

Prototipe program Air Magazine radio Jalan-Jalan Sob!

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Abstrak

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Indonesia memiliki beragam kekayaan wisata alam dan budaya. Sebagai generasi pewaris kekayaan negeri, remaja haruslah menjadi tulang punggung pariwisata. Oleh karena itu, remaja perlu diberikan pengetahuan dan informasi lebih tentang kepariwisataan Indonesia.

Namun, akses informasi mengenai pengenalan pariwisata tersebut sangatlah minim. Oleh karena itu, dengan dibuatnya program air magazine "Jalan-jalan Sob!"; diharapkan dapat menjawab kebutuhan akan informasi wisata di Indonesia sekaligus dapat mengajak dan menggerakkan para remaja untuk menjadi agen-agen yang memperkenalkan obyek-obyek wisata di tanah air.

Manfaat bagi khalayak: pendengar dapat mengetahui dan menambah wawasan mengenai kekayaan obyek wisata Indonesia. Manfaat bagi pengelola: menimbulkan citra positif bagi stasiun radio RTC UI FM karena menyiarkan sebuah program yang bersifat mengangkat industri pariwisata Indonesia Tujuan: secara sosial membentuk generasi muda yang peduli dan cinta terhadap warisan budaya dan kekayaan alam Indonesia.

Program ini berjudul "Jalan-jalan Sob!", beformat air magazine, secara spesifik mengangkat isu tema obyek-obyek wisata di tanah air, direncanakan untuk ditayangkan di radio RTC UI setiap hari senin dan Jumat pukul 19.30 WIB selama 10 menit pada acara "Music Special", dan ditargetkan untuk khalayak mahasiswa UI atau remaja/dewasa awal yang berada di sekitar lingkungan Kampus UI, Depok dengan S.E.S. A,B, dan C.

Evaluasi :

- Pre-test akan dilakukan dengan metode Focus Group Discussion (FGD) yang terdiri dari 12 orang remaja berusia 18-25 tahun; menggunakan instrumen berupa Panduan FGD dan dilakukan setelah prototipe selesai dibuat.

- Evaluasi akan dilakukan setelah program disiarkan; dilakukan baik secara aktif maupun pasif. Metode yang akan digunakan: kuesioner untuk evaluasi produksi dan kualitas program dan survei via telepon untuk evaluasi khalayak.

Anggaran :

- Jumlah total anggaran pembuatan prototipe: Rp166.500

- Jumlah total anggaran pembuatan program: Rp121.000

- Jumlah total biaya produksi selama 13 minggu: Rp3.146.000

- Jumlah anggaran evaluasi: Rp254.000;

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ABSTRACT

Indonesia has a various cultural heritage and natural wealth. As the young generation, youth should become a pillar of the local tourism. Therefore, teenagers should be given more knowledge and information about the tourism in Indonesia. However, the access to information about our tourism is minimal. Therefore, by making this air magazine, "Jalan-jalan Sob!" it is expected to answer the need of travel information in Indonesia, also to encourage the youth to become the agents that introduce the local tourism in the country.

The advantages to listeners: listeners can find out and add insight into the cultural heritage and natural wealth of Indonesia. The advantages for the radio station: create a positive image for the RTC UI FM radio station for broadcasting a program which promotes

Indonesia's tourism industry Purposes: socially, to establish young generation who care and love to the cultural heritage and natural wealth of Indonesia.

The program is titled "Jalan-jalan Sob!", formatted as air magazine, specifically raised the local tourism issue as a main theme. The program is planned to be broadcasted on radio RTC UI every Monday and Friday at 19.30 for 10 minutes on the program "Music Special", and targeted to the UI students or early adult around the UI campus, Depok who come from the families with Social and Economic Class A, B, and C

The Evaluation :

- Pre-test will be performed by using Focus Group Discussion (FGD) method in which each group consists of 12 adolescents aged 18-25 years; the instrument that will be used is the form of FGD guide; and will be done after the prototype is made.
- Evaluation will be done after the program is aired; it will be done either actively or passively. The methods to be used: a questionnaire for the evaluation of production and quality of programs and telephone survey for the audience evaluation.

Budget :

- Total budget of prototype production process: 166.500 IDR
- Total budget of program production process: 121.000 IDR
- Total budget of program production process for 13 weeks: 3.146.000 IDR
- Total budget of evaluation: 254.000 IDR, Indonesia has a various cultural heritage and natural wealth. As the young generation, youth should become a pillar of the local tourism. Therefore, teenagers should be given more knowledge and information about the tourism in Indonesia. However, the access to information about our tourism is minimal. Therefore, by making this air magazine, "Jalan-jalan Sob!" it is expected to answer the need of travel information in Indonesia, also to encourage the youth to become the agents that introduce the local tourism in the country.

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