

Pilot program televisi edutainment "DUA SISI" = Pilot of "DUA SISI" edutainment TV program

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Abstrak

[Bagian 1 Analisis Situasi

Kelompok usia dewasa muda (17-25 tahun) dituntut untuk mengisi perannya di masyarakat dengan menentukan dan mempersiapkan karirnya. Informasi yang terbatas mengenai ragam profesi menjadi penghambat bagi dewasa muda di Indonesia untuk mempersiapkan karirnya. Program televisi edutainment "DUA SISI" hadir memberikan informasi, referensi, motivasi dan inspirasi bagi dewasa muda mengenai ragam profesi yang ada, agar dapat menentukan dan mempersiapkan masa depannya sedini mungkin.

Bagian 2 Manfaat dan Tujuan Pengembangan Pilot

Manfaat bagi khalayak: Memberikan referensi mengenai beragam profesi yang di masyarakat pada dewasa muda. Manfaat bagi pengelola: Memberikan citra positif bagi stasiun televisi karena menyajikan tayangan televisi bermutu dan mengedukasi dewasa muda untuk dapat meraih profesi yang diharapkan.

Tujuan sosial: Mengajak dewasa muda untuk lebih peduli dengan masa depannya selepas bangku kuliah

Tujuan ekonomi: Program televisi "DUA SISI" bertujuan untuk memberikan keuntungan finansial kepada stasiun televisi yang menayangkan program ini, yakni NET.

Bagian 3 Pilot yang Dikembangkan

Program ini berjudul "DUA SISI" dengan format TV Dokumenter Cinema Verite. Program ini mengangkat seputar profesi yang ada di masyarakat. Rencana tayang di NET setiap hari Minggu pukul 16.00 WIB.

Durasi program 30 menit. Target khalayak adalah dewasa muda usia 17-25 tahun dari keluarga SES A-B.

Bagian 4 Evaluasi

Pre-Test dilakukan dengan metode Focus Group Discussion (FGD)

Evaluasi dilakukan setelah penayangan program. Metode yang digunakan antara lain, evaluasi internal (tim produksi) dan evaluasi eksternal (khalayak).

Bagian 5 Anggaran

Jumlah total anggaran pembuatan pilot Rp 6.200.000,-

Jumlah total anggaran pembuatan program

Jabodetabek Rp 2.550.000,-

Luar Jabodetabek Rp 15.500.000,-

Jumlah perkiraan pendapatan (slot iklan) per episode Rp 237.000.000,- (Jabodetabek) 224.500.000,- (luar Jabodetabek)

Jumlah anggaran evaluasi Rp 1.160.000,-

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Part 1 Situation Analysis

Young adult age group (17-25 years) are required to fill their role in society to determine and prepare his career. Limited information about professions become a barrier for young adults in Indonesia to prepare their career path.

"DUA SISI" edutainment program will talk about information, set an example, motivate and inspire teenagers about several types of professions. This program will help teenagers to discover and learn about valuable information regarding their profession of choice as early as possible.

Part 2 Advantages and Purposes of Pilot Development

Advantage for society : to give example about different profession.

Benefit for developer : to build a positive image for this TV station.

Social purpose : to make students more aware and interested to discover what they want to do and achieve in the future.

Economic objective : to provide more benefits for TV station.

Part 3 Developing Pilot

This program is called "DUA SISI", an edutainment TV program. It talks about different professions.

Planned to be broadcasted on NET every Sunday at 04.00 PM. The program runs for 30 minutes. The target audience are teenager between 17-25 years old.

Part 4 Evaluation

Pre-test is conducted by the Focus Group Discussion (FGD)

Evaluation is conducted after the proram is aired. The methods is internal evaluation (production team) and external evaluation (audience).

Part 5 Budgeting

Budget for pilot development : Rp 6.200.000,-

Budget for production cost

Jabodetabek Rp 2.550.000,-

Outside Jabodetabek Rp 15.500.000,-

Estimated total income per episode (TVC) Rp 237.000.000,- (Jabodetabek) 224.500.000,- (outside Jabodetabek)

Budget of evaluation Rp 1.160.000,-, Part 1 Situation Analysis Young adult age group 17 25 years are required to fill their role in society to determine and prepare his career Limited information about professions become a barrier for young adults in Indonesia to prepare their career path ldquo DUA SISI rdquo edutainment program will talk about information set an example motivate and inspire teenagers about several types of professions This program will help teenagers to discover and learn about valuable information regarding their profession of choice as early as possible Part 2 Advantages and Purposes of Pilot Development Advantage for society to give example about different profession Benefit for developer to build a positive image for this TV station Social purpose to make students more aware and interested to discover what they want to do and achieve in the future Economic objective to provide more benefits for TV station Part 3 Developing Pilot This program is called ldquo DUA SISI rdquo an edutainment TV program It talks

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