

Prototipe program Air Magazine "It's a Bike World After All!" di Radio Komite Sepeda Indonesia (KSI) = Radio air magazine program prototipe "It's a Bike World After All!" in Radio Komite Sepeda Indonesia (KSI)

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20311982&lokasi=lokal>

Abstrak

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Gerakan bersepeda tengah mengalami kenaikan yang signifikan seluruh dunia dalam beberapa tahun terakhir. Di Indonesia, jumlah pengguna sepeda juga mengalami peningkatan. Meski belum tersedia data yang akurat, namun pemerintah provinsi DKI Jakarta memperkirakan dari 9,6 juta, sekitar seratus ribu warganya menggunakan sepeda. Program-program untuk menggalakkan penggunaan sepeda juga dilakukan oleh pemerintah, diantaranya dengan membangun lajur sepeda serta mengadakan Car Free Day di setiap akhir pekan. Dengan adanya dukungan-dukungan tersebut, berbagai komunitas sepeda menjamur di seluruh Indonesia.

Pada tanggal 16-18 Juli 2010 lalu, 50 ribu pesepeda dari berbagai komunitas membentuk Kongres Sepeda Indonesia. Kongres sepeda pertama ini menghasilkan Komite Sepeda Indonesia (KSI). KSI memiliki visi mempersatukan dan memperjuangkan hak-hak pesepeda di seluruh tanah air.

Untuk mewujudkan visi tersebut, KSI mendirikan Radio Komite Sepeda Indonesia (KSI). Apalagi melihat banyaknya pengguna sepeda dan besarnya potensi penggunaan sepeda di masa depan, muncul sebuah kebutuhan masyarakat akan berita dan informasi seputar sepeda. Prototipe program dibuat berlandaskan kepada kebutuhan tersebut. Program adalah Air Magazine tentang berita dan informasi seputar sepeda dan diberi judul "It's a Bike World After All!".

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ABSTRACT

After All! in Radio Komite Sepeda Indonesia (KSI)

Within the last years, cycling movement has been significantly increasing all over the world. In Indonesia, the numbers of cyclist is also increasing. Even though, an accurate data is not available yet, but the government of DKI Jakarta estimates, out of 9.6 million, approximately one hundred Jakarta citizens are using bicycle. Programs to encourage people to use bicycle are implemented by the government. Building the bike lane across the city and Car Free Day during the weekends are some of them. With those supports, many bicycle community are formed all

across the country.

On July 16-18 2010, 50 thousands cyclist from various bicyce community held Indonesian Bicycle Congress. The first bicycle congress results in Indonesian Bicycle Committee (KSI). The committee has a vision to unify and fight for cyclist's rights throughout the country.

To bring the vision itu reality, KSI built KSI Radio. Moreover, seeing the numbers of cyclist and the potential that bicycle has, a need for news and information about cycling world emerged. This prototype is made according to that need. The program is made in the form of Air Magazines concerning news and information about cycling world, and is titled "It's a Bike World After All!"., After All! in Radio Komite Sepeda Indonesia (KSI) Within the last years, cycling movement has been significantly increasing all over the world. In Indonesia, the numbers of cyclist is also increasing. Even though, an accurate data is not available yet, but the government of DKI Jakarta estimates, out of 9.6 million, approximately one hundred Jakarta citizens are using bicycle. Programs to encourage people to use bicycle are implemented by the government. Building the bike lane across the city and Car Free Day during the weekends are some of them. With those supports, many bicycle community are formed all across the country.

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