

Prototipe mini-serial web (web series) "Let's Talk" = Prototype of mini-web series "Let's Talk" / Meista Yuki Crisinta

Meista Yuki Crisinta, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20416244&lokasi=lokal>

Abstrak

[ABSTRAK

Bagian Satu

Analisis Situasi

Kemajuan teknologi komunikasi ternyata cukup berdampak bagi perilaku komunikasi generasi muda. Keberadaan gadget sebagai alat komunikasi dan hiburan seharusnya tidak menggantikan fungsi dan peranan dari proses komunikasi langsung. Maka dari itu, dengan memanfaatkan media internet yang sedang banyak digemari oleh generasi muda, penulis hendak memproduksi sebuah tayangan serial web (web series) dengan format mockumentary yang mengangkat fenomena dan kejadian sehari-hari, khususnya pada kehidupan sosial mahasiswa.

Bagian Dua

Manfaat dan Tujuan Pengembangan Prototipe

Manfaat utama dari pengembangan prototipe ini adalah khalayak mendapatkan pendidikan agar lebih bijak dalam menggunakan gadget sebagai alat komunikasi. Tujuan utama dari pengembangan prototipe ini adalah sebagai salah satu upaya persuasif bagi generasi muda agar lebih bijak dalam menggunakan gadget sebagai media komunikasi, dan terus berupaya untuk tetap mempertahankan relasi dengan sesama tanpa menggunakan perantara media.

Bagian Tiga

Prototipe yang Dikembangkan

Prototipe pilot ini berjudul ?LET(S)TALK?, yang menceritakan tentang kisah kehidupan cinta dua mahasiswa di dunia maya, namun tidak berelasi di dunia nyata.

Bagian Empat

Evaluasi

Media pre-test dilakukan dengan cara online screening. Sedangkan metode evaluasi akan dilakukan melalui Youtube Analytics dan Focus Group Discussion (FGD).

Bagian Lima

Anggaran

Anggaran untuk pembuatan prototipe adalah sebesar Rp1.100.000. Lalu rencana anggaran untuk penerbitan media adalah sebesar Rp35.200.000. Sedangkan anggaran untuk pelaksanaan evaluasi adalah sebesar Rp5.520.000. Prakiraan pendapatan bersih yang diperoleh adalah sebesar Rp280.000.

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ABSTRACT

Chapter One

Situation Analysis

Nowadays, the development of communication technology gives many impact to the social behavior of young generations. Gadget, as a communication and entertaining device, supposedly not replace the face-to-face communication. Based on this case, the author wants to make a web series, which distributed to internet, with mockumentary format. The series tells about gadget using in daily life, especially of college students.

Chapter Two

Benefit and Purpose of Prototype's Developing

The main benefit of this prototype is the audiences will get an education about how they can use their gadget more wisely, especially for communicating with others. Moreover, the main purpose of this prototype is to persuade audiences so that they can use their gadget more wisely. In addition, the author wants every audiences always make time with their relations without gadget and do the face-to-face communication more often.

Chapter Three

Developed Prototype

The title of this prototype is ?LET(S)TALK?, which tells about a love story from two college students who always connected through social media, chatting-media, but not ?connected? in the real world.

Chapter Four

Evaluation

Media pre-test will be held by online screening. Otherwise, the evaluation proccess will use the Youtube Analytics? feature and Focus Group Discussion (FGD).

Chapter Five

Budget

Budget for prototype making has spent IDR 1.100.000. The budgeting plan for media launching will spent IDR 35.200.000. Then, a budgeting for evaluation will spent IDR 5.520.000. The estimated income will be IDR Rp280.000., Chapter One

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