

Pembuatan situs kecantikan tradisional Indonesia "Ayu Indonesia"

Betania Gian Rusmayasari, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20355394&lokasi=lokal>

Abstrak

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Analisis Situasi Dewasa ini, perawatan wajah dan tubuh penting bagi kaum wanita hingga rela mengeluarkan dana besar. Kosmetik salah satunya, tapi ada beberapa bahan kimia dari kosmetik yang berbahaya bagi kesehatan. Sadar akan bahaya ini, muncullah tren back to nature mengandalkan perawatan tradisional dengan bahan baku alami yang teruji membuat tubuh sehat dan bugar. Melihat peluang pada media online dan jurnalisme kesehatan, maka dibuatlah situs berbasis kesehatan yang diminati wanita, yaitu kecantikan alami, dikemas dengan kreatif dan unik. Manfaat dan Tujuan Pengembangan Prototipe Memberi informasi perawatan wajah dan tubuh dengan bahan alami yang sehat dan mendalam serta inovasi pada kecantikan Indonesia, serta meningkatkan apresiasi pada kearifan lokal. Tujuannya memberi warna baru bagi jurnalisme kesehatan dengan bahasan feature yang bisa dinikmati dan menjadi alternatif utama dalam mencari informasi kesehatan dan kecantikan tradisional Indonesia.

Prototipe yang Dikembangkan Situs Ayu Indonesia adalah situs kecantikan tradisional Indonesia. Target khalayak adalah wanita berusia 20-35 tahun. Ayu Indonesia dapat diakses di www.ayuindonesia.com. Merupakan situs dinamis yang memiliki konten menarik berisi video tutorial (tips), video animasi, video dan artikel feature mengenai perawatan tubuh dan wajah dengan bahan alami khas Indonesia. Khalayak juga bisa berpartisipasi mengirimkan resep cantik khas daerah yang unik dan sehat, serta berdiskusi di kolom komentar yang telah disediakan tiap rubrik. Evaluasi

Pre-tes media menggunakan kuesioner online yang disebar melalui email dan social media untuk mengetahui respon khalayak dan mendapatkan masukan perbaikan situs sebelum launching. Evaluasi (1) Evaluasi khalayak dengan kuesioner online untuk mengetahui kesesuaian situs Ayu Indonesia dengan keinginan khalayak. (2) Evaluasi produk (input, output, outcome) dengan analisis progress repot dalam rapat redaksi serta kuesioner online untuk khalayak tiap empat bulan. Anggaran Anggaran Pembuatan Prototipe : Rp 1.750.000

Investasi Awal : Rp 91.300.000 Jumlah Pengeluaran Bulanan : Rp 49.800.000 Jumlah Pengeluaran 1 Tahun : Rp 630.100.000

Perkiraan Pendapatan Tahun Pertama : Rp 624.750.000

Perkiraan Pendapatan Tahun Kedua : Rp 1.530.000.000

Mencapai balik modal 0,13 pada tahun kedua

ABSTRAK

Situation Analysis Nowadays, women are willing to spend a large amount of money for facial and body treatments which considered important for them. Cosmetics is one of those treatments, however there are several chemical compound in cosmetics that put health on danger. realizing this fact, there has been a growing trend of back to nature which relies on traditional treatments with natural compound. This natural ingredients are beneficial and give no side effects for health. Seeing at this promising oppotunity for online media and health journalism, thus is created a health-based website that will attract women by informing beauty information that is creatively packaged

Benefits and Goals of Development Prototype

To deliver thorough information regarding facial and body treatments with natural and healthy ingredients also innovation of Indonesians beauty, it also tries to increase the appreciation towards local wisdom. The objective is to bring a new color in health journalism with feature that can be enjoyed and also can be a main reference in searching for health information and Indonesia traditional beauty tips.

Development Prototype

Ayu Indonesia is a website containing Indonesian traditional beauty secrets. The target audience we set is women with age ranging from 20 years old to 35 years old. Ayu Indonesia can be easily accessed at www.ayuindonesia.com. This is a modern and interactive website which has contents of tutorial videos (tips), animation videos, videos and feature articles on how to do facial and body treatments using traditional ingredients from Indonesia. Audience can also participate by sending her beauty tips and share it a comments column that is provided in every rubric.

Evaluation

For the pre-test media, we use online questionnaire that is spread through emails and social media to obtain responses from audiences and to get feedback and insights of the website before its launching. Evaluation (1) Audience evaluation is using online questionnaire to check website's compatibility with audiences' wants. (2) Product evaluation (input, output, outcome) by using progress analysis report at redaction meeting and also online questionnaire for audiences in every 4 months.

Budget

Prototype establishing : Rp 1.750.000

First Investation : Rp 91.300.000

Total Monthly Expenses : Rp 49.800.000

Expenses in a year : Rp 630.100.000

Predicted income First Year : Rp 624.750.000

Predicted Income Second Year : Rp 1.530.000.000

Return of Investment up to 0,13 per month in the second year

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