

Prototipe sequence radio mengenai informasi kesehatan "Healthy Zone"

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Abstrak

Analisis Situasi
Remaja perkotaan yang mempunyai segudang aktivitas, biasanya sering melewatkan hal-hal kecil yang sebenarnya berguna bagi kesehatannya. Mereka juga tak terlalu tahu banyak pengetahuan untuk menjaga kesehatannya. Hal ini karena program kesehatan pada umumnya belum terlalu banyak, apalagi yang dipresentasikan dengan pendekatan yang enerjik dan dinamis seperti remaja. Oleh karena itu, mereka membutuhkan informasi yang mampu memberi pengetahuan tentang kesehatan, serta menjadi pengingat bagi mereka. "Healthy Zone", diharapkan bisa menjadi program yang mampu memenuhi kebutuhan tersebut bagi remaja.

Manfaat dan Tujuan Pengembangan Prototipe
Manfaat Sosial: Menambah pengetahuan remaja mengenai informasi kesehatan, dengan harapan mereka dapat menjaga kesehatan diri sendiri. Manfaat Bagi Stasiun Radio: Memperkuat citra radio. Tak hanya sekedar memainkan musik, tetapi juga menambah wawasan. Tujuan Sosial: membentuk generasi muda yang sadar akan isu kesehatan dan mampu menjaga kesehatan mereka sendiri secara.
Tujuan Komersial: Mendatangkan pengiklan dan sponsor yang akhirnya mendatangkan keuntungan bagi stasiun radio.

Prototipe yang Dikembangkan
Program ini bernama "Healthy Zone" dan berformat sequence. Program ini mengangkat berbagai isu-isu kesehatan, dan direncanakan untuk disiarkan di Mustang FM pada hari Senin pukul 17.00-19.00. Target pendengar program ini adalah remaja dan dewasa muda usia 15-25 tahun tahun, di Jabodetabek, dengan SES A, B, dan C.

Evaluasi
Pre Test dilakukan dengan metode FGD. Pesertanya dibagi menjadi dua kelompok berisi enam orang. Pre test akan dilakukan setelah prototipe program "Healthy Zone" selesai dibuat, dengan instrumen FGD sebagai panduan. Evaluasi akan dilakukan secara berkala selama tiga bulan pertama. Evaluasi melalui metode penyebaran kuesioner (bagi khalayak), FGD (bagi tim produksi), dan melihat berbagai respon yang diterima di berbagai channel.

Anggaran
Jumlah Anggaran Pembuatan Program: Rp 1.440.000
Jumlah Biaya Produksi 13 Episode: Rp 18.720.000
Prakiraan pendapatan per episode (tanpa sponsor): Rp 13.710.000
Jumlah Anggaran Pre Test: Rp 1.215.000
Jumlah Anggaran Evaluasi: Rp 350.000

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Situation Analysis
The teenagers who lived in the city, usually have so many activities that they forget small things which actually beneficial for their health. They also don't have much knowledge so that they can take care of their health. This is because there aren't many program which present information about health, moreover the energetic and the dynamic one, which reflects the teenagers themselves. In that case, they need a program which gives them information about health, and also as their reminder to protect their health. "Healthy Zone" is expected to be a program which fulfills information about health needed by city teenagers.

The Advantages and The Purposes of Prototype Development
Social advantage: Enhance the teenager's knowledge about health information, so that they can take care of their health.
Advantage for Radio

Station: Improve the image of radio station. The Radio Station is not just a means to play songs; they can also enhance the knowledge of their listeners.
Social Purpose: To create a young generation which aware about health issues and able to protect their health independently.
Commercial Purpose: To attract advertiser and sponsor, and this will give profit for the radio station.

The Developed Prototype
The program is called "Healthy Zone" and it formatted as sequence. This program talks about health issues, and planned to be broadcasted at Mustang FM every Monday at 5 to 7 p.m. The program is aimed to be listened by teenager to early adult aged 15 to 25 years old, with the primary target aged 18 to 22 years old, who lives in Jabodetabek, with social economic class level A, B, and C.

The Evaluation
The method applied for the pre test is FGD. There will be 2 groups consisted of six people in each group. Pre test will be performed after the prototype made, and an FGD instrument will be used as a guide. The Evaluation will be executed periodically in the first three month. The Evaluation will be performed with spreading questionnaire to the listener, FGD for the production team, and checking the listener's response from many channels.

Budget
Total budget of prototype production: 1.440.000 IDR
Total budget of program production: 18.720.000 IDR
Estimation of income per episode without sponsor: 13.710.000
Total budget for pre test: 1.215.000 IDR
The budget for evaluation: 350.000 IDR