkan mengenai cerita dibalikinya. Anggaran pembuatan prototype episode pilot ini sebesar Rp. 1.755.000,00. Rencana anggaran produksi program sebesar Rp. 30.850.000,00. Rencana anggaran evaluasi sebesar Rp. 1.100.000,00. Program ini diperkirakan akan mendapatkan pendapatan sebesar Rp. 138.200.000,00. per episode.

.....

Food tourism has important role in tourism industry. By promoting the local cuisine, the desire to visit certain places will be increased. Indonesian cuisine is not only consisting one type of food. The diversity of the dishes contained in the existing areas in Indonesia. Marketing research has shown a result that shown the presence of public interest in culinary documentary program. This program's goal is to raise public awareness in one of Indonesian noble heritage, which is the food. The author would like to dig deeper into the wealth of the dishes in Indonesia so that it becomes knowledge to society. Through this program, it is expected that society will appreciate Indonesian cuisines.

"Kisah Rasa" is a culinary documentary program about the story behind the dish. "Kisah Rasa" consists of 13 episodes. Each episode has one place with its unique foods. This program will be featuring a local people covered as narrator and host. "Kisah Rasa" is not only focused on the taste of the food, but also the story behind them. The budget for this pilot episode is Rp. 1,755,000.00. The budget's plan to produce one episode professionally is Rp. 30,850,000.00. The budget's plane to do the evaluation is Rp. 1.100.000.00. This program is expected to have Rp. 138.200.000,00. as the revenue for each episode.