

## Prototype program TV magazine khusus hobi "My Hobby and Me" untuk perempuan yang bekerja di ibu kota

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### Abstrak

**Analisis Situasi**  
Semakin banyak perempuan yang berkecimpung di dunia kerja dan mereka berpotensi mengalami stres. Keterlibatan pada hobi yang mengasah potensi diri adalah cara terbaik bagi perempuan Jakarta untuk mereduksi stres akibat beban karier maupun konflik peran ganda. Namun, banyak perempuan yang bekerja di Ibu Kota tidak punya banyak waktu dan kesulitan dalam memperoleh informasi tentang hobi yang sesuai dengan kondisi diri mereka.

**Manfaat dan Tujuan Pengembangan Prototype**  
Manfaat pengembangan prototype ini adalah menjadi referensi seputar hobi pengasah potensi diri beserta komunitasnya bagi para perempuan yang bekerja di Jakarta dalam mencari alternatif pengalih stres. Tujuannya adalah membantu mereka menemukan kegiatan positif yang dapat mereduksi stres serta memotivasi untuk tetap berkarya dengan menekuni hobi yang digemari.

**Prototype yang Dikembangkan**  
My Hobby and Me disajikan secara menarik, ringan, menginspirasi, serta sarat akan wawasan sosial-budaya. Program ini hadir dengan pengemasan yang dinamis dari segi format per item/rubric maupun pilihan hobi dan tema per episode. Penyajiannya mengedepankan kedekatan program dengan target penonton, yakni perempuan berusia 21 tahun ke atas dan bekerja di Jakarta. Materi yang dibahas, antara lain profil hobi beserta cara pengerjaan tahap demi tahap, tips dan trik, komunitas maupun para penggiatnya, serta wirausaha yang dapat dikembangkan.

**Evaluasi**  
- Pre-test media akan dilakukan dengan metode survey melalui penyebaran kuesioner kepada 35 peserta riset khalayak yang telah dilakukan sekaligus menjadi target penonton program ini.

Evaluasi program TV Magazine My Hobby and Me akan mengacu pada data rating dan share Nielsen Audience Measurement, hasil riset kuesioner terhadap 35 target khalayak, serta rapat redaksi mingguan.

**Anggaran**  
Anggaran pembuatan prototype Rp 1.413.000  
Rencana anggaran produksi program untuk satu episode (Jabodetabek) Rp 7.384.000  
Perkiraan laba maksimal Rp 92.616.000  
Rencana anggaran evaluasi Rp 4.412.000

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**Situation Analysis**  
More Indonesian women especially in Jakarta have involved in the work fields and this situation could make them experience stress. Involvement in hobbies which can sharpen self-potential is the best way for Jakarta's female workers to solve their stress problems due to carrier pressure as well as dual role conflict. However, many female workers don't have much time and are troubled in seeking information about hobbies suitable for their self-condition.

**Benefit and Purpose of the Prototype**  
The benefit of this prototype development is to be the reference that much relates to productive hobbies including their communities for female workers in Jakarta who seek for alternatives to escape from stress. The purpose is to help Jakarta's female workers to find positive activities which might reduce the stress and to motivate them to keep being creative through their favorite hobbies.

Prototype Developed<br>My Hobby and Me will be presented through the way which is interesting, light, inspiring, and rich of socio-cultural knowledge. This program exists with dynamic wrapping from its per item format as well as the choice of hobbies and themes in each episode. Its presentation prioritizes engagement and proximity between the program and the audience target who are female, aged over 21, and work in Jakarta. The materials covered are profiles on hobbies, process of doing, tips and tricks, the community as well as the hobbyists, also entrepreneurship that could be developed through the activity.

Evaluation<br>Media pre-test will be done with survey method through questionnaire distribution to 35 respondents also audience target who participated in previous research. Program evaluation of TV Magazine My Hobby and Me will be based on the rating and share data of Nielsen Audience Measurement, questionnaire result from 35 respondents, and editorial weekly meeting.

Budgeting<br>The budget for making the prototype is Rp 1.413.000<br>Budget plan of program production for each episode (Jakarta and its greater area) is Rp 7.384.000<br>Maximum profit estimation is Rp 92.616.000<br>Budget plan for program evaluation is Rp 4.412.000